



Google Ads

GOOGLE ADS

CASE STUDY



Project Analysis



Objective:

Product Sales



Targeting:

The client is looking for a reliable customer who can shop with confidence, knowing that you're getting the best products at the best prices. Perfect for use in a variety of applications including natural white linen, soft grey linen, and a variety of other colors, all available by the meter or in convenient fabric rolls.



Client's Requirements:

The primary purpose of a Google Ads Campaign is to generate sales.



OBJECTIVE

1. Amplify your brand's online presence and captivate prospective customers through increased website traffic.
2. Elevate conversion rates and revenue streams by directly showcasing your products and services on your website.
3. Strengthen your brand identity, broaden your audience, and enhance brand recognition.
4. Spark interest and raise awareness for newly introduced products and services.
5. Utilize sophisticated targeting capabilities to reach precise demographics, locations, or interest-based groups.
6. Focus on delivering quantifiable outcomes, refining conversion rates, and optimizing ROI through PPC advertising initiatives.
7. Gather valuable data and insights to shape future marketing strategies.



STEPS TO REACH ON TOP IN GOOGLE ADS

First Step

Market Research
&
Competitor Analysis

Second Step

In Depth
Keyword Research

Third Step

Conversion
Tracking

Fourth Step

Campaign
Optimization

Fifth Step

Remarketing



First Step

Understand your market and competitors to tailor ads. Identify target demographics, preferences, and analyze competitor strategies. Use insights to craft compelling ads that stand out.

Second Step

Explore keywords relevant to your business. Choose a mix of broad and specific terms. Consider user intent and bid on keywords strategically. Regularly update and refine your keyword list for optimal campaign performance.

Third Step

Implement conversion tracking to measure campaign success. Monitor actions like form submissions or purchases. Adjust strategies based on insights to enhance conversions, ensuring your ads generate tangible results.

Fourth Step

Continuously refine campaigns for maximum efficiency. Adjust bids, ad placements, and targeting based on performance metrics. Regularly review and update ad copy to maintain relevance. Experiment with different elements to identify the most effective combinations.

Fifth Step

Reconnect with potential customers who visited your site. Develop targeted ads for users who engaged with your content. Utilize personalized messaging to reignite interest and encourage conversions. Implement dynamic re-marketing for a tailored approach, reminding users of specific products or services they viewed.



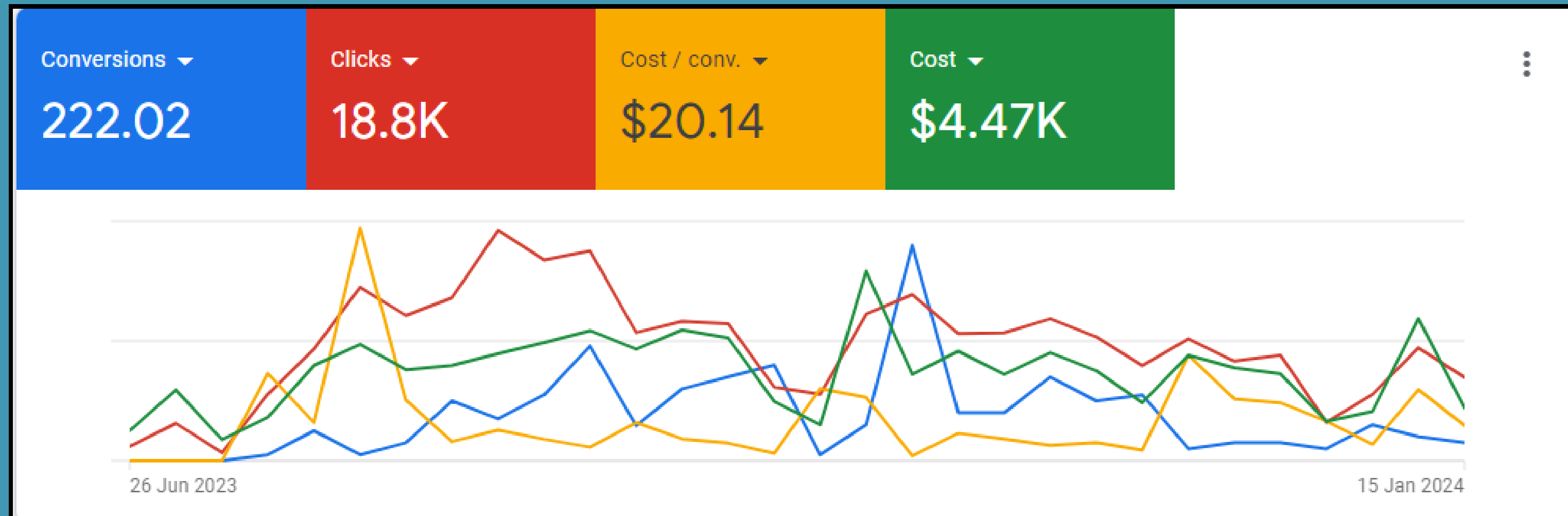
PROBLEM

Although the customer saw a rise in sales, the underwhelming conversion rate led to conversions not meeting the anticipated levels.

SOLUTION

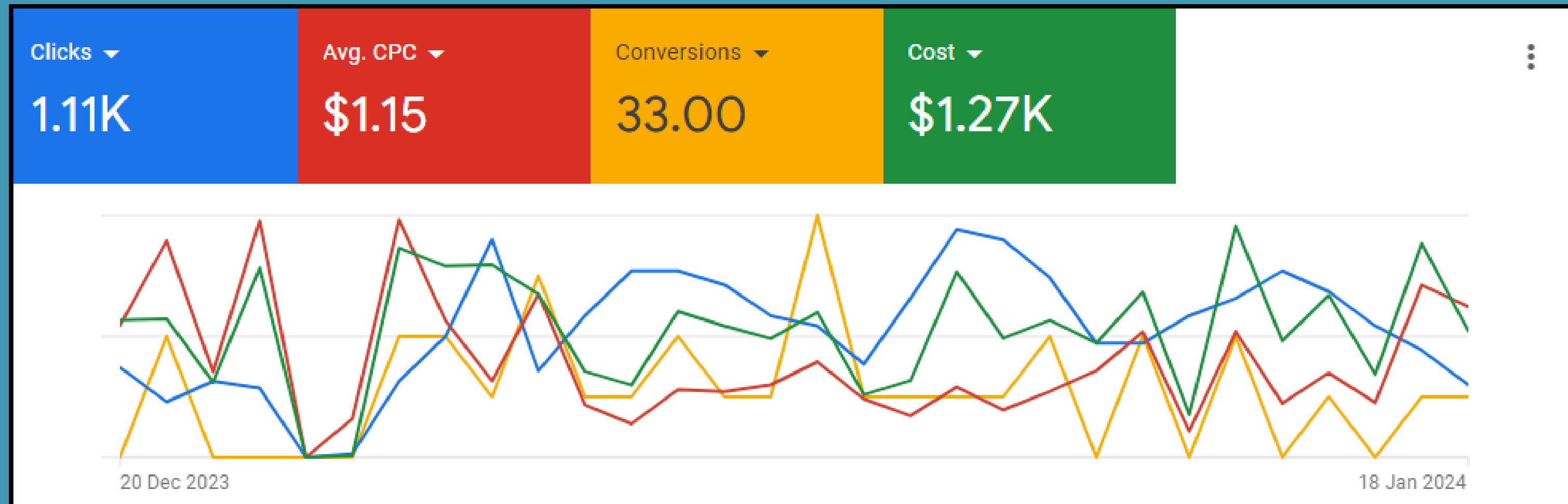
We performed comprehensive keyword research to pinpoint the most pertinent keywords for their business, guaranteeing the visibility of their ads in response to relevant search queries.

OUR STRENGTH



Account 1 –We Got 222.02 Conversions with Cost of \$4.47k in last 6 months

OUR STRENGTH



Account 2 –We Got 33 Conversions with Cost of \$1.27k in last one Month

LET'S DISCUSS THE FIGURES

3.5K

HAPPY CLIENTS

\$2M

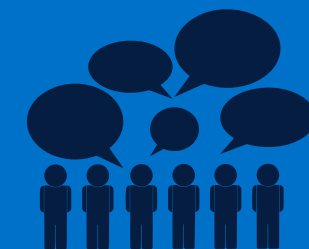
WASTED
BUDGET SAVED

\$12M

ECOMMERCE
SALE

1300K

LEADS





THANK YOU
FOR YOUR ATTENTION

