Audio Equipment Company | Ecommerce Bluetooth Hearing Protection

Scaling Google Ads & Catalog Optimization Case Study - 3 Months

Google Ads - 60% Increase in spend with 9% increase in ROAS

Catalog Optimization - 42% increase in organic clicks & 132% increase in organic sales

Paid Perceptions

Challenges & Solutions

Update conversion tracking for better consistency & move analytics to GA4.

Utilize the Shopify catalog features to expand and standardize all available product listing for better organic and paid performance.

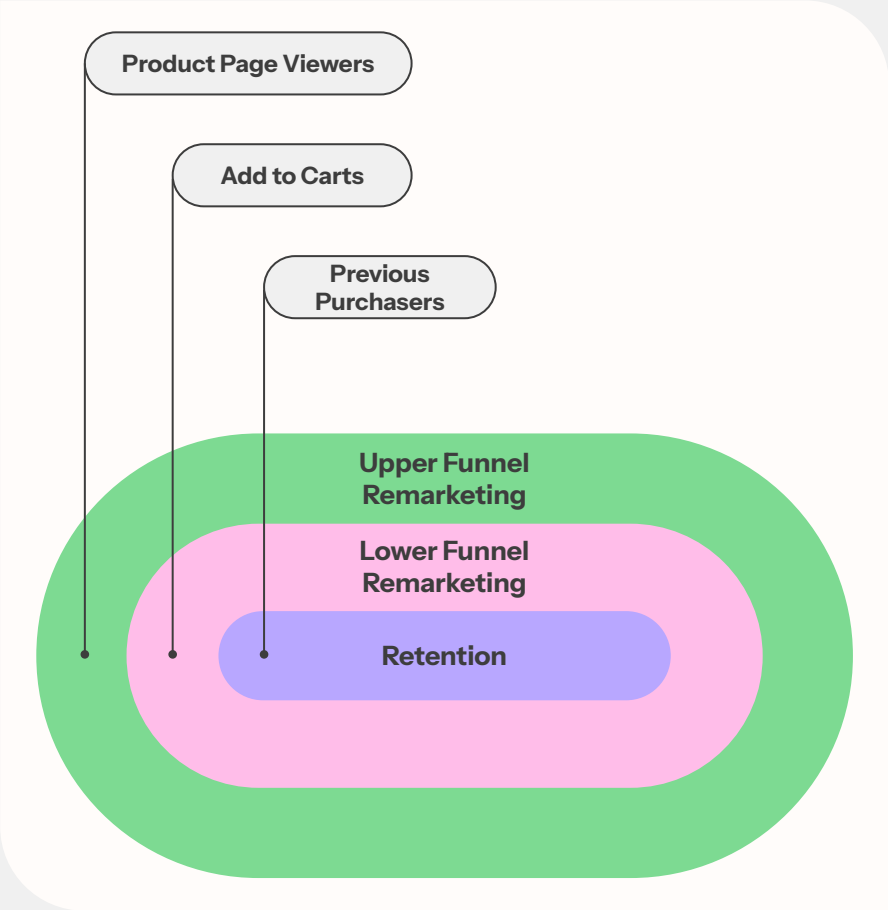
Optimize branded search and shopping where multiple partners were also selling our products as competition.

Update our remarketing and retention strategies to ensure we better reach potential customers at all stages of the funnel.

Building a Tiered Remarketing System

In order to best take advantage of users who had interacted with our brand in the past we developed remarketing campaigns with a 3 tier strategy.

- The upper funnel tier was dedicated to users who had viewed product pages or watched a video on the company Youtube page.
- The lower funnel was dedicated to users who had signed up for our email list or added to cart, but hadn't made a purchase yet.
- The retention category was for users who had already made a purchase in the past and were likely to make another.



Total Google Ads Performance

Efficient scaling was achieved with a 9% increase in ROAS. Reasons for success include.

- Moving from standard shopping to performance max.
- Updating brand campaign bidding strategy to target impression share.
- Launching additional remarketing campaign.

Metric	% Change
Cost	+63%
Revenue	+79%
ROAS	+9%

Paid Perceptions

Google Ads Non-Brand Performance

Efficient scaling was achieved with a 16% increase in ROAS. Reasons for success include.

- Moving from standard shopping to performance max.
- Further segmenting remarketing & adding a retention segment.
- Reallocating budget from lower performing search campaigns.

Metric	% Change
Cost	+54%
Revenue	+79%
ROAS	+16%

Paid Perceptions

Google Ads Brand Performance

Efficient scaling was achieved with a 12% increase in ROAS. Reasons for success include.

- Moving brand campaign to the target impression share bidding strategy.
- Adding extensive negative keywords around irrelevant searches like support requests.

Metric	% Change
Cost	+23%
IS	+8%
Revenue	+37%
ROAS	+12%

Paid Perceptions

Organic Catalog Performance

Updates made to the catalog resulted in generating 132% more organic sales. Reasons for success include.

- Moving from a manual catalog upload to the built-in Shopify integration.
- Updating all product SEO titles to be consistent and list relevant features.
- Ensuring sales & bundled items were prominently featured.

Metric	% Change
Impressions	+62%
Clicks	+42%
Sales	+132%

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Sam Cohen - Founder

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