

How our Team Decreased CPA and Achieved Goals for the Online Retail Industry

Google

In order to boost the results of an online retail account, our team decided to switch from a regular shopping campaign to Smart Shopping. We were also looking to decrease CPA and keep it below \$25.00.

HOW WE DID IT

We focused on:

- Using Target CPA and Target ROAS as smart bidding strategies
- Adjusting the CPA and ROAS goals on a weekly basis for the algorithm to speed up results
- Excluding low performing keywords, locations, and hours of the day to decrease CPA
- Using Google Analytics and conversion tracking to measure performance

THE RESULTS

- ⬆️ **CPA** decreased by 37.55%
- ⬆️ **CPA** was kept below \$15.00
- ⬆️ **Conversions** increased by 17.89%
- ⬆️ **ROAS** increased by 59.30%
- ⬆️ **CPC** decreased by 9.67%