



Google Shopping Ads

LOCAL WEB ADVISORS(LWA)

www.localwebadvisors.com.au

Local Web Advisors is a full service digital consultancy providing digital marketing solutions including SEM, Paid Ads

Client Profile & Background

Local Web Advisors are digital marketing agency based out of Australia and Singapore and have rich clientele base in e-commerce, manufacturing and financial services providers. They collaborated with Graph Technologies for one of their clients who runs an e-commerce store that sell building material like Cement tiles.

Challenges faced by LWA

Local Web Advisors had been running Google Ads campaign for that particular e-commerce client for a few months but getting very abysmal results:

- 1.They were stuck with a dishearteningly low Return on Ad Spend (ROAS) of just 2.44%, barely breaking even on their ad investment.
2. Their client's monthly revenue remained static at \$19,000, and the cost per acquisition (CPA) was an unsustainable \$42.
3. They were on verge of losing that client and needed a fresh view on their campaign strategies and wanted to collaborate with some external Google Ads expert to overhaul the entire Ad campaign for them.

That's where they collaborated with Graph Technologies and seeks our expertise.

LWA wanted us to optimize their campaigns and increase their ROAS, revenue, and profitability.

They also wanted to reduce their CPA and acquire more customers at a lower cost.



Skills and Deliverables relevant for this project:

1. Google Shopping Ads
2. Performance Max campaigns
3. Google Merchant
4. Campaign Optimization
5. PPC Campaign Setup & Management
6. Google Analytics

Our Findings

After an exhaustive audit of their existing campaigns using tools such as Google Ads, Google Merchant, Google Analytics, and the Shopify platform, we have identified significant opportunities to optimize their performance.

1. Lack of Unification of Campaign Objectives

The data from multiple campaigns are currently scattered, and the objectives of individual campaigns are not aligned to a central goal. This "spray and pray" approach needs to be replaced with a more coordinated strategy. We recommend utilizing Google's smart bidding strategies for a more unified, goal-oriented approach to advertising.

2. Accurate Product Categorization Missing

The products advertised aren't properly categorized, reducing the relevancy and quality of the product feed and shopping campaigns. As of 2021, Google offered more than 6,000 specific product categories, providing an opportunity to achieve a high level of precision in categorization.

3. Opportunity for Keyword Optimization

They were currently using narrow search terms and keywords, causing missed opportunities to reach potential customers using different terms and phrases. For instance, beyond the standard "cement tiles" search term, we've observed search phrases such as "reinforced building material." A more diverse keyword strategy could have ensured maximum exposure to potential customers.



Businesses using Google's smart bidding strategies experience an average increase of 20% in conversions for the same cost (Google, 2019)

4. Localization of Ads: They were not leveraging the advantages of Google Ad localization, particularly local inventory Ads. Many customers search for cement tiles in local stores. By featuring their products in local searches, they can drive both online and physical store visits. Google's local inventory Ads can help them tap into these potential customers, enhancing their reach.

Our Implementation

We've devised a set of strategies to enhance the performance of their campaigns, incorporating the latest Google Ads features and best practices. Here are the highlights:

1. Enhanced Shopping Campaigns

Implemented new shopping campaigns to feature products and stimulate sales. For instance, we automated the bidding, targeting, and ad creation in standard shopping campaigns based on performance goals, driving efficiency and results.

2. Showcase Shopping Campaigns

Launched showcase shopping campaigns to display a handpicked selection of products for wider search terms. This strategic showcase helps attract customers searching with broad terms.

3. Product Feed Optimization

Optimized products and categorization to boost the relevance of the product feed and shopping campaigns. We updated attributes such as title, description, category, and price to better match user queries.

4. Local Inventory Ads

Established local inventory ads to highlight products available in nearby physical stores, bridging the gap between online visibility and offline sales

5. Smart Bidding Implementation

Introduced smart bidding strategies for each campaign based on their specific performance goals. For instance, we leveraged target ROAS bidding for revenue-maximizing campaigns, target CPA bidding for cost-minimizing campaigns, and enhanced CPC bidding, allowing Google to dynamically adjust bids based on real-time conversion likelihood.

6. Performance Max Campaigns

Utilized Performance Max campaigns to exploit Google's machine learning capabilities and reach more customers across various channels and formats. By fine-tuning the performance goal, budget, and creative assets, we optimized these campaigns for conversions, revenue, or profit.



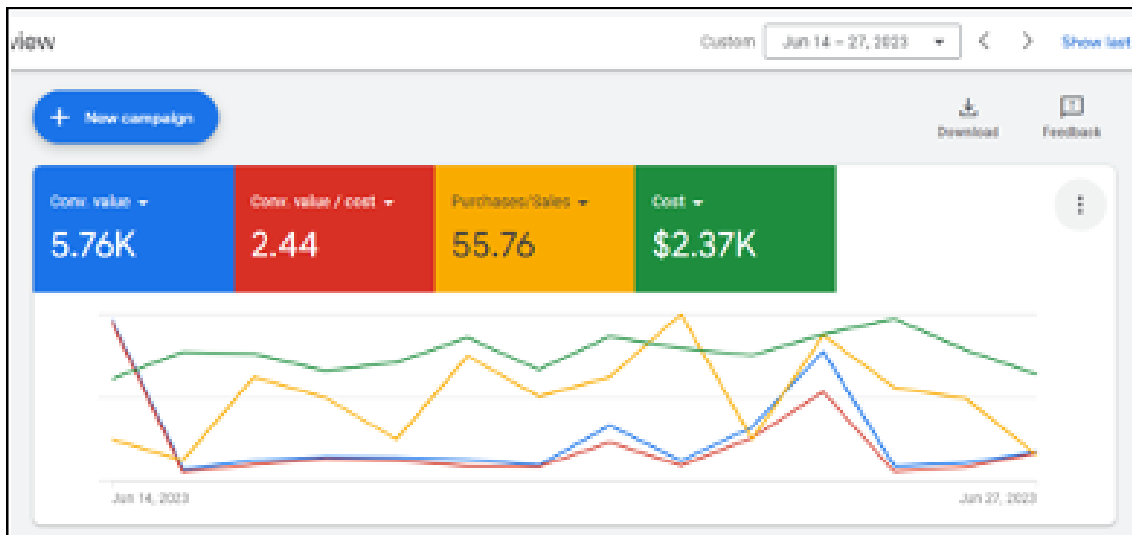
Interesting Fact: Sears Hometown and Outlet Stores saw in-store sales grow by 16% and return on ad spend (ROAS) increase by 122% when they used Local Inventory Ads.

Results

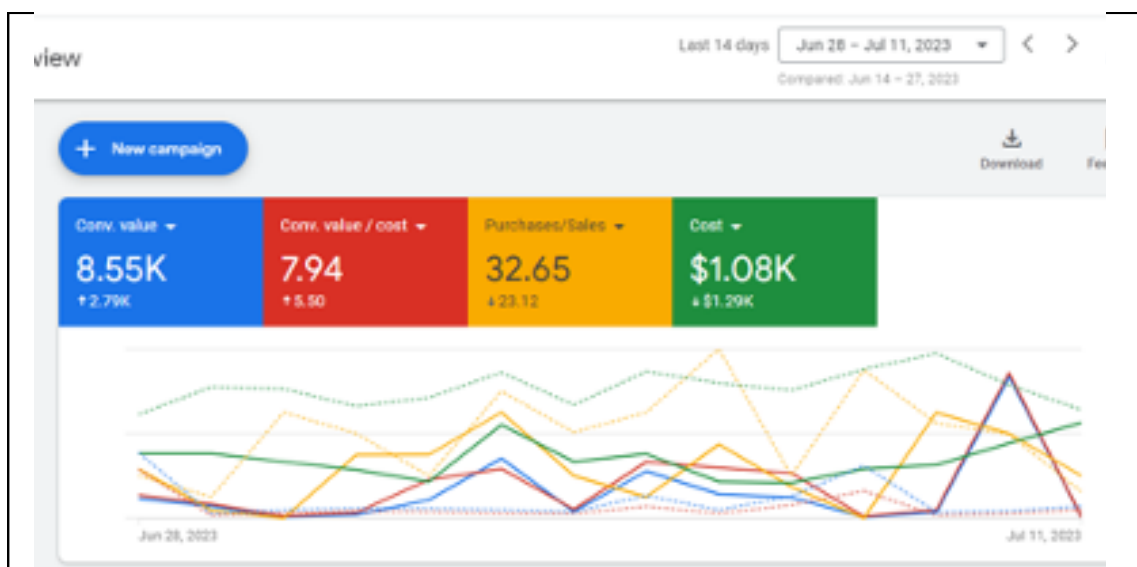


After 14 days of optimization, we could bring significant improvements in business metric.

- The ROAS increased from 2.44% to 7.94%, which means the client, earned \$7.94 for every \$1 they spent on ads. That's a 225% increase in ROAS!
- Ads increased their client's monthly revenue by 48.35% from \$19,000 to \$28,186
- Their CPA also dropped significantly from \$40 to \$18 per customer acquisition, which means they acquired more customers at a lower cost. Their conversion rate also improved, which means more visitors turned into buyers.



Before



After

Key Takeaways



This case study demonstrates the powerful impact of a strategic, data-driven approach to Google Ads optimization. By identifying and employing best practices for each campaign element, we were able to vastly enhance LWA's client's campaign performance and efficiency. The tangible results – remarkable ROAS and revenue growth, coupled with reduced CPA – unequivocally underline the transformative potential of expertly managed Google Ads.

LWA's satisfaction with the results led them to extend their partnership with us for continuous campaign management and optimization. Such type of meaningful collaboration can unlock client's online sales potential.



Dan Horne

Founder, Local Web Advisors

Graph Technologies helped us in constant campaign management, optimization, and data-driven decision-making in successfully running Google Ads projects. Their in-depth knowledge about various features of Google Ads really make them apt to handle complex Google Ad projects. Their delivery is fast and their team is very open to sharing good ideas.



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