Google Ads Campaign Architecture

Intent-First, Brand-Safe, Conversion-Driven

(Jewelry Brand — Portfolio Case Study)

1. Campaign Objective — What Google Ads Is *Really* Used For

Google Ads is not a discovery channel.
It's a **decision-capture channel**.

Primary Objective

Capture **existing purchase intent** and convert users who are *already looking* for jewelry.

We are not creating desire here —
we are intercepting it at the moment of action.

Secondary Objectives

- Protect brand demand from competitors
- Eliminate low-intent spend leakage
- Improve Quality Score through relevance
- Build dependable remarketing pools for scaling

Core philosophy:
Google Ads doesn't create demand.
It harvests intent that already exists.

2. Campaign-Level Architecture — Why One Campaign Fails

Running a single Google Ads campaign is the fastest way to:

- inflate CPCs
- confuse intent signals
- dilute performance

Instead, this account is structured around **intent layers**, not keywords.

Campaign Stack Overview

Each campaign represents a **different mindset** of the searcher:

1. Brand Search (High certainty)

2. Non-Brand High-Intent (Purchase-ready)

3. Category-Based Search (Exploratory buyers)

4. Shopping Campaign (Visual comparison)

5. RLSA (Decision reinforcement)

This separation gives **control, clarity, and scalability.**

Campaign 1 — Brand Search

(Demand Protection Layer)

Purpose

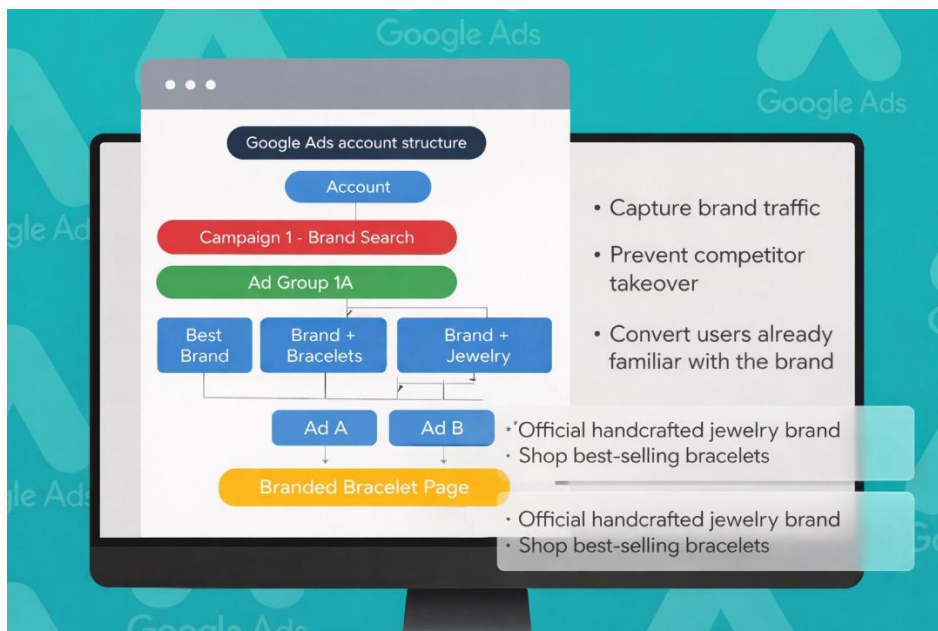Capture users already searching for the brand and **defend branded demand** from competitors.

This campaign exists to **protect certainty**, not create interest.

Campaign Type

Search

Keyword Scope

- Brand name
- Brand name + bracelets
- Brand name + jewelry
- Brand name + handmade bracelets

Why This Campaign Is Non-Negotiable

- Lowest CPC in the entire account
- Highest conversion rate

- Captures users already emotionally sold

- Prevents competitor ads from hijacking branded searches

If you don't bid on your own brand name, competitors will happily do it for you.

Messaging Philosophy

This campaign does **not persuade**.
It reassures.

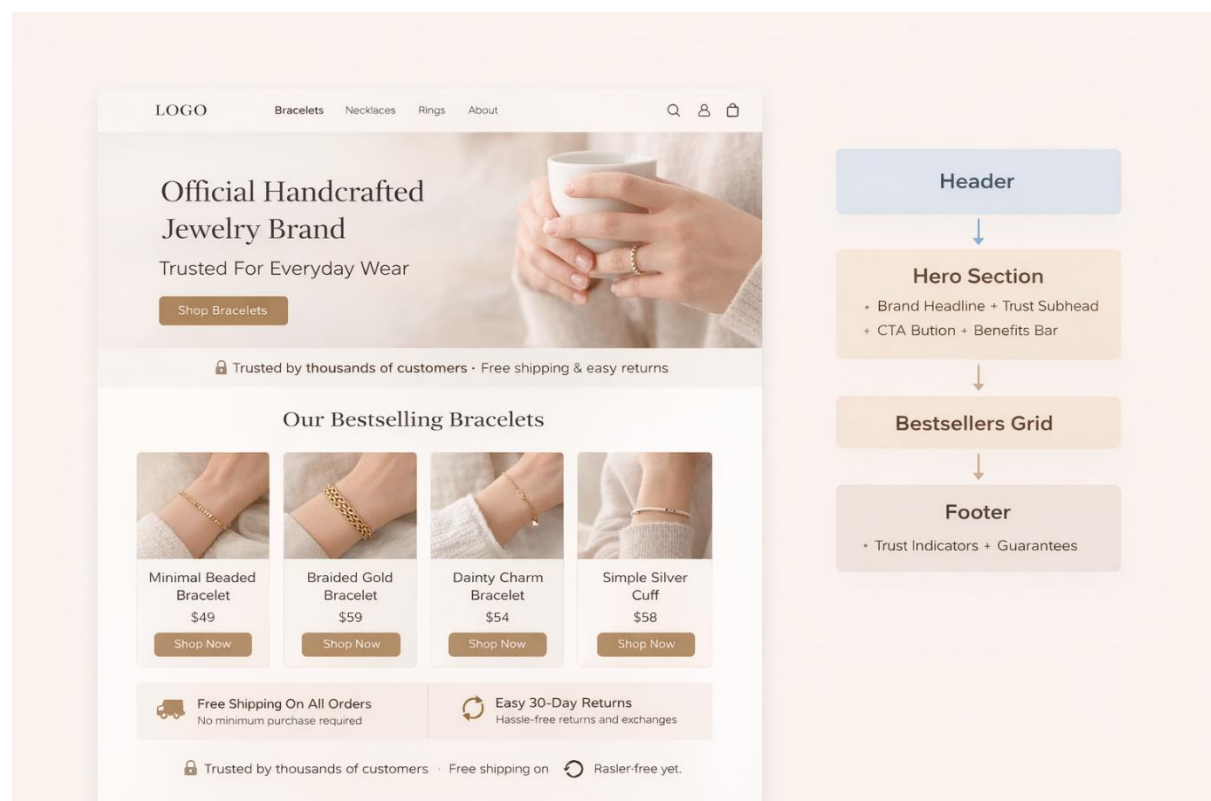## Tone:

- Official

- Calm

- Trustworthy

Example Ad Angle:
Official handcrafted jewelry brand • Trusted for everyday wear

Landing Page

Brand homepage or branded collection page
(No friction. No distraction.)

Campaign 2 — Non-Brand High-Intent Search

(Revenue Engine)

Purpose

Capture **purchase-ready buyers** who know what they want — but haven't chosen a brand yet.

These are *decision-stage* users.

Campaign Type

Search

Keyword Themes

- buy bracelets online
- handmade bracelets for women
- bracelet gift for her
- everyday bracelets
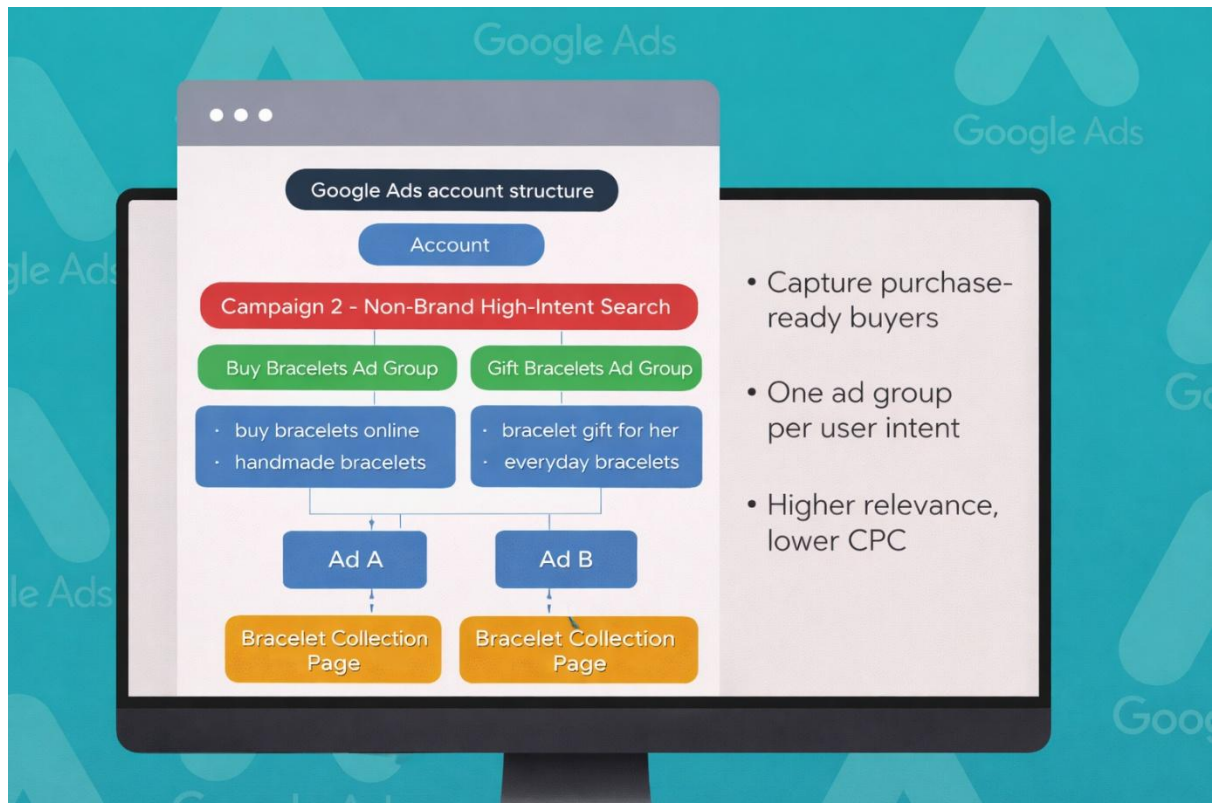- minimalist jewelry bracelets

Structural Rule

One intent = one ad group

No keyword dumping.
No mixed meanings.

Each ad group maps to:

- one intent
- one message
- one landing page

Why This Campaign Works

These users are not browsing inspiration.
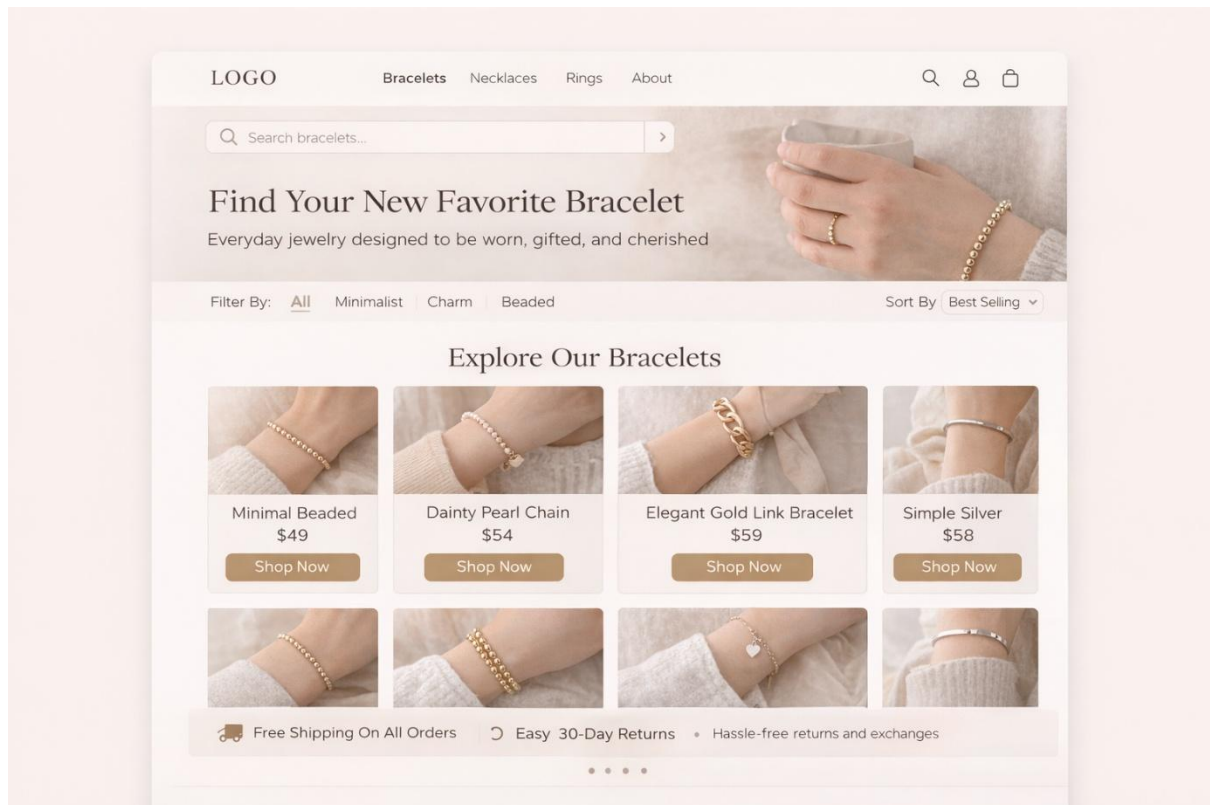They are **actively choosing**.

High intent + high relevance = efficient conversions.

Messaging Focus

- Comfort
- Everyday wear
- Meaningful design
- Gift-ready positioning

Landing Page

Bracelet collection landing page
(intent-matched, not homepage)

Campaign 3 — Shopping Campaign

(Visual Intent Capture)

Purpose

Win users who prefer **seeing the product before deciding**.

Perfect for jewelry — where visuals drive trust.

Campaign Type

Google Shopping

Why Shopping Is Critical for Jewelry

- Jewelry is inherently visual

- Comparison happens instinctively

- Mobile Shopping ads perform exceptionally well

Optimization Priorities

- Clean, descriptive product titles

- High-quality images (no clutter, no text overlays)

- Clear pricing and product names

Honest Trade-Off

Shopping campaigns require:

- clean product feeds

- constant optimization

- CPC discipline

But when done right, they deliver **pure purchase intent**.

Landing Page

Individual product pages
(fast load, simple layout, strong imagery)