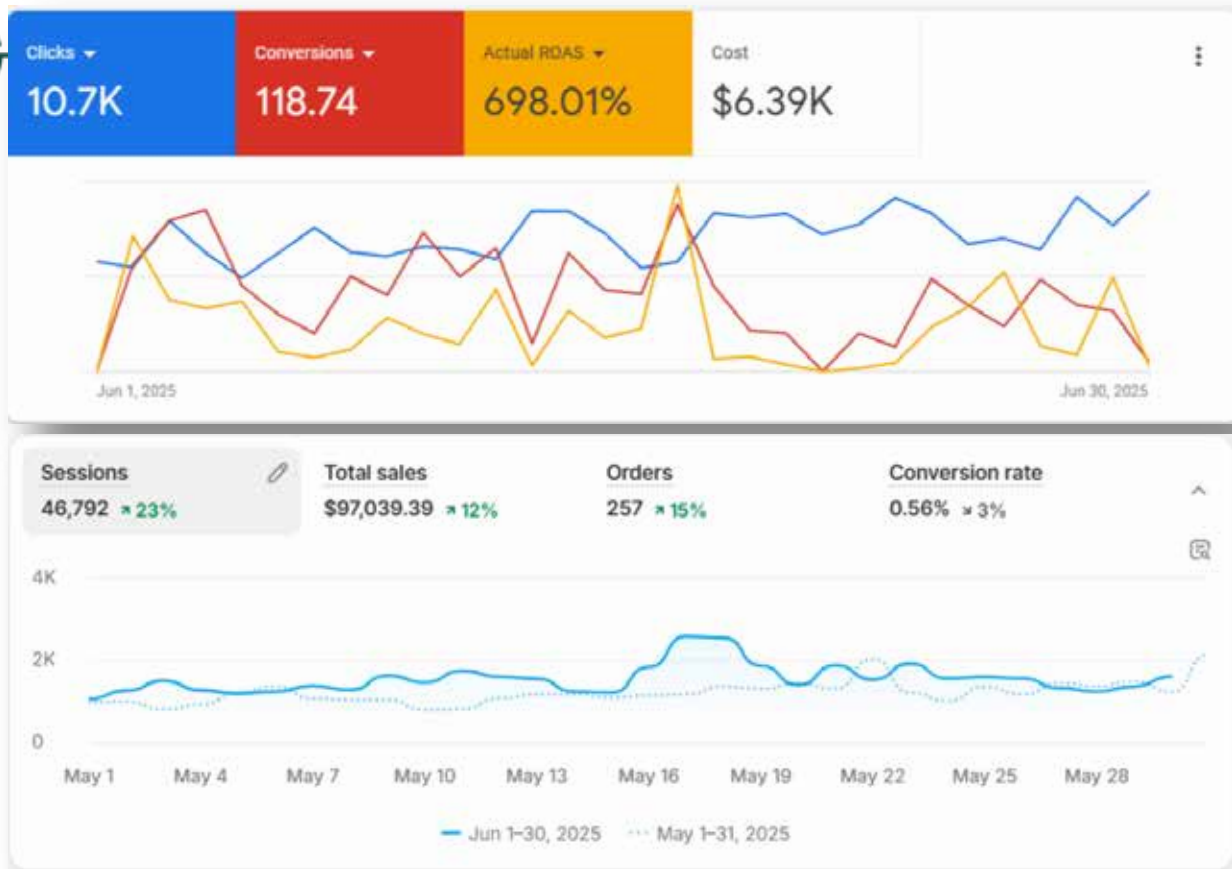


How We Turned a \$10K Ad Budget into \$70K in Revenue

## A 650% ROAS Success Story!

### Client Overview:

An ambitious e-commerce brand came to us with a \$10,000/month PPC budget—but despite their investment, results were falling short. **Customer acquisition was lackluster**, and their account was **leaking money** in all the wrong places. The root of the issue? Misaligned campaigns, **wasted spend** on irrelevant traffic, and **incorrect tROAS goals**. They were targeting the wrong audience and bidding on the wrong metrics, killing efficiency. The outcome? A stagnant \$30K in revenue, despite a healthy ad spend. But the real question is, **how did we turn it all around?** The answer is more than just strategy—it's a **game-changer**.



### THE PROBLEM

Here is the Shocking Truth

#### Wasted Spend

The majority of their budget was funneled into **Brand Search** and **Performance Max (PMax)** campaigns. But the worst part? **Brand traffic wasn't even excluded**, leading to redundant spending.

#### Incorrect tROAS Goals

Campaigns were assigned **incorrect tROAS goals**, which meant ads were bidding on the wrong metrics, killing efficiency and effectiveness.

#### Misaligned Campaign Structure

No funnel-based approach was in place. The ads were targeting the wrong audience at the wrong stage of their buyer journey.

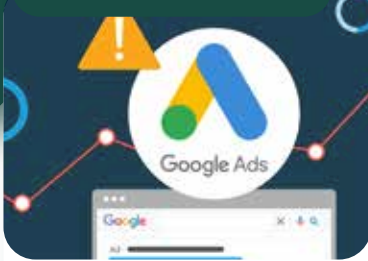
#### Result?

New customer acquisition was near non-existent, and revenue was stagnant at just **\$30K** despite a healthy ad spend..

# Our Game-Changing Strategy

We didn't just tweak the campaigns – we restructured the entire account to put the business back on track. Here's how we flipped the script

## Brand Search Campaign:



Focused on high-intent brand traffic with precision, ensuring no overlap with non-brand efforts. (Improve) started brand cam with very low budget, with **5000% ROAS**.

## Generic Search Campaign:



We cast a wide net with the targeted generic keywords to **capture fresh, untapped audiences** driving new customer acquisition where it **mattered most**.

## Brand Shopping Campaign:



Maximized visibility for brand products while keeping the budget focused and excluding irrelevant brand traffic.

## Non-Brand P-Max Feed Only Campaign: Next-Level Optimization:

We launched a bold, **non-branded Performance Max (PMax) campaign** that cast a wide net, capturing fresh, customers across shopping platforms. As the data poured in, we categorized our products into Heroes, Sidekicks, Zombies, and Villains. Now, the real game begins. We're ready to sharpen our focus eliminating the **"Zombie"** and **"Villain"** products and redirecting all our firepower onto the top-performing "Heroes." With this targeted approach, we're primed to supercharge our results and elevate the campaign to new heights.

## The Jaw-Dropping Results

The transformation was nothing short of incredible

**ROAS skyrocketed to 650%**, surpassing our target by a mile.

**Wasted ad spend reduced by 50%**, immediately improving efficiency.

**Revenue jumped from \$30K to \$70K**, proving that with the right strategy, any account can thrive.

What's

# NEXT ?

This is just the beginning. With a clear, targeted approach, our client is now positioned for sustainable growth and continued success. We've proven that the right PPC strategy, executed with precision, can unlock untapped potential and massive returns.



**50% REDUCTION**

in wasted ad spend



**650% ROAS**

exceeding the target by  
over 6x



**REVENUE INCREASED**

from \$30K to \$70K

This isn't just about numbers it's about acquiring new customers and scaling profitability. With a renewed focus on high-performing products and a more efficient ad spend, we're ready to keep driving results.



# 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!**