

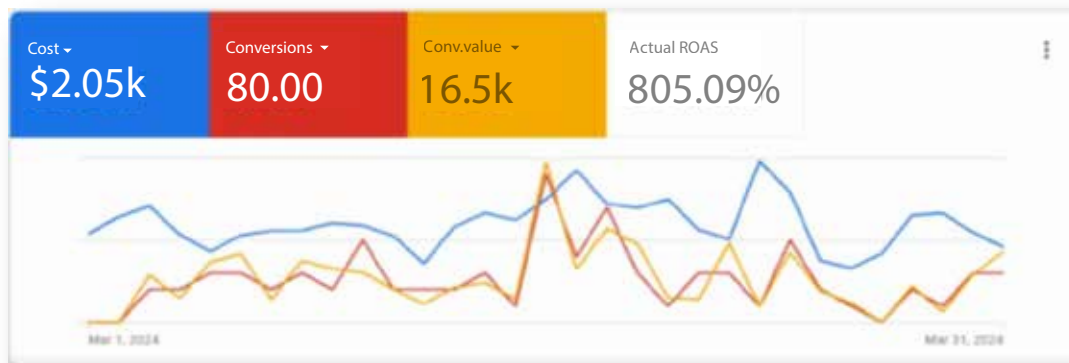
How We Turned a Struggling PPC Campaign from Losing Money to 700% ROAS in 30 Days & Helped Scale Product Range at the Same Time

THE PROBLEM

Imagine spending \$6000 a month on PPC campaigns, seeing a 500% ROAS, yet still feeling like you're sinking money into a black hole. That's exactly the position a fashion accessories brand found itself in. On paper, the numbers looked decent, but a deeper look revealed a harsh reality: they were pouring cash into products that didn't move, while just a few items were actually driving the bulk of their revenue. **Frustration set in.** They were at their wit's end, unsure if PPC could ever work for them and terrified they were just burning money. But in just **60 days**, everything flipped.



The results? Far beyond what anyone expected. **How did we turn it around?** Well, it wasn't just about fixing what was broken—it was about uncovering hidden potential and shifting the entire approach. The transformation was nothing short of remarkable..



The Turning Point:

When we took on the project, it was clear: the campaign wasn't performing due to **misallocated budget** and **inefficient targeting**. Their brand keywords were generating conversions, but they weren't **scalable**, and the ad spend was being **wasted on products** with little potential. It was time for a **complete strategic overhaul**.

We knew this wasn't just about tweaking a few ads. It was about turning **PPC from a money drain to a growth engine**.

The Strategy:

Here's what we did:

We segmented out **80%** of underperforming products into a separate **PMAX Feed-only campaign**, while keeping the top performers in the existing campaign to maximize overall efficiency. We segmented out 80% of underperforming products into a separate PMAX Feed-only campaign, while keeping the top performers in the existing campaign to maximize overall efficiency.

1

Refocused the Campaigns:

We launched two targeted campaigns:

- » Brand Search Campaign
- » Brand Shopping Campaign

This strategy helped us focus on the best-performing products, ensuring ad spend was effectively concentrated where it mattered most.

2

Optimized Top Performers:

The **best-performing products** were moved into **PMAX** for **maximum exposure**, ensuring that the winning products were being prioritized for further success.



3

Segmentation for Better Results:

We set up a separate **PMAX Feed campaign** for underperforming products allowing us to focus on optimizing the top performers while isolating the weaker ones. The **budget was reallocated** toward those products that were showing real potential..



The Results:

In just 60 days, the turnaround was incredible:

ROAS Calculation

$$\text{Revenue} \div \text{Advertising Cost} = \text{ROAS}$$

700% ROAS a huge leap from the previous 500%.



35% increase in contribution margin, meaning they were not just getting more sales, **but keeping more profit.**

But here's the game-changer: The **underperforming products** that had once been draining the budget started to **generate sales**. This wasn't just about fixing what was broken it was about **discovering new opportunities**.

As the client started seeing revenue from **previously overlooked products**, they expanded their product range, adding more **variations** and **designs**. The **PPC campaign** wasn't just driving sales it was fueling **growth** across their entire product catalog

The Client's Response:

The client was **blown away**. They came to us with a **fear of wasting money** and walked away with a **growth strategy** that worked. As their products began to perform better across the board, they had the confidence to **scale their product range** and **invest further** in their **PPC campaigns**. They were no longer just getting sales they were building a **business**.

Why It Worked ?

This success didn't come from a simple tweak to the campaign it came from strategic focus:

1

Targeting the right products and **excluding the wasteful spend** helped us **maximize the budget** and turn ad **dollars into profit**.

2

Segmentation of the underperforming products allowed us to **optimize individually**, while **allocating budget to high-converting products**.

3

By focusing on **long-term scalability**, we gave the client the **confidence** to expand their product range and **grow their business**.





Ready to take your **PPC campaigns** to the next level?

Don't let inefficiencies drain your ad budget. Let's turn your ad spend into profit.

Contact us today

and let's build your

Success Story!