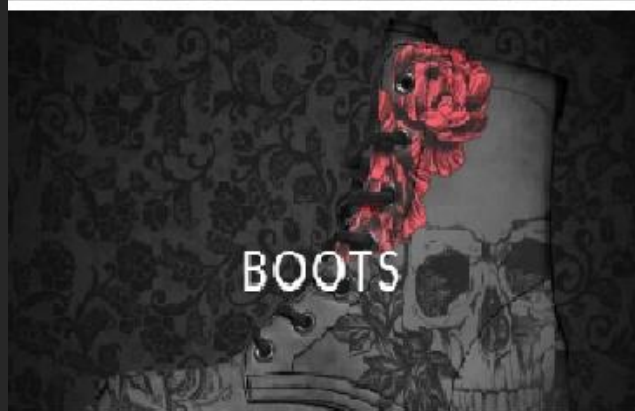




Google
Shopping Ads

CASE STUDY

RAAD
shop

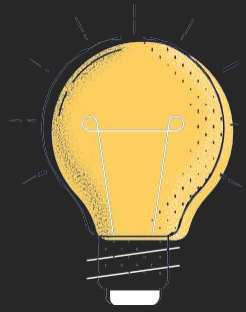
Background

Our client has a Shopify store to selling unique designed footwear products. Like:

- Boots
- High Tops
- Low Tops
- Comfy Boots
- Classic Boots

Challenges

When the client reached out to us, his Google ads account wasn't performing at all. The account spend was not increasing with sales every day on ads, conversions were quite low.

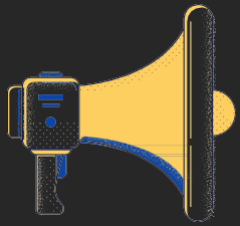


SOLUTION

Upon taking over the account, we dig deeper into the data and splitting it into meaningful campaigns that targeted specific demographics. Since the products are mainly targeted towards Boot's lovers, we created ad campaigns in different ad formats and run them on different channels.

Creating more campaigns as per categories to advertise each product type with separate budgets.

Along with hyper-targeted campaigns, we run robust remarketing campaigns to drive more conversions. As a result, ad engagement began increasing, which lowered the cost-per-click for the client's ads.



Results

+91.90%

Increase in Sales

780.4%

ROAS

33%

Decrease in
CPA

Conversions ▼

8.71K

Clicks

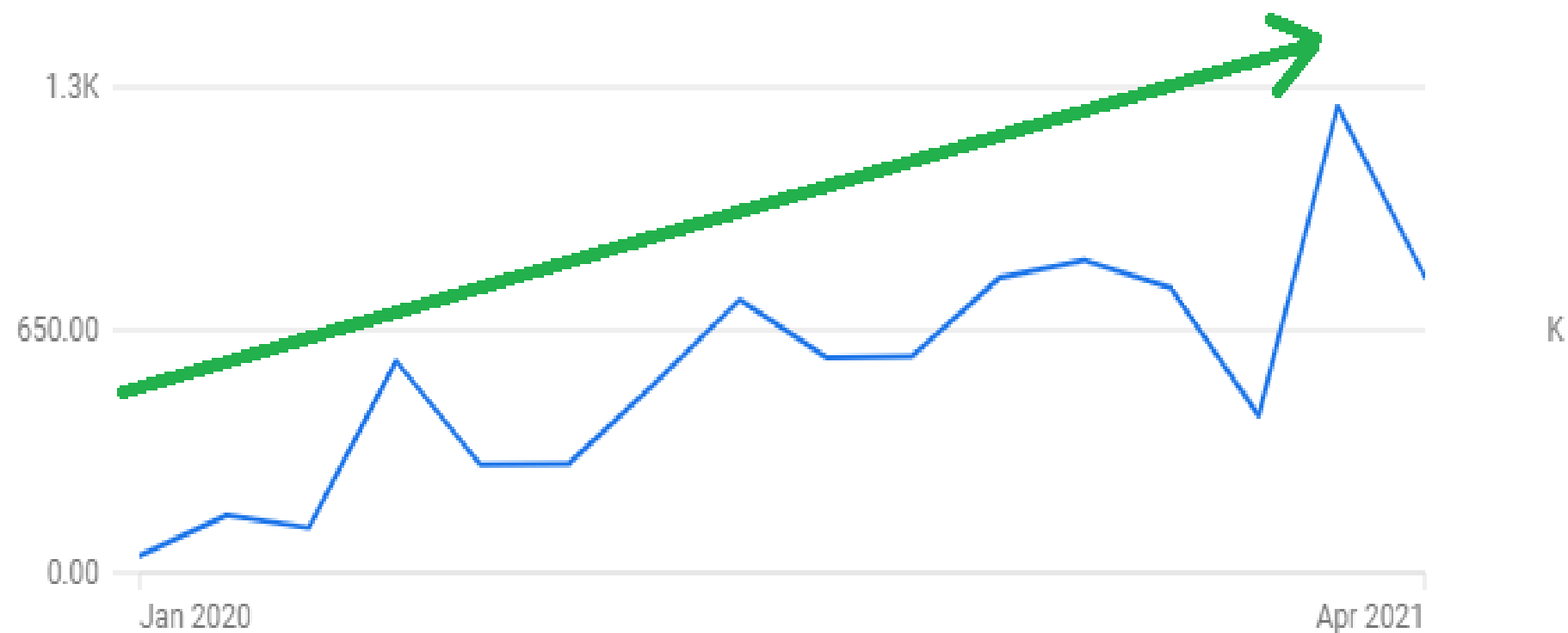
207K

Cost / conv.

\$8.80

Cost

\$76.6K





Campaign Stats

☐ ● Campaign	Budget	Status	↓ Conv. value	Conv. value / cost	Conversions	Cost
Total: All enabled campaigns			791,344.85	10.33	8,707.86	\$76,605.33
☐ ● [REDACTED]	\$150.00/day	Limited by search volume	344,700.81	29.83	3,859.42	\$11,554.24
☐ ● [REDACTED]	\$50.00/day	Limited by search volume	170,060.94	50.41	1,727.99	\$3,373.83
☐ ● [REDACTED]	\$160.00/day	Eligible	117,668.57	3.94	1,426.49	\$29,831.64
☐ ● [REDACTED]	\$70.00/day	Eligible	53,233.68	23.71	550.14	\$2,245.42
☐ ● [REDACTED]	\$80.00/day	Eligible	37,602.00	4.04	388.15	\$9,296.51
☐ ● [REDACTED]	\$180.00/day	Eligible	19,609.47	2.48	196.72	\$7,895.13

*Thank
you*

