



Google Ads Case Study



Website: <https://eflownutrition.com/>

Budget: \$3,000/Month

Target Location: USA





- **Background**

Our client has a Shopify store to sell **Premium Sports Supplements**. eFlow Nutrition are to bring you, the consumer, affordable, effective, and high quality sports supplements.

- **Challenge**

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



- **Solutions:**

Along with hyper-targeted campaigns, we run robust remarketing campaigns to drive more conversions. As a result, Ad engagement began increasing, the sale and conversions

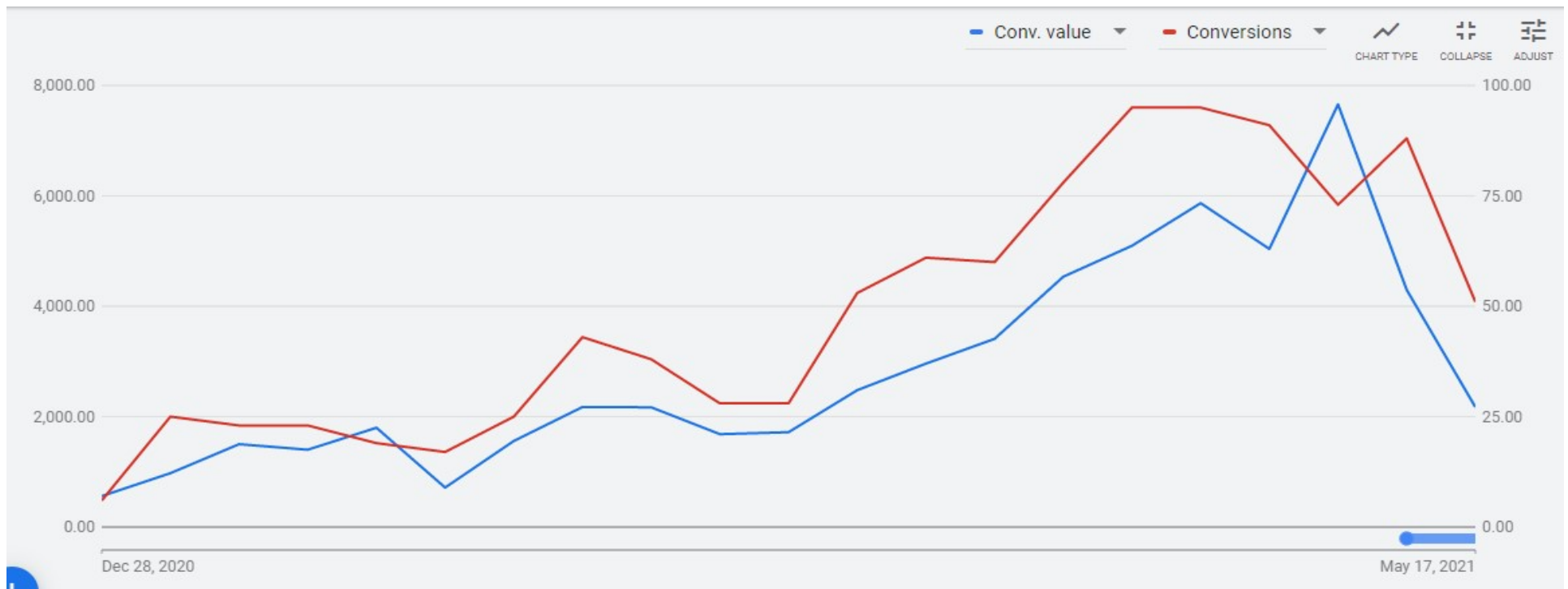
- **Approach Testing Campaigns was Essential:**

We focus on conversion product categories. Split the campaigns in Search, Shopping , Display and Remarketing. Also, ran the Brand Awareness campaigns to increase the brand recognition.

Results:



- **Conversions Increased By: +262.44%**
- **Conversion rate Increased By : +16.95%**
- **Revenue Increased By: +264.38%**
- **Budget Increased**





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Campaigns Stats

Campaign	Budget	Status	Conv. value	Conversions	Cost / conv.	Cost
● [REDACTED]	\$40.00/day	Eligible (Learning) Bid strategy learning	40,014.68	612.00	\$3.90	\$2,386.53
● [REDACTED] Products	\$45.00/day	Eligible (Learning) Bid strategy learning	10,006.63	133.00	\$12.36	\$1,644.13
● [REDACTED] (Protein) Shaker Sampler	\$67.00/day	Eligible (Limited) Limited by budget	1,007.92	60.00	\$16.16	\$969.56
● [REDACTED] Sampler	\$30.00/day	Eligible	1,045.61	37.00	\$29.18	\$1,079.65
● [REDACTED]	\$10.00/day	Eligible (Learning) Bid strategy learning	1,095.82	33.00	\$1.21	\$40.04
● [REDACTED]	\$25.00/day	Eligible (Learning) Bid strategy learning	128.89	6.00	\$39.78	\$238.68
● [REDACTED] New	\$10.00/day	Eligible	0.00	0.00	\$0.00	\$89.00
Total: All enabled campaigns			53,299.55	881.00	\$7.32	\$6,447.60

THANK YOU

