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.