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.