

Case Study : 700K+ Sales for A eCommerce Store

We have generated 700K+ Sales for a eCommerce Store, who sells different branded products. We started working with this company from the very beginning when they had no sales.

From setting up their google merchant center to creating campaigns and optimizing on a regular basis, we did a great job with them. We got our first \$100K+ Monthly sales within first quarter and its rapidly growing with time.

Our average ROAS is 393%, which is a great. We spent total \$179K on google ads and total revenue generated \$707085 USD. Average conversion rate is 1.19% and average cost per conversion is \$36.32

This is a USA based single niche eCommerce store, where different types of brands products are sold.

The Results

↑ **\$700k**
generated Sales

↑ **\$707085**
Total revenue

↑ **392%**
Average ROAS



The image shows a laptop displaying the Brand's Bro website on the left and a Google Ads performance report table on the right.

Website Content:

- Brand's Bro logo and navigation: WHAT WE DO, WHO WE ARE, CASE STUDIES, CONTACT US
- Headline: **Google Ads Audit For Better Results And Improved ROI**
- Text: "Optimize your online advertising success with a comprehensive Google Ads audit. Discover tactical information, improve campaigns, and increase return on investment for exceptional success."
- CTA: **GET A FREE GOOGLE ADS AUDIT**
- Image: A group of four men in business attire reviewing a laptop.

Google Ads Performance Report Table:

Cost	Campaign type	Bid strategy type	Clicks	Conv. rate	Conv. value	Conv. value / cost	Conversion	Avg. CPC	Cost / conv.
\$62,369.10	Shopping	Target ROAS	106,656	1.39%	278,064.94	4.46	1,479.26	\$0.58	\$42.16
\$25,813.72	Shopping Upgraded to Performance Max	Maximize conversion value (Target ROAS)	111,303	0.96%	147,048.30	5.70	1,066.00	\$0.23	\$24.22
\$27,127.26	Performance Max	Maximize conversion value (Target ROAS)	41,008	1.73%	103,683.96	3.82	733.74	\$0.66	\$36.97
\$7,695.74	Shopping Upgraded to Performance Max	Maximize conversion value (Target ROAS)	24,028	1.11%	39,907.20	5.19	266.00	\$0.32	\$28.93
\$11,687.37	Search	Maximize clicks	14,750	2.60%	32,929.51	2.82	383.00	\$0.79	\$30.52
\$3,276.46	Shopping Upgraded to Performance Max	Maximize conversion value (Target ROAS)	22,117	0.76%	18,100.38	5.52	169.00	\$0.15	\$19.39
\$5,238.42	Performance Max	Maximize conversion value (Target ROAS)	19,181	0.72%	14,409.57	2.75	139.00	\$0.27	\$37.69
\$5,653.38	Search	Maximize clicks	8,353	1.51%	9,028.64	1.60	126.00	\$0.68	\$44.87
\$2,709.62	Performance Max	Maximize conversions (Target CPA)	9,569	1.13%	7,869.12	2.90	108.07	\$0.28	\$25.07
\$1,625.79	Shopping Upgraded to Performance Max	Maximize conversion value (Target ROAS)	8,237	0.69%	5,601.91	3.45	57.00	\$0.20	\$28.52
\$179,757.40			412,741	1.19%	707,085.19	3.93	4,949.00	\$0.44	\$36.32

Brand's Bro Google Ads Agency takes pride in the transformative success achieved for a USA-based eCommerce store specializing in various branded products. Partnering with the company from its inception, we embarked on a journey that saw incredible growth and success.

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Our collaboration began by setting up the client's Google Merchant Center and crafting targeted campaigns. The initial efforts bore fruit with an impressive first-quarter achievement of \$100K+ monthly sales, setting the stage for rapid growth.

Key Metrics:



Sales Generation:

Over 700K sales achieved for the eCommerce store.



ROAS:

A remarkable 393% Return on Ad Spend, indicating the efficiency of our campaigns.



Ad Spend:

A total of \$179K invested in Google Ads.



Total Revenue:

Generated a substantial \$707,085 USD in revenue.



Conversion Rate:

An average conversion rate of 1.19%, ensuring meaningful interactions.



Cost per Conversion:

Maintained a cost-effective approach with an average cost per conversion of \$36.32.

Ongoing Success:

Brand's Bro continues to optimize campaigns, ensuring sustained growth for the eCommerce store. The case study exemplifies our commitment to delivering exceptional results from the ground up, solidifying our reputation as a catalyst for eCommerce success.