



Google Ads

CASE STUDY

Generated 300+ Sales
in one month



For Perfume business

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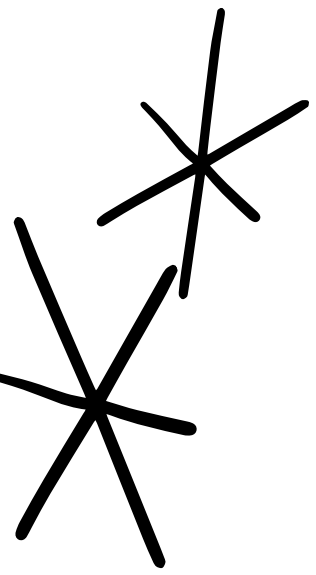
Introduction

Sentir Parfum is a distinguished online retailer specializing in a wide array of perfumes. Known for offering luxury fragrances at competitive prices, the store aims to captivate perfume lovers across the Netherlands with its quality and variety.



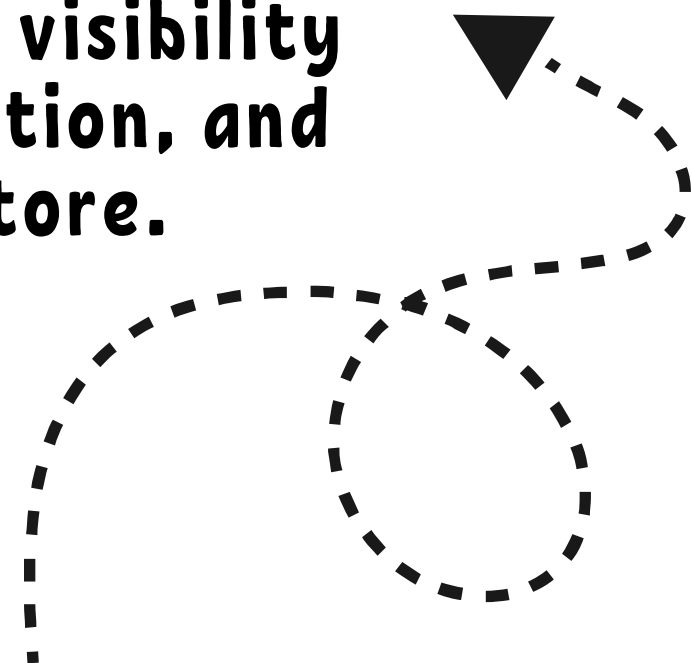
Brand Challenge:

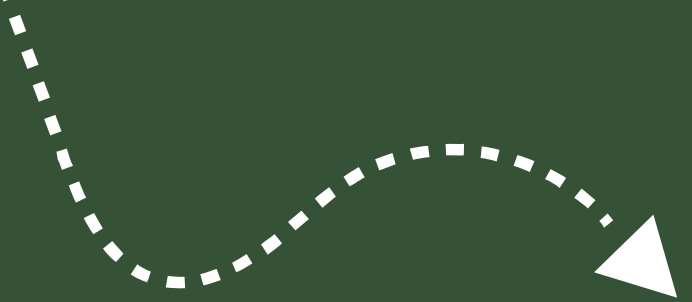
Despite a broad and appealing product range, Sentir Parfum faced challenges in meeting its sales targets and achieving a substantial return on investment from their paid advertising efforts.



Our Recommendation:

Recognizing the power of targeted advertising, we advised Sentir Parfum to allocate a portion of their budget to Google Ads, expanding their strategy to include Search, Smart, and Shopping Campaigns. This approach aims to enhance visibility across multiple platforms, increase market penetration, and attract more qualified leads to their e-commerce store.





Strategy:

Our approach was structured around the following key phases:

- **Market Analysis:** Conduct a thorough analysis of the competitive landscape and keyword performance to identify opportunities for market penetration.
 - **Google Ads Setup:** Establish and optimize a Google Ads account tailored for perfume-related searches, ensuring alignment with Sentir Parfum's business objectives.
 - **Campaign Launch:** Initiate a Google Search Campaign using dynamic search ads and enhanced cost-per-acquisition (CPA) bidding to manage budget efficiently while maximizing lead generation.
 - **Performance Monitoring and Optimization:** Leverage real-time data to refine ad copy, keywords, and bidding strategies, ensuring optimal performance and cost management.
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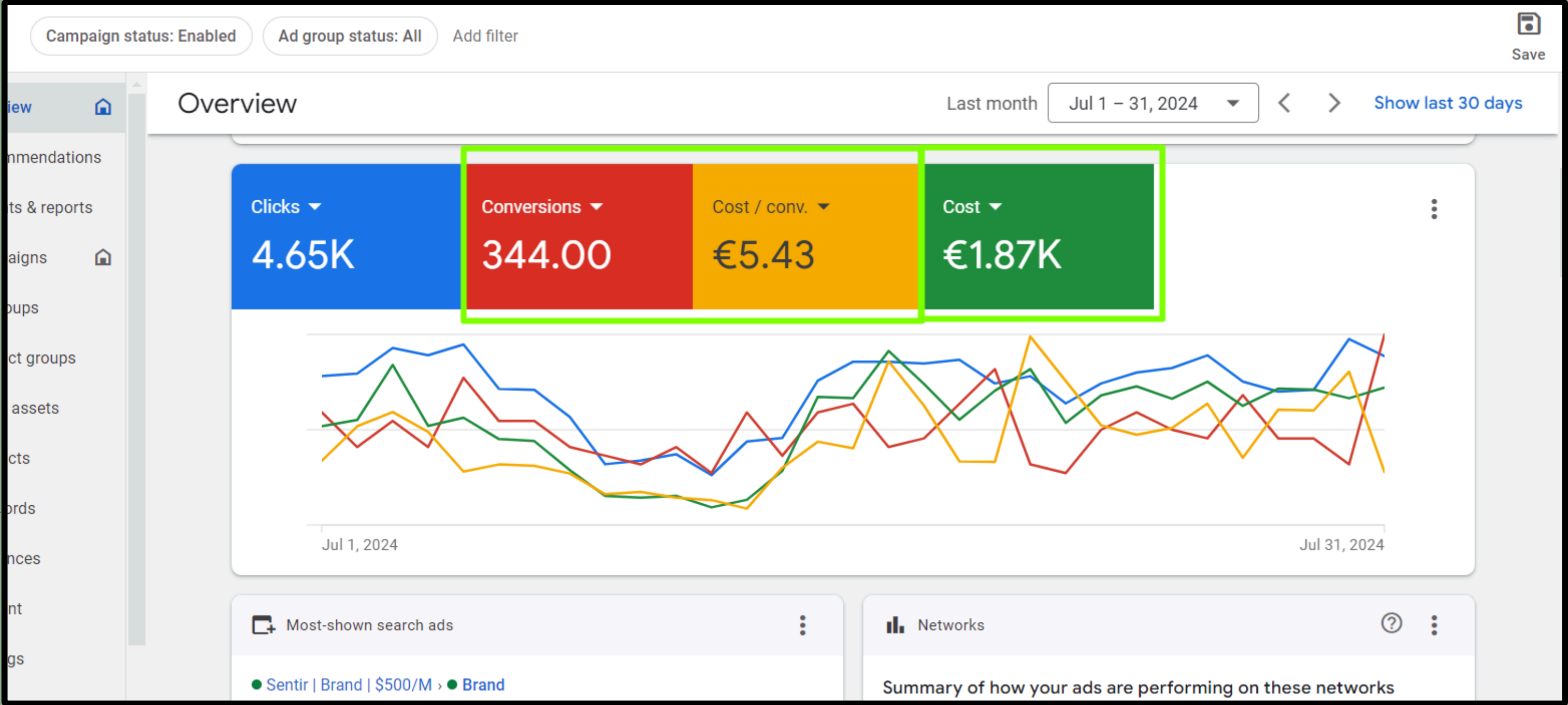


Conclusion:

The Google Ads campaign for Sentir Parfum proved highly effective, generating 274 sales within a month at an efficient CPA of €5.64. The strategy enhanced Sentir Parfum's online visibility and contributed significantly to its database of potential customers, thereby boosting the potential for increased sales and customer loyalty. This case demonstrates the value of targeted digital advertising campaigns in the perfume industry and underscores the importance of continuous optimization to drive the best possible outcomes. Moving forward, Sentir Parfum is well-positioned to further capitalize on its digital marketing efforts and continue its trajectory of growth and success.



Last Month Stats



Campaigns

Campaigns

Last month

Jul 1 – 31, 2024

<

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Show last 30 days

+

▼

Add filter

🔍

Search

☰

Segment

📊

Columns

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Reports

⬇️

Download

🔗

Expand

⋮

More

▼

☐	● Campaign ▼	Impr.	Clicks	Cost	Avg. CPC	Conversions	Cost / conv.	Conv. value / cost	Conv. value
☐	●  Sentir Performance Max Without Assets	376,332	2,145	€932.53	€0.43	85.00	€10.97	2.88	2,688.25
☐	●  Sentir Performance Max With New Assets	140,024	1,169	€685.21	€0.59	62.00	€11.05	3.15	2,155.94
☐	●  Sentir Brand RLSA	0	0	€0.00	—	0.00	€0.00	0.00	0.00
☐	●  Sentir Brand \$500/M	2,290	1,337	€251.56	€0.19	197.00	€1.28	30.63	7,705.76
Total: All enabled campaigns in your curr... ⓘ		518,646	4,651	€1,869.31	€0.40	344.00	€5.43	6.71	12,549.95
▼	Total: Account ⓘ	524,043	4,797	€1,940.25	€0.40	344.00	€5.64	6.47	12,549.95

1 - 4 of 4

Results

Our Google Ads campaign for Sentir Parfum produced remarkable outcomes, elevating their online visibility and sales performance. We significantly increased qualified traffic by targeting relevant perfume-related keywords and refining ad content while maintaining a cost-per-acquisition of €5.64. This strategic approach effectively utilized our €1,940 monthly budget, enhancing Sentir Parfum's market share and customer engagement.



THANK
YOU!

