ECOMMERCE / AUTO ACCESSORIES

Nearly twice as many conversions in one year

Advertising and measurement for a major auto accessories retailer.

~2x	-30%	1 year
more conversions	cost per conversion	measurement period

Context & objective

A major auto accessories retailer received orders through its online checkout and by phone. Both customer journeys were included when evaluating advertising performance.

OBJECTIVE

Increase conversions and reduce acquisition costs.

TOOLS

Search advertising / Ecommerce tracking / Google Measurement Protocol

What the team did

01 Expand advertising coverage

Added advertising formats and broadened the range of products promoted.

02 Connect measurement to deal value

Implemented ecommerce tracking and sent the value of closed phone-generated deals through Google Measurement Protocol.

03 Manage campaigns consistently

Managed and refined campaigns on an ongoing basis throughout the year.

RESULT

More conversions, with a lower cost per conversion.

Conversions nearly doubled over the year while cost per conversion fell by 30%. Tracking phone-generated deals complemented online checkout data.

Cost per conversion: relative comparison



A conversion in this case means an online checkout purchase or a phone call.

ECOMMERCE / GOOGLE ADS

A tenfold reduction in cost per conversion

A new approach to product advertising for an online store.

10x lower
cost per conversion

10x
checkout purchases

-5%
advertising budget

Context & objective

The client had configured the advertising account independently. After six months, sales were minimal and the cost of acquiring an online checkout purchase remained high.

OBJECTIVE

Reduce the cost of a purchase completed through the online checkout.

TOOLS

Google Ads / Google Merchant Center / Performance Max

What the team did

01 Audit the account and market

Reviewed the advertising account and competitor websites to reassess the approach.

02 Introduce product advertising

Proposed a solution built around Google Merchant Center and a Performance Max campaign.

03 Separate signals by category

Planned detailed audience-signal settings for each product category.

RESULT

More purchases with a smaller advertising budget.

Completed checkout purchases increased tenfold while the advertising budget decreased by 5%. Cost per conversion fell substantially.

Completed checkout purchases: relative comparison



The target conversion in this case is a purchase completed through the online checkout.

DIGITAL PRODUCTS / WORDPRESS

Plugin installs below the break-even threshold

Promoting a gift certificate plugin for WordPress.

€1.54	1 month	€2.94
cost per free install	to break-even	modelled CPI threshold

Context & objective

The plugin was available free, with an optional paid upgrade. According to the initial project data, 7% of users upgraded within 90 days of installation.

OBJECTIVE

Increase free installs and make paid-upgrade acquisition profitable.

TOOLS

Google Display Network

What the team did

01 Start with product economics

Used €2.94 per free install as the break-even threshold from the project's initial financial model.

02 Acquire users through GDN

Promoted the free version of the plugin through the Google Display Network.

03 Optimize for install cost

Measured cost per install against the modelled break-even threshold.

RESULT

Break-even in a month, then below the threshold.

The campaign reached break-even after one month. After two months and ten days, cost per install was €1.54 against a modelled threshold of €2.94.

Cost per free install



Initial model: 7% of users purchase the paid upgrade within 90 days of installation.

B2B / SOFTWARE / EUROPEAN UNION

Up to 30 demo requests per week for a B2B platform

Promoting a fleet management platform across EU markets.

30	2.5 months	10
weekly requests at peak	to the peak result	EU markets researched

Context & objective

Adoption required both a platform licence and in-vehicle equipment. The website generated few requests; leads came mainly from direct sales, email outreach and partners.

OBJECTIVE

Increase requests for demo access through the website.

TOOLS

Facebook / Google Marketing Platform / CRM audiences

What the team did

01 Research demand in 10 EU countries

Analysed user search queries and selected only those showing strong purchase intent.

02 Build relevant audiences

Used behavioural profiles of competitors' audiences, CRM data and purchased GMP audiences.

03 Launch and refine campaigns

Launched Facebook advertising and adjusted display-campaign audiences during the first three months to expand relevant reach.

RESULT

The website became a demo lead-generation channel.

After 2.5 months of campaign management, demo requests peaked at 30 in one week, adding a measurable website channel to the existing lead sources.

Time to the peak weekly result



30 requests is the peak weekly figure, not the average across the campaign period.

ECOMMERCE / PREMIUM PRODUCTS / UNITED STATES

A new Google Ads channel for a premium US brand

From organic search and Amazon to a consistent advertising sales channel.

Search
campaigns relaunched

Shopping
product ads relaunched

Tracking
conversion setup repaired

Context & objective

A US manufacturer of premium products relied almost entirely on organic search and Amazon. Advertising campaigns set up independently were delivering weak results.

OBJECTIVE

Build a measurable, manageable sales channel through Google Ads.

TOOLS

Google Ads / Search / Google Shopping / Conversion tracking

What the team did

01 Rebuild keyword coverage

Selected and refined keywords, then built an extensive negative keyword list.

02 Relaunch Search and Shopping

Rebuilt and launched Google Search and Google Shopping campaigns.

03 Repair conversion tracking

Corrected the tracking setup to support measurement and campaign management.

RESULT

Google Ads became an additional source of sales.

Search and Shopping campaigns began delivering consistent, measurable results. The advertising channel became manageable and scalable.

Google Ads reporting snapshot

Clicks	Conversions	Cost / conversion	Spend
1.09M	27.2K	$3.44	$93.6K
+654K vs comparison	+13.7K vs comparison	-$1.20 vs comparison	+$30.7K vs comparison

Reporting snapshot reproduced from the supplied case. The source does not specify the reporting or comparison dates.

ECOMMERCE / WATCHES / COMBINED MEDIA STRATEGY

Paid-channel revenue increased by 369%

A combined advertising strategy for an established watch brand's online store.

+369%	>2x	+79%
paid-channel revenue	average order value	direct-channel sales

Context & objective

An online store selling an established watch brand.

OBJECTIVE

Promote the store using a combined advertising strategy.

TOOLS

Search advertising / Display / Cross-network formats / ROAS optimization

What the team did

01 Build a search advertising strategy

Included search advertising in the combined approach for the online store.

02 Add complementary formats

Combined search with display and cross-network advertising formats.

03 Shift campaign optimization to ROAS

Subsequently moved optimization towards return on advertising spend (ROAS).

RESULT

Growth across paid revenue, order value and direct sales.

The source case reports 369% paid-channel revenue growth over 18 months. Average order value more than doubled, while direct-channel sales increased by 79%.

Paid-channel revenue in the supplied report

$257,783.88 → $1,299,237.64

Report: Jan 1, 2025-Aug 31, 2026 vs May 4, 2023-Dec 31, 2024.

Direct-channel revenue was distorted by a one-off billing issue on the client's side, so direct-revenue growth was not calculated.