

GATSBY
ROSE
HAS ARRIVED

10% Off

Kim in South Australia, Australia purchased a SALE - Dreamwave - Black Onyx (FREE SHIPPING FROM BRISBANE)
3 hours ago

An advertisement for Gatsby Rose hair products. It features three women: one standing on the left in a light pink jumpsuit, one sitting in the center on a pink armchair holding a hairbrush, and one standing on the right in a white dress with a black belt. The background is a white brick wall. A '10% Off' banner is on the left. A product review snippet from 'Kim in South Australia, Australia' is at the bottom left, mentioning a 'SALE - Dreamwave - Black Onyx' with 'FREE SHIPPING FROM BRISBANE' and '3 hours ago'.

Google Shopping Ads Case Study

WYLERA HAIR

Welcome to the
Hair Revolution.

Find Inside
500 + 24 + 10

10% Off

An advertisement for Wylera Hair products. The top half shows an open box of a 'WYLERA 1' hairbrush with a rose gold and black diamond pattern. The box contains the text 'Welcome to the Hair Revolution.' and 'Find Inside 500 + 24 + 10'. The bottom half shows a woman with long, wavy red hair smiling while using the hairbrush. A '10% Off' banner is on the left. A WhatsApp icon is in the bottom right corner.

Background

Challenge

Our client has a Shopify store to sell an innovative product. It's a wireless hair curler for instant hair curls. The compact size and USB charging port make it so easy to curl your hair anytime, anywhere!

When the client reached out to us, his Google ads account wasn't performing at all. Despite spending dollars every day on ads, conversions were quite low.

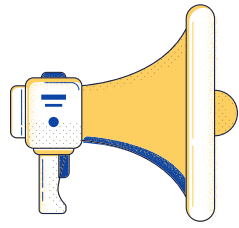




Solution

Upon taking over the account, we dig deeper into the data and splitting it into meaningful campaigns that targeted specific demographics. Since the product is mainly targeted towards a female audience, we created ads in different ad formats and run them on different channels.

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

22%

Increase in MoM Sales

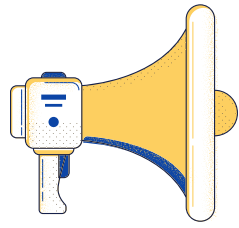
678.4%

ROAS

32%

Decrease in CPA





Campaigns Stats

Campaign	↓ Conversi	Cost / conv.	Impr.	Interactions	Interaction rate	Avg. cost	Cost	Conv. rate	Bid strategy type	Clicks	Conv. value
Wy...	459.00	A\$4.98	18,260	4,845 clicks	26.53%	A\$0.47	A\$2,287.74	9.47%		4,845	68,340.16
Sh...	380.00	A\$32.72	757,520	9,171 clicks	1.21%	A\$1.36	A\$12,435.44	4.14%	)	9,171	59,937.99
DS	189.00	A\$40.41	57,960	4,051 clicks	6.99%	A\$1.89	A\$7,638.29	4.67%		4,051	28,612.51
DS	133.00	A\$35.31	22,057	1,624 clicks	7.36%	A\$2.89	A\$4,696.74	8.19%		1,624	20,676.02
Sh...	120.00	A\$13.18	102,179	1,206 clicks	1.18%	A\$1.31	A\$1,581.65	9.95%	)	1,206	19,365.01
ST	74.00	A\$27.93	124,066	1,624 clicks	1.31%	A\$1.27	A\$2,066.77	4.56%	)	1,624	11,639.90
Re	1.00	A\$60.89	26,450	86 clicks	0.33%	A\$0.71	A\$60.89	1.16%	)	86	161.50
Total: All enabled campaigns	1,356.00	A\$22.69	1,108,492	22,607 clicks	2.04%	A\$1.36	A\$30,767.52	6.00%		22,607	208,733.09

Targeted campaigns, focusing on particular demographics and devices, provided a much higher CTR. As the CTR improved, Google rewarded our client by lowering the CPC. In comparing the first month, the conv. rate increased by **4.89%**, and the CPC decreased from **\$3.24** to **\$1.36**.

Thank You

