

## Case Studies

Results driven. Specialising in e-commerce businesses.

### UK - Women's Clothing Brand



**Client Background:** Our client is a fashion retail company that sells trendy women's clothing and accessories online in the UK. They approached us towards the end of 2022 with the goal of increasing their online sales and revenue through Google Ads.

**Challenges:** The client faced a number of challenges before engaging with our services. Firstly, they had limited knowledge of how to use Google Ads effectively. Stating it was a very daunting platform to use. Secondly, they were struggling to generate a positive return on investment from their previous advertising campaigns. Due to this they could not gain any consistency with their results and were missing out on sales to their competitors.

**Solution:** Our team worked closely with the client to develop a comprehensive strategy to address their challenges. We began by conducting a thorough analysis of their website and their competitors' websites to identify opportunities for improvement. Based on our findings, we developed a new Google shopping campaign structure. Allowing us to show more of their products across google. Growing their reach and capturing more people in their target market. We also optimised their ad copy and landing pages to improve the relevance and quality score of their ads.

We implemented a bidding strategy that was conversion focused and not click focused.

**Results:** Due to a complete restructure of their ad account it took a few weeks for performance to stabilise.

However as we moved into the new year (2023) we began to see consistency at a ROAS that was extremely profitable for this brand. Year to date a ROAS (Conv. value / cost) of 3.24 has

been achieved. This is only the beginning for this brands journey with google ads and we're incredibly excited to see whats install for them during Q4.

**Conclusion:** By implementing a full restructure of their ad account, our client was able to achieve a 3.24 ROAS (so far in 2023) and see a significant increase in revenue for their business.

## UK - Pet Brand With A Summer Product Launch



**Client Background:** Our client is a UK based pet brand. Specialising in toys and equipment for Cats & Dogs. They approached us because they had a new product ready to launch. A summer themed toy for dogs. They knew if this product was put in front of the right audience it would sell.

**Challenges:** The client strong experience with other ad platforms such as Facebook & Pinterest. This is how they had scaled their business up until this point. They were fully aware a lot of money was being left on the table by not utilising the power of Google Ads correctly. After spending around £6,000 on Google Ads with little to no results they approached us.

**Solution:** The client had a handsome advertising budget to work with. Meaning we could **aggressively** relaunch their advertising campaigns and see results. Quickly. It was the middle of a very hot summer here in the UK and this outdoor water themed toy was an instant success. Not only with our campaigns but on other platforms too. Using broad targeting with search campaigns, engaging images with shopping campaigns and display ads. Our campaigns generated huge amounts of traffic in a short period of time. Like with most of our clients we implemented a bidding strategy that was conversion focused and not click focused. However this was an aggressive strategy and this allowed us to achieve the scale we did in such a short period of time.

**Results:** June 3rd-June 19th is where we really saw the campaigns take off. In this short 16 day period we achieved a 4.88 ROAS in this single product alone. With a total of 361 tracked conversions\*. However this was just the beginning. The attention this product got across the UK lead to huge organic reach over the coming months. Gaining the attention of huge online viral publishers such as LAD Bible & Daily Mail. This lead to huge amounts of organic traffic and organic sales.

\*As most of us know google does not track every sale it generates. Therefore we consider an extra 15-25% of sales were generated from these campaigns.

**Conclusion:** By implementing an aggressive conversion focused strategy, the launch of this product was very successful on Google ads. As well as the other platforms they were using. Achieving a lucrative 4.88 ROAS in its first couple of weeks of launch. Leading to free organic press from a number of online media outlets the brand kept on growing and sales for this product continued to grow.