

GOOGLE ADS CASE STUDIES

GYMTONIC

Industry type: Health & Fitness

WINS: 76% increase in phone call leads; 227% increase in digital signup leads; 25% decrease in CPL

INTRO: GymTonic is a premium fitness and wellness center that combines luxury, functionality, and community in the heart of Los Angeles. With its cutting-edge facilities, diverse fitness classes, and personalized wellness services, GymTonic offers a holistic approach to health and fitness. From expertly designed indoor-outdoor workout spaces to recovery services like massage and stretch therapy, GymTonic is dedicated to helping its members achieve their goals while enjoying an elevated fitness experience.

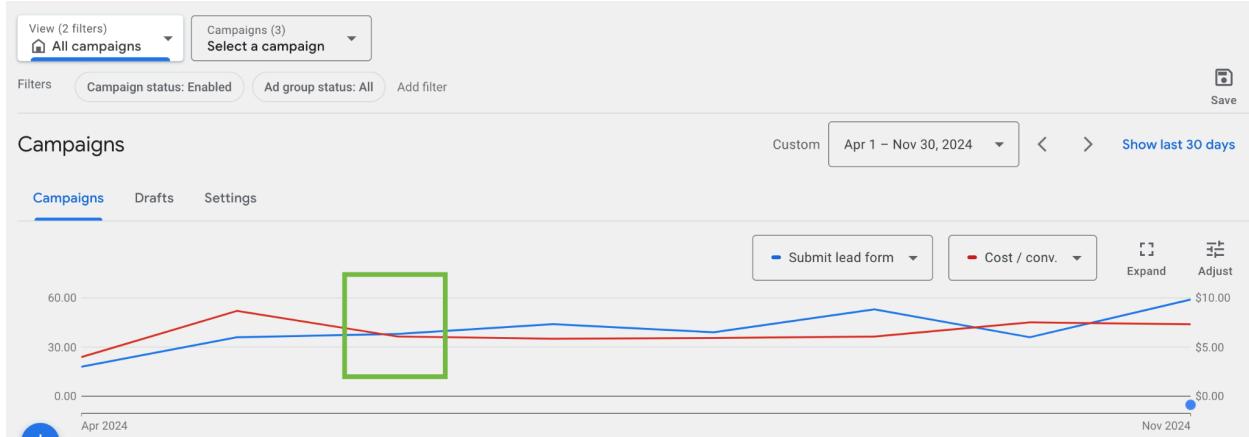
GOALS: Their main objective was to increase new member signups while maintaining a cost-effective acquisition strategy and to boost brand awareness as a newly established gym in the local area.

CHALLENGE: GymTonic faced the challenge of competing in a highly saturated market dominated by well-established luxury gyms. Their goal was to attract new members while maintaining a cost-efficient acquisition strategy that ensured profitability.

STRATEGY: I started conducting thorough research on competitors with a large member base to understand their strategies. My approach focused on bidding for relevant, localized keywords that emphasized GymTonic's unique offerings, including open gym facilities, group classes, personal training, and wellness services. Once I collected sufficient data, I scaled to a Performance Max campaign to expand our reach across multiple networks: Search, Display, Discovery, YouTube, and Gmail. This allowed us to target prospects interested in fitness, wellness, and gym equipment, as well as those engaging with competing gyms in the local area.

WIN: Over 8 months, we achieved a 399% increase in new members by driving growth in both form submissions and phone call leads. At the same time, we reduced the cost per acquisition by 25% by eliminating underperforming keywords and assets.

PHOTO 1:

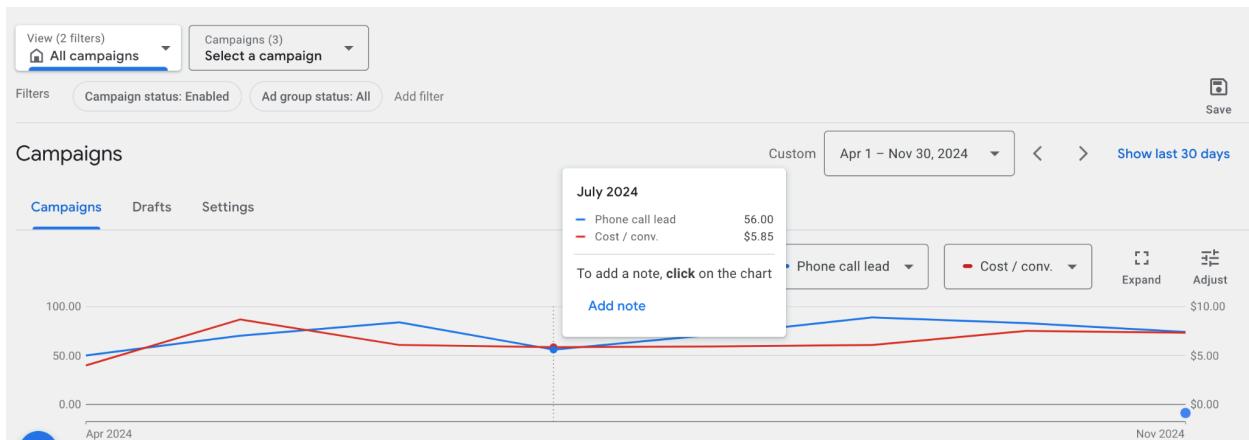


Blue line: Form submission leads

Red line: Cost per acquisition

When we launched a Performance Max campaign with optimized audience signals and relevant search themes, along with testing different monthly promotions, form submissions increased by 16% each month, resulting in a total growth of 227% over 8 months, all while lowering the cost per acquisition by 25%.

PHOTO 2:



Blue line: Phone call leads

Red line: Cost per acquisition

By implementing tailored strategies through non-branded search efforts and testing relevant keywords that emphasized the local area and GymTonic's most engaging services, we achieved a consistent 10% month-over-month growth in phone call leads, culminating in a total increase of 76% over six months—all while keeping the cost per acquisition steady.

PLUG PV

Industry type: Home Services (Solar)

WINS: 230% boost in lead volume; 52% increase in website traffic; 32% decrease in CPL

INTRO: PlugPV is a trusted provider of solar energy solutions, offering personalized installations for residential and commercial clients across multiple US states. With extensive in-house expertise, they deliver high-quality solar panel systems, battery storage, EV charging solutions, and smart power management to help customers seamlessly transition to renewable energy.

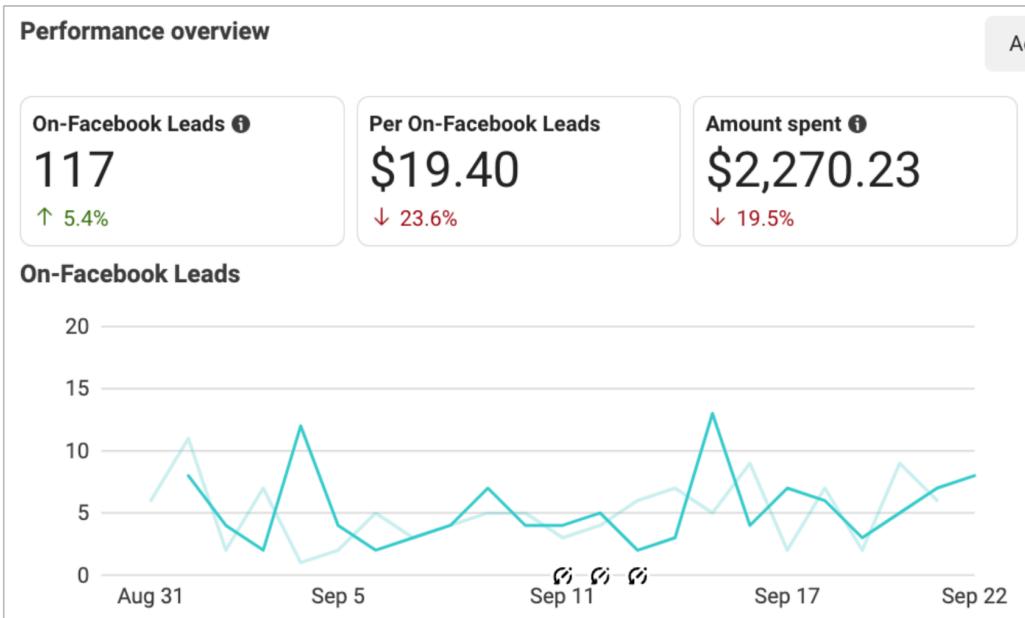
GOALS: Plug PV aimed to transition from traditional door-knocking sales methods to digital strategies for generating qualified leads. Their primary objective was to achieve a higher volume of highly qualified leads each month compared to their conventional approach.

CHALLENGE: Plug PV faced a saturated Florida market crowded with competing solar companies that had left many homeowners dissatisfied due to poor service or quality. Additionally, they needed to address common homeowner objections to going solar, including concerns about upfront costs, misconceptions that solar is more expensive, and issues related to roof compatibility and durability.

STRATEGY: We adopted a two-step approach to generate highly qualified leads. First, we created testimonial videos to capture the interest of homeowners in targeted local areas and drive engagement. Next, we retargeted previous Facebook video viewers with mid-to-bottom-funnel campaigns designed to directly convert engagement into leads. This strategy successfully reduced the cost per lead by 32% over a 90-day period.

WIN: In the first 90 days, we tested various testimonial videos with different hooks and CTAs to identify the top-performing template. This optimization led to a 230% increase in lead volume and a 32% reduction in cost per lead.

PHOTO:



By utilizing our retargeting strategies, we increased solar leads by 5% period over period while reducing the cost per lead by 23%.

SPEAR PT

Industry type: Healthcare Services

WINS: 636% increase in bookings; 828% increase in website traffic; 16% decrease in CPA

INTRO: SPEAR Physical Therapy is a premier provider of physical and occupational therapy, serving patients across New York City and beyond with over 50 locations in New York and New Jersey. With a patient-first approach, they specialize in personalized treatments for everything from sports injuries to post-surgical recovery, helping clients achieve their health and mobility goals.

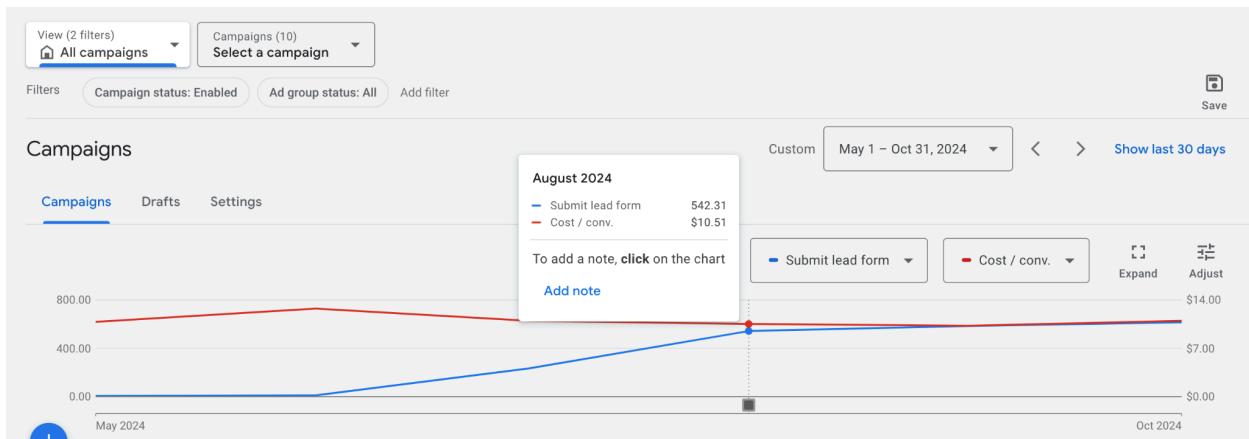
GOALS: SPEAR aimed to increase the number of booked appointments across all 50 locations while also addressing the challenge of driving more traffic to their less popular clinics in the New York and New Jersey areas. Their objective was to ensure consistent growth and patient engagement across all facilities, with a focus on boosting visibility and demand in underperforming regions.

CHALLENGE: SPEAR's primary challenge was the high cost per acquisition in their underperforming locations. They needed to overcome this hurdle to boost visibility, drive more traffic, and increase appointment bookings in these areas, ensuring a balanced performance across all their facilities.

STRATEGY: To address their underperforming locations, I focused on creating demand within their target areas. I launched a Demand Gen campaign to boost brand awareness, highlight their 25 years of expertise, and emphasize their ability to help patients regain mobility, health, and confidence. Next, I implemented responsive search campaigns to capture local search queries and drive engagement and bookings in the desired areas. Additionally, I utilized Performance Max campaigns to target key audiences, including patients needing post-surgical recovery, athletes seeking injury prevention, individuals with chronic pain conditions, office workers dealing with ergonomic issues, and pregnant women or new mothers requiring prenatal or postpartum therapy.

WIN: By targeting high-intent audiences and utilizing multi-channel strategies, visibility and engagement were significantly boosted, turning challenges into measurable growth. Bookings increased by 636%, website traffic grew by 828%, and cost per acquisition dropped by 16% in just 60 days.

PHOTO:



Blue line: Appointments booked

Red line: Cost per appointment

As shown in the chart, SPEAR's cost per acquisition was higher in underperforming locations where they aimed to drive more traffic. After implementing new strategies, such as creating demand through the Discovery Network and capturing intent by bidding on relevant search queries in responsive search campaigns, we achieved a 636% month-over-month increase in appointments while reducing the CPA by 16%.

ELEVATED DIVERSITY

Industry type: Business Consulting

WINS: 140% increase in SQL; 55% decrease in CPL; 380% increase in website traffic

INTRO: Elevated Diversity is a forward-thinking consulting firm specializing in diversity, equity, and inclusion strategies. They empower organizations to create inclusive, engaging, and high-performing cultures through tailored training programs, leadership development, and strategic consulting. With a focus on actionable solutions, Elevated Diversity helps businesses align their values with measurable impact.

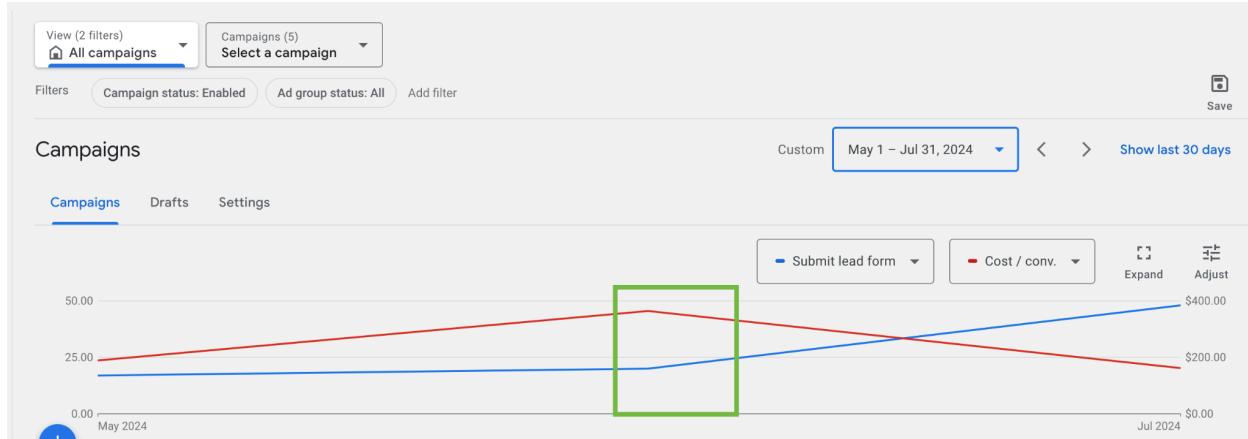
GOALS: Elevated Diversity aimed to increase the number of sales-qualified leads across key industries, including healthcare, education, non-profits, corporate organizations, and government agencies. Their primary focus was to connect with decision-makers in these sectors by demonstrating their expertise in fostering inclusive and high-performing cultures.

CHALLENGE: Elevated Diversity faced the challenge of breaking through a competitive market where DEI services are often misunderstood or undervalued. They needed to effectively communicate their unique value proposition to decision-makers in diverse industries, build trust with organizations unfamiliar with DEI strategies, and overcome skepticism about the tangible impact of DEI initiatives.

STRATEGY: I started to analyze their competitors, identifying historically high-performing geolocations for capturing highly qualified leads, and researching the most relevant industries to target based on market demand, audience needs, and Elevated Diversity's unique offerings. I launched a Performance Max campaign targeting U.S. states with the highest demand for DEI initiatives, ensuring maximum visibility where it mattered most. Simultaneously, I created responsive search campaigns to grow other key services, such as executive leadership development and employee resource group support. These campaigns focused on high-intent keywords to attract prospects actively seeking business consultants to train their teams, with the goal of enhancing innovation and productivity within their organizations.

WIN: By focusing on high-demand states with Performance Max campaigns and using responsive search ads to target high-intent keywords, we experienced 140% increase in sales-qualified leads, a 55% decrease in cost per lead, and a 380% boost in website traffic. This approach helped Elevated Diversity connect with the right prospects, driving meaningful growth and engagement across their key services.

PHOTO:



Blue line: Online leads

Red line: Cost per lead

After restructuring the account and adopting a more detailed strategy, we saw a significant increase in lead volume and a reduction in cost per lead. Within just 30 days, online leads grew by 140%, while the cost per lead dropped by 55%.

BITTY & BEAU'S

Industry type: Hospitality

WINS: 334% increase in store visits, 96% decrease in costs, 114% brand uplift

INTRO: Bitty & Beau's Coffee is more than a coffee shop—it's a movement changing perceptions and creating opportunities. With over 20 locations and a growing presence, they employ individuals with intellectual and developmental disabilities, fostering an inclusive and welcoming environment. By combining a powerful mission with an exceptional customer experience, Bitty & Beau's Coffee has built a brand that resonates deeply with communities and inspires positive change.

GOALS: Bitty & Beau's primary goal was to drive consistent month-over-month foot traffic growth across all locations while maintaining or reducing the cost per store visit to benchmark levels.

CHALLENGE: Bitty & Beau's Coffee faced the challenge of maintaining consistent foot traffic across all locations while competing with larger coffee chains that have greater brand recognition and marketing budgets. Additionally, they needed to highlight their unique mission

and value proposition to attract both new and repeat customers, all while keeping the cost per store visit within sustainable levels (below the benchmarks).

STRATEGY: I implemented a dual approach to drive traffic across all Bitty & Beau's locations. First, I launched Performance Max campaigns to promote all locations collectively, leveraging existing customer match lists, relevant audience signals, and local competitor targeting. These campaigns also utilized impactful videos showcasing the brand's unique value and mission. Simultaneously, I ran responsive search campaigns focused on high-intent keywords to attract coffee lovers in the local area, encouraging them to visit the shops.

WIN: By shifting focus to Performance Max and responsive search campaigns, Bitty & Beau's Coffee achieved impressive results. Store visits grew by 334%, costs dropped by 96%, and clicks increased by 114%, all without increasing their ad spend. This approach helped bring more people to their shops and boosted their online presence.

PHOTO 1:



Blue line: Store visits

Red line: Cost per store visit

After implementing a new approach and launching the Performance Max campaign, we saw a significant drop in both cost per click and cost per store visit, all while increasing foot traffic to their physical locations. Over 8 months, store visits grew by 334%, and costs decreased by 96%.

PHOTO 2:



Blue line: Website traffic

Red line: Ad spend

After launching a new PMX campaign, clicks increased by 68% within the first 30 days, resulting in a total brand uplift of 114%—all achieved without increasing the ad spend.

HOOKSOUNDS

Industry type: Arts & Entertainment

WINS: 3,566% boost in conversions; 51% decrease in CPA; 4,980% increase in brand awareness

INTRO: HookSounds is a premium royalty-free music platform designed to help creators and businesses elevate their content with high-quality, original tracks. From video producers and YouTubers to podcasters and brands, HookSounds provides a curated library of exclusive music and sound effects that are fully copyright-safe. Their focus on quality and originality makes them a go-to choice for those looking to create impactful, professional-grade content.

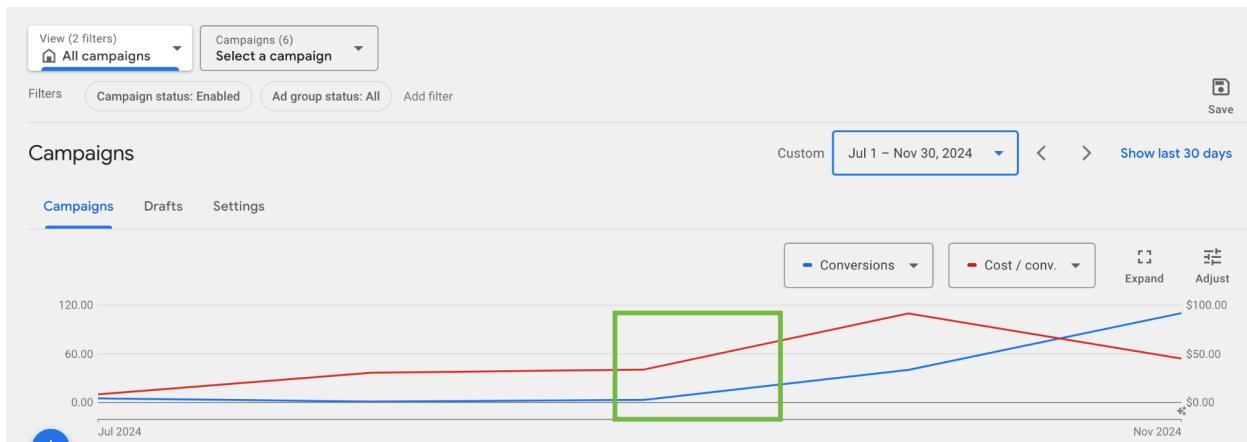
GOALS: HookSounds aimed to increase their monthly subscription base by attracting both individual creators and businesses. They also wanted to expand into Europe and Latin America, targeting relevant countries to acquire long-term subscribers. All of this needed to be achieved while maintaining a cost per acquisition below industry benchmarks.

CHALLENGE: The primary challenge was competing with established players in the industry who had been in business longer, with larger subscription bases and strong reviews that attracted new users to their platforms. Additionally, operating in the highly competitive and costly arts & entertainment sector made it difficult to maintain key performance metrics below industry benchmarks.

STRATEGY: Previously, HookSounds focused solely on branded terms to drive traffic. To expand their subscription base for royalty-free music, I developed a tailored strategy to enhance their non-branded efforts and target new markets, including Latin America, the US, and Europe. I launched non-branded search campaigns using high-intent keywords identified through competitive analysis. Additionally, I introduced a Performance Max campaign, leveraging audience signals, branded creatives, targeted incentives, and customer match lists to gain traction and drive subscriptions in key growth regions.

WIN: With a well-crafted and targeted strategy, HookSounds achieved a remarkable 3,566% increase in conversions while reducing CPA by 51%. This reduction brought the CPA 13% below the benchmark, successfully meeting our initial goal. At the same time, brand awareness soared by 4,980%, helping them connect with a wider audience and grow their subscription base in key markets.

PHOTO:



Blue line: Conversions

Red line: CPA

After launching new customer acquisition efforts in September 2024, we saw conversions skyrocket by 3,566%. While the CPA initially went up, we made key adjustments to the newly launched campaigns and brought the CPA down by 51% within 30 days. This new CPA was 13% below the benchmarks, achieving our initial goal.

GOODWEAR

Industry type: Fashion & Apparel

WINS: 43% increase in revenue; 24% increase in order volume; 41% increase in CVR

INTRO: Goodwear USA is a clothing brand that has been making high-quality basics since 1983. They are known for their super soft and durable clothes, like t-shirts and sweatshirts.

What makes Goodwear special is that all their products are made in the USA, using cotton grown right here. For over 40 years, they've been focused on creating timeless, comfortable styles that last. Their commitment to quality and American-made craftsmanship has earned them loyal customers around the world.

GOALS: Goodwear aimed to achieve a 40% year-over-year sales growth, boost order volume by 30%, and improve conversion rates by 50%. They also set their sights on growing their customer base and expanding into international markets.

CHALLENGE: Goodwear faced the challenge of adapting to the modern digital world of advertising and sales. Having been in business since 1983, they needed to move beyond traditional methods and find new ways to attract customers. To stay competitive, they had to embrace modern advertising strategies and keep up with a rapidly changing market.

STRATEGY: To help Goodwear grow their customer base and increase revenue, I focused on two key areas. First, I scaled Non-Branded Search campaigns to capture demand for their products. Second, I used Performance Max campaigns to expand their brand visibility and scale new customer acquisition. I achieved this by going after competitor shoppers, leveraging high-value customer lists, utilizing historically top-performing audiences, tapping into new audiences with interests in various activities, and structuring campaigns to align with their website and product categories. This approach made it easy to track and grow the best-performing areas.

For their international expansion, I started by researching new markets to find the best approach. In markets where Goodwear was already known, we used Branded Search campaigns. Once established, I scaled to Non-Branded Search campaigns with audiences similar to their branded customers.

WIN: I helped Goodwear grow their sales month over month and achieve their annual targets. Over the course of seven months, we achieved a 43% increase in total revenue, a 24% increase in purchase volume, and a 13% increase in AOV by focusing on high-value customers and implementing various upsell strategies. Additionally, we achieved a 41% increase in conversion rates by optimizing their website and simplifying the customer journey.

PHOTO:



Blue line: Google ads spend

Red line: Revenue

Goodwear's revenue began outpacing costs as we improved their return on ad spend and boosted their conversion rates.

THE COVER GUY

Industry type: Pool & Spa

WINS: 110% increase in revenue; 25% increase in ROAS; 67% increase in ad monthly traffic

INTRO: The Cover Guy has been making top-quality hot tub covers and accessories for over 20 years. They offer custom-made covers, lifters, filters, and more to protect and improve the hot tub experience. Known for their quality, innovation, and customer care, they've become a trusted name in the USA, Canada, and UK markets.

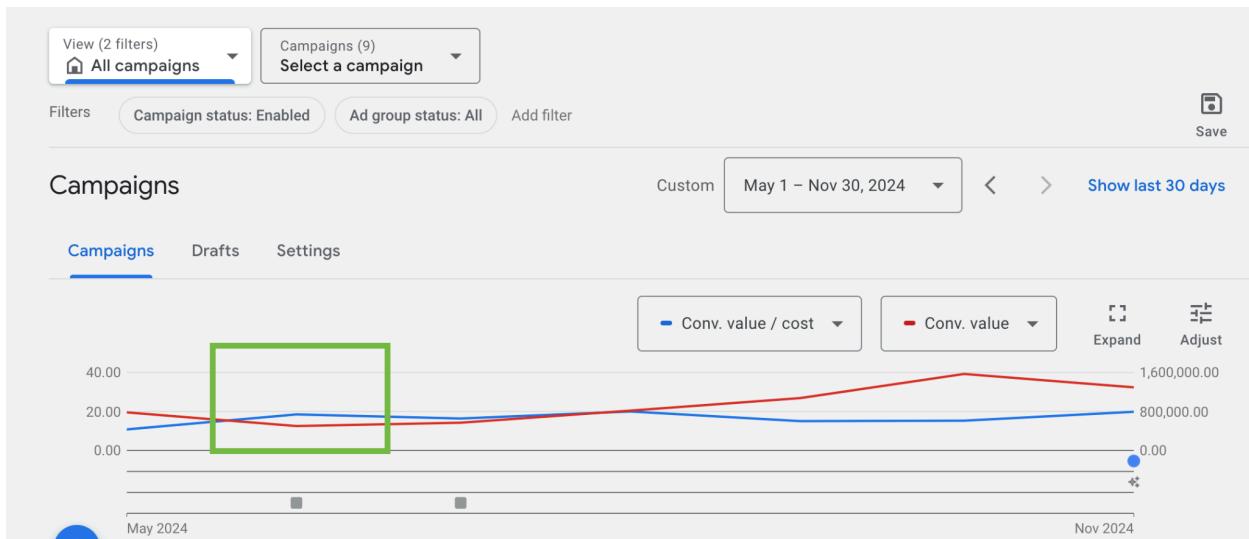
GOALS: The Cover Guy aimed to achieve 50% year-over-year revenue growth, drive consistent monthly traffic increases, and maintain a profitable ROAS of at least 10x.

CHALLENGE: The Cover Guy needed to scale their business while maintaining a high ROAS. They faced increasing competition in the hot tub accessory market in both the US and Canada, and had to ensure consistent traffic growth to meet their ambitious revenue goals.

STRATEGY: To help The Cover Guy achieve their goals, I implemented a segmented approach on both Google and Microsoft. We focused on scaling Non-Branded Search campaigns to capture demand from customers searching for hot tub accessories without specific brand preferences. Performance Max campaigns were used to reach a wider audience and drive new customer acquisition. I focused on growth by leveraging both affinity and in-market audience signals, optimizing for best-converting search terms, and aligning ads with top-performing product categories to maximize results. Additionally, we ran Competitor Search campaigns to attract shoppers comparing options, ensuring The Cover Guy stayed ahead of the competition and captured more market share.

WIN: Revenue grew by 110% month over month as we scaled the budget. At the same time, we maintained a strong ROAS, keeping it above the 10x target and reaching 20x. Additionally, we achieved consistent monthly traffic growth, with a 67% increase over five months.

PHOTO:



Blue line: ROAS

Red line: Revenue

Revenue began to rise steadily as we implemented growth-focused strategies. Meanwhile, we maintained a strong ROAS, consistently exceeding the 10x target and reaching up to 20x, ensuring profitability alongside growth.

BLACK HALO

Industry type: Fashion & Apparel

WINS: 47% increase in revenue MoM; 19% increase in website traffic MoM; 72% decrease in CPA

INTRO: Black Halo is an LA-born women's fashion brand that has been redefining style since 2002. For over 20 years, they have been celebrated for their modern and sophisticated designs. They offer a range of elegant attire, including tailored dresses and chic jumpsuits, all crafted with exceptional quality and attention to detail. Known for blending aesthetics and art, Black Halo creates timeless pieces that empower women to feel confident and stylish.

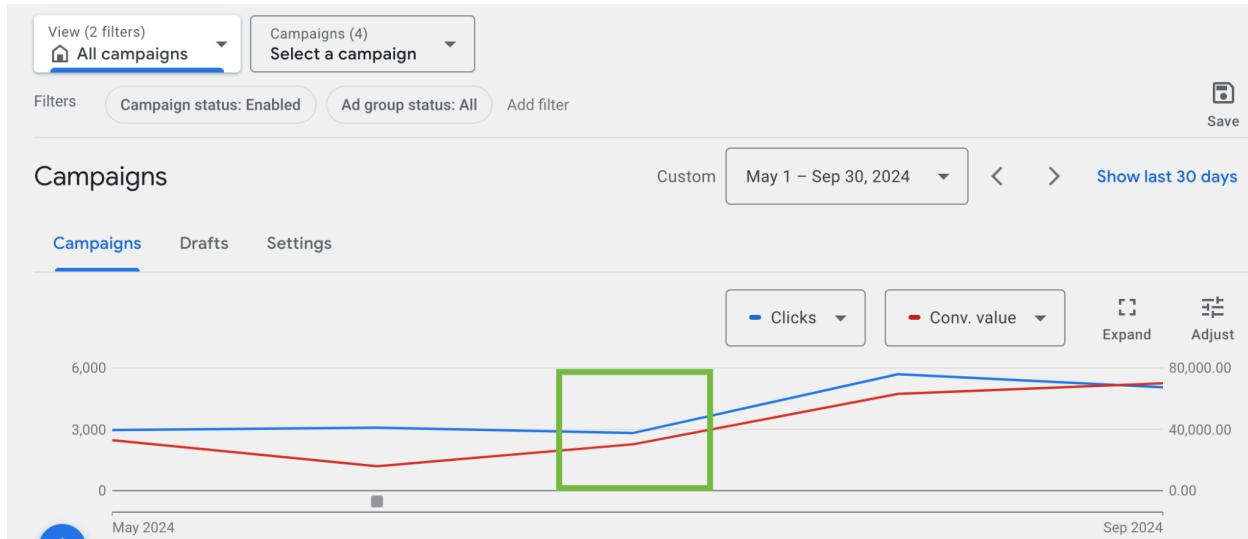
GOALS: Black Halo wanted to increase their brand awareness, achieve 30% year-over-year sales growth, bring in more new customers, and maintain a cost per acquisition below \$150.

CHALLENGE: Black Halo faced increasing competition from new market entrants. Additionally, they needed to ensure consistent year-over-year growth while competing with major retailers like Saks Fifth Avenue, Nordstrom, and Neiman Marcus, which also carry their styles. This made it crucial to drive more customers to shop directly from their website.

STRATEGY: While increasing their brand visibility, we scaled non-branded search efforts by focusing on high-demand keywords that resonated with their target audience. Through Performance Max campaigns, I applied a segmented approach, allowing us to allocate budgets efficiently. I prioritized best-sellers, clearance items that needed to be sold off as they were being phased out, and new arrivals launched monthly. All efforts centered on driving new customer acquisition. Additionally, I leveraged prospecting audiences to attract fresh shoppers and retargeting audiences to re-engage previous visitors, ensuring a balanced and effective growth strategy.

WIN: In just five months, Black Halo experienced remarkable growth. Revenue soared with a 47% month-over-month increase, while their brand awareness grew by 34%. Website traffic also climbed by 19%, and we significantly improved efficiency, cutting the cost per acquisition by 72%! This combination of growth and cost reduction highlighted the success of using well-crafted, targeted strategies.

PHOTO 1:

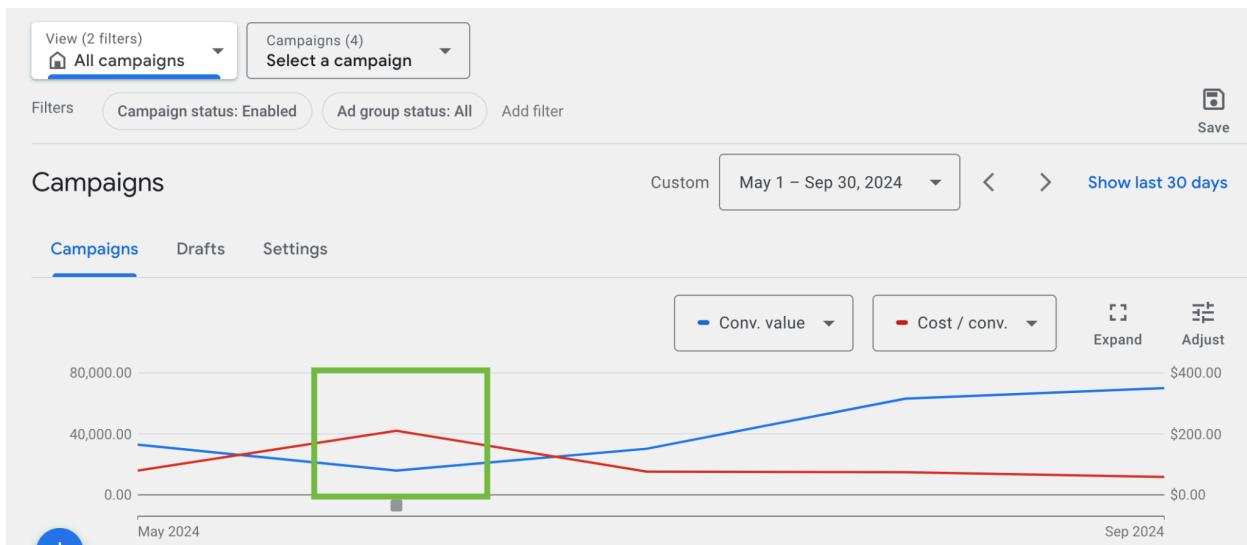


Blue line: Website traffic

Red line: Revenue

As we focused on attracting more high-value visitors to their online store, revenue began to grow steadily, increasing by 47% month over month.

PHOTO 2:



Blue line: Revenue

Red line: Cost per Acquisition

After scaling efforts to grow the new customer base by targeting high-value customers using match lists and historical website data, we observed steady revenue growth while the cost per acquisition (CPA) gradually decreased.

GREEN ECO DREAM

Industry type: Retail

WINS: 71% YoY revenue growth, 54% YoY brand uplift, 46% YoY increase in CVR

INTRO: Green Eco Dream is a one-stop shop for eco-friendly essentials, offering a curated selection of sustainable products. They focus on helping eco-conscious shoppers reduce waste and make environmentally conscious choices. Their mission is to provide effective, vetted alternatives that support a sustainable lifestyle and positively impact the environment.

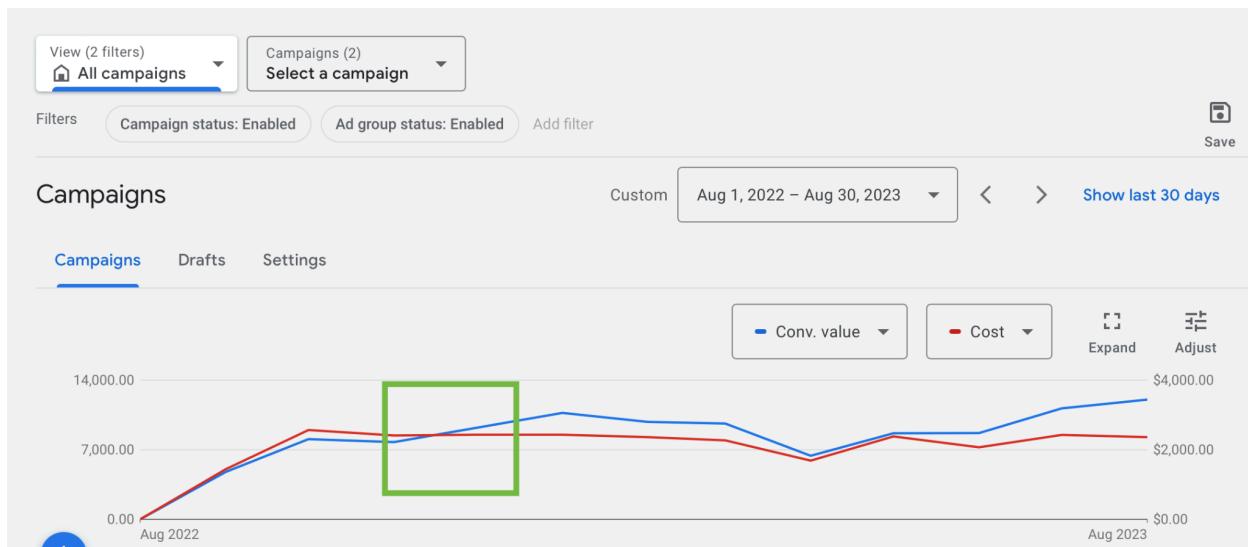
GOALS: Grow revenue by 30% year over year, boost brand awareness as a new sustainable shop, expand the customer base of eco-conscious shoppers, and improve conversion rates by 40% annually.

CHALLENGE: As a retailer offering other brands' products, Green Eco Dream faced tough competition from well-established retail brands and other eco-friendly shops that had been in the market longer. Being a small business, they struggled with the high cost per click in the competitive sustainable market. Additionally, the cost per acquisition was challenging to manage compared to their average order value, especially since their ideal buyer's mindset focused on purchasing only what was necessary.

STRATEGY: To boost brand visibility, I leveraged UGC on YouTube to inspire like-minded shoppers to visit the site. I also ran Competitor Search campaigns targeting key retailers, allowing us to attract new customers who had already experienced these products through other sellers. Using Shopping and Performance Max campaigns, we focused on two key areas: first, retargeting previous YouTube video viewers, and second, engaging previous website visitors—both those who hadn't converted and loyal customers—to drive retention and loyalty. Additionally, I implemented tailored strategies to acquire new customers by highlighting best-rated products to eco-conscious shoppers with similar interests.

WIN: Over three years, we not only met but exceeded our revenue growth targets, achieving 70-80% year-over-year growth instead of the initial goal of 30%. By driving high-quality traffic and implementing retargeting strategies with testimonial videos, we increased conversion rates by 46% annually, leading to a 54% uplift in brand awareness each year.

PHOTO:



Blue line: Revenue

Red line: Cost

By investing in top-of-the-funnel strategies, such as YouTube videos, and retargeting viewers through middle and bottom-of-the-funnel campaigns, we successfully drove revenue growth. Over time, revenue began to break away from costs and showed steady increases, ultimately growing by 71%.

GRANT STONE

Industry type: Footwear

WINS: 47% revenue growth MoM; 15% revenue growth YoY; 23% decrease in CPA

INTRO: Grant Stone is a premium men's footwear brand known for its exceptional craftsmanship and timeless designs. Founded in 2016, the brand specializes in Goodyear-welt construction, using only the finest materials to create durable, stylish boots, shoes, and loafers. With a strong focus on quality, proper fit, and customer satisfaction, Grant Stone has built a loyal following of discerning shoppers who value products that stand the test of time.

GOALS: Achieve 15% year-over-year revenue growth, expand the customer base with effective new customer acquisition strategies, and maintain a Google Ads ROAS above 14x—all while keeping a low and profitable CPA.

CHALLENGE: Grant Stone faced the challenge of competing in a crowded premium footwear market dominated by established brands. As a direct-to-consumer business, they needed to stand out while maintaining a profitable ROAS and managing high advertising costs. Additionally, expanding their customer base required reaching new audiences unfamiliar with the brand, all while keeping acquisition costs low and ensuring consistent year-over-year growth.

STRATEGY: To ensure consistent revenue growth and a steady flow of new customers, we implemented a range of targeted strategies. Knowing that 70% of their purchases are coming from the shopping network, I began by optimizing their shopping feed. I optimized product titles with relevant attributes, making it easier for their products to rank in searches and attract their ideal shoppers. Next, I launched Performance Max campaigns focused on both retargeting and new customer acquisition. These campaigns were segmented by product category to align with seasonal trends. For example, boots were prioritized during winter months, while shoes and loafers were highlighted in spring and summer. This segmentation allowed us to allocate budgets more effectively and apply bid adjustments tailored to specific devices and geographic locations. With this approach, we delivered personalized messaging and showcased the right products to the right buyers at the right time, maximizing both efficiency and results.

WIN: By paying close attention to seasonality trends, top-performing geos, and high-value audiences—identified by exploring new interests—we achieved a 47% month-over-month revenue increase. At the same time, we maintained a ROAS well above their minimum target of 14x.

PHOTO:



Blue line: Revenue

Red line: ROAS

By scaling ad spend and focusing on new customer acquisition, we achieved a 47% revenue growth month over month. At the same time, we maintained a healthy and profitable ROAS, ensuring sustainable growth while driving significant results.

ONE LOVE ORGANICS

Industry type: Health & Beauty

WINS: 54% increase in sales, 32% improvement in MER, 27% growth in new customers

INTRO: One Love Organics is an award-winning natural skincare brand, proudly crafting clean, high-quality products since 2010. With a focus on sustainability and transformative results, they create small-batch formulas in their state-of-the-art lab in Georgia. Known for their attention to detail and eco-conscious values, One Love Organics has built a loyal following of customers who prioritize health, beauty, and sustainability.

GOALS: Achieve 20% year-over-year revenue growth, expand the new customer base, and boost sales during seasonal promotions and product launches.

CHALLENGE: One Love Organics faced the challenge of standing out in the highly competitive clean beauty market while keeping customer acquisition costs low. They needed to scale their revenue and attract new customers without compromising their profitability. They also needed a proven strategy for capitalizing on seasonal promotions and product launches to drive sales spikes.

STRATEGY: I utilized Shopping and Performance Max campaigns to focus on seasonal product launches and best-sellers. Retargeting previous visitors and acquiring new eco-conscious

customers were key priorities. By leveraging audience data and aligning campaigns with seasonal trends, we ensured efficient budget allocation and maximized sales while maintaining profitability.

WIN: By aligning campaigns with seasonal trends, promoting targeted creams and serums for summer and winter, and focusing on high-value customers, we drove a 54% increase in sales, improved MER by 32%, and achieved a 27% growth in new customers—all while maintaining strong profitability.

PHOTO:



Blue line: Purchases

Red line: Cost

With the same budget, we achieved a 164% increase in purchase volume within 30 days by optimizing the account. This included refreshing customer match lists, enhancing audience signals, and implementing advanced geo-location targeting strategies to drive results more effectively.

TODDLEKIND

Industry type: Baby & Toddler Accessories

WINS: 211% increase in revenue; 185% increase in ROAS; 32% increase in MER

INTRO: Toddlekind is a globally recognized brand founded in 2018, specializing in premium, non-toxic playmats that prioritize safety and style. Designed to provide a soft and secure space for babies while enhancing modern home aesthetics, Toddlekind has become a go-to choice for parents who value both functionality and design. Their commitment to quality and safety has earned them a loyal customer base worldwide.

GOALS: Grow revenue while maintaining a minimum MER of 5 across all targeted regions, achieving at least a 4x ROAS on Google Ads, and reducing customer acquisition costs.

CHALLENGE: Toddlekind faced the challenge of achieving consistent growth across multiple markets, including the US, UK, and EU, each with unique customer behaviors and competitive landscapes. Balancing budget allocation and optimizing campaigns for each region while maintaining profitability and meeting performance goals added complexity to their strategy.

STRATEGY: I optimized and managed Google Ads accounts for the US, UK, and EU with a tailored approach for each region. In the US, we focused on prospecting new audiences by featuring most-loved premium foam playmats in the Performance Max campaign, and scaling non-branded search campaigns targeting keywords around indoor playground safety. In the UK, I conducted extensive landing page testing to identify the best-converting pages for geo-specific audiences. In Europe, we captured demand for playmats in high-interest countries through the Performance Max, while creating demand in regions where Montessori learning and homeschooling were popular.

WIN: By improving the account structure, focusing on finding the right audience with non-branded search campaigns, and using Performance Max to reach new customers, we helped increase revenue by 211%, ROAS by 185%, and MER by 32% in just 30 days.

PHOTO:



Blue line: Revenue

Red line: ROAS

By restructuring the account, scaling non-branded search campaigns with new keywords tailored to our target audience, and launching a Performance Max campaign focused on prospecting, we achieved a 211% increase in revenue within 30 days.