



Ecommerce Case Study

Google Ads



Green Tidings Organic Body Oils

Pure, cold-pressed, lightweight, luxurious. Mix & Match for personal blends.



Face & Body Care

Organic and potent plant ingredients without any fillers, harmful preservatives, artificial fragrances, or toxic ingredients.



Green Tidings Natural Deodorant

Go Green. Smell Clean. Top rated, best selling natural deodorant.



Contents of the Report

01 Introduction

02 How I Did It

03 Impact

04 Result Achieved



Introduction



It's a US-based natural skincare brand. They have a wide range of skincare products for women and for babies. All their products are vegan and Certified Cruelty-Free by Leaping Bunny and CCIC.



How I Did It

Background

The client herself tried managing the Google account for over 3 months. Despite spending hundreds of dollars on the smart campaign (formerly known as Adwords Express), she could scale up conversions (sales).



Challenge

Being in a highly competitive niche, establishing a brand's presence, and driving sales were pretty challenging. Since her campaigns were on automated bidding, she had been paying a higher CPC with fewer conversions.

Solution

When I took over this account in May 2021, campaigns used to deliver 3-4 conversions (sales) in a day. The first thing I did was pausing that smart campaign and launched a new standard shopping campaign. I kept a close eye on the search terms and regularly updated the negative list that helped in driving relevant traffic. Once I had adequate data, I increased the bids on products with higher impressions and clicks. Next, I launched a dynamic remarketing campaign to re-engage people who clicked on our ads. Once both the campaigns were stabilized and started delivering conversions, I launched a search ads campaign to draw incremental conversions.

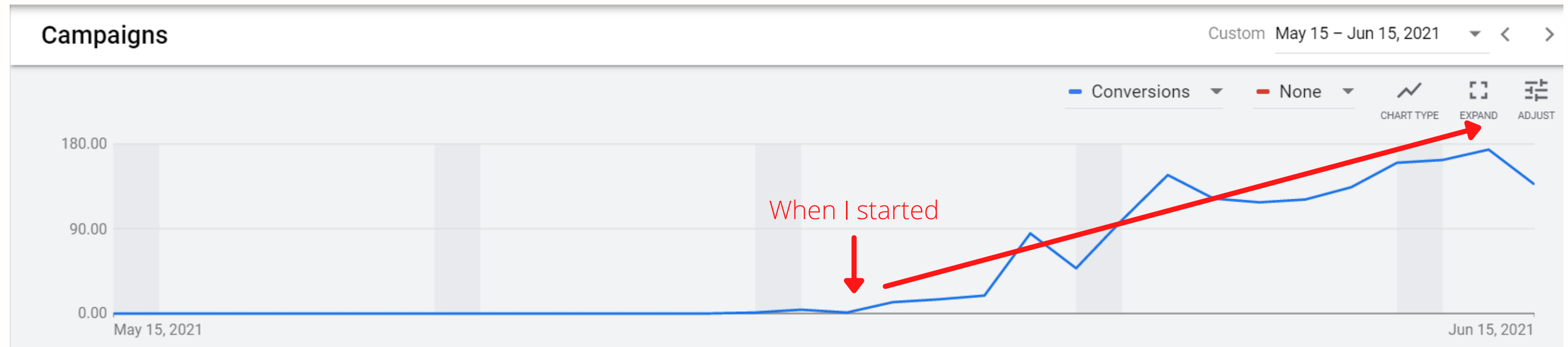


Impact



I was able to improve the ads to target a more relevant audience. Even with 18% fewer impressions, campaigns resulted in 64% more conversions, at a CPA 16% lower than it was when I started managing the account.

In the following graphic, the blue line represents clicks, and the red line is the number of clicks conversions. There is a clear increase in both clicks and conversions. The lower the CPC, the more clicks a client is able to get each day with its daily set budget.





Results Achieved

18% ↑

WoW Increase in Clicks

23% ↑

WoW Increase in Sales

840% ↑

Increase in ROAS



Thank You