

Scaling an Ecommerce Business With Shopping Campaigns

Google

Chase, the owner of an online apparel store that sells women outfits, was looking for a marketing provider to manage his Google Shopping campaigns. Chase was running a Google Ads search campaign with positive results, however, he knew PPC was time-consuming and wanted to take care of his business operations.

HOW WE DID IT

✔ Our team created a strategy that would allow both the search and shopping campaigns to work

together to decrease CPA and drive profit:

- Finding new keywords and negative keywords to guide all product title and description optimization in the shopping campaign we would create
- Targeting the top converting States based on the data provided by the client's previous search campaign
- Dividing the account into top-performing products and all products to review the performance of each one
- Installing Google Analytics to analyze consumer behavior
- Continually updating bids to produce ROI in both the search and shopping campaigns

THE RESULTS

⬇️ ROI increased
by **184%**

⬇️ Cost per acquisition
decreased by **53%**

⬇️ Conversion rate
increased by **21%**

