



REVENUE
INCREASE 22% 

CTR
INCREASE 30% 

CPC
DECREASE 12% 

ROAS
INCREASE 50% 

Sports & Fitness Manufacturer Achieves 50% Increase In ROAS In 12 Months

Client

Our client is a household brand of wellness & fitness products for all ages. Their products are available on their own website, as well as most online marketplaces and brick & mortar retailers.

Situation

In recent years, this client had seen decreasing ROAS in Google Ads due to increased competition on their own brand name from other sellers that carry their products. They were in need of Google Ads professionals who could put into place a strategy that would bring them to the front of the pack.

Approach

We utilized a combination of granularly segmented search ads, responsive ad text, Smart Shopping campaigns, and Showcase Shopping ads to give our clients a leg up over the competition.

Results

Though competition was higher than ever, we were able to make year-over-year improvements in Google Ads performance. We saw an increase in ad revenue by 22%, increase CTR by 30%, decrease CPC by 12%, and increase ROAS by 50%.