

Paid Media Case Study

E-Commerce - Handmade Furniture



Objective

Increased Conversions

The primary objective was to increase online sales despite a reduced monthly ad spend.

The client aimed to maximize the effectiveness of their budget while maintaining or exceeding the conversion rates achieved with their previous agency. To meet this goal, we optimized their existing ad strategy, focusing on efficient spend allocation and targeted adjustments. Within 90 days, we successfully surpassed the client's previous monthly conversions, delivering greater results on a leaner budget.

Strategy

Upon onboarding, a thorough audit revealed that Google Ads consistently delivered the highest conversion rate and ROI compared to Meta and Pinterest. To maximize results, we shifted the client's budget entirely to Google Ads, leveraging its proven performance. Retargeting efforts were implemented on Google Ads to capture warm leads and drive conversions. During the initial months, a minimal budget was maintained on Meta, utilizing it as a traffic source to support retargeting on Google. This streamlined, data-driven approach enabled us to achieve the client's sales goals effectively on a reduced budget.



Campaign Results

Screen shots are from clients Shopify account

Online store sessions



10,184 ↗ 13%

Total sales

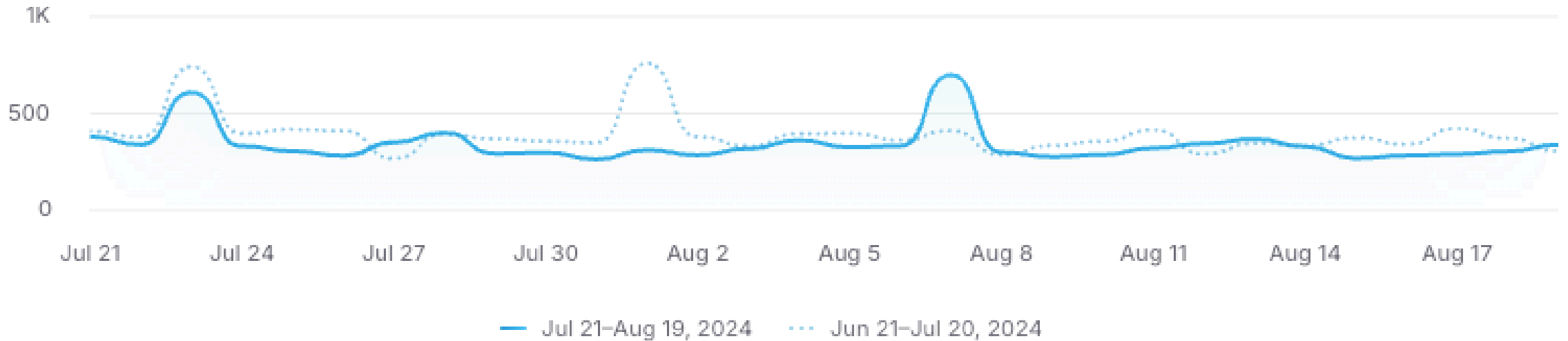
\$34,339.37 ↗ 25%

Total orders

143 ↗ 29%

Conversion rate

1.31% ↗ 52%



Online store sessions 

9,570 \nearrow 8%

Total sales

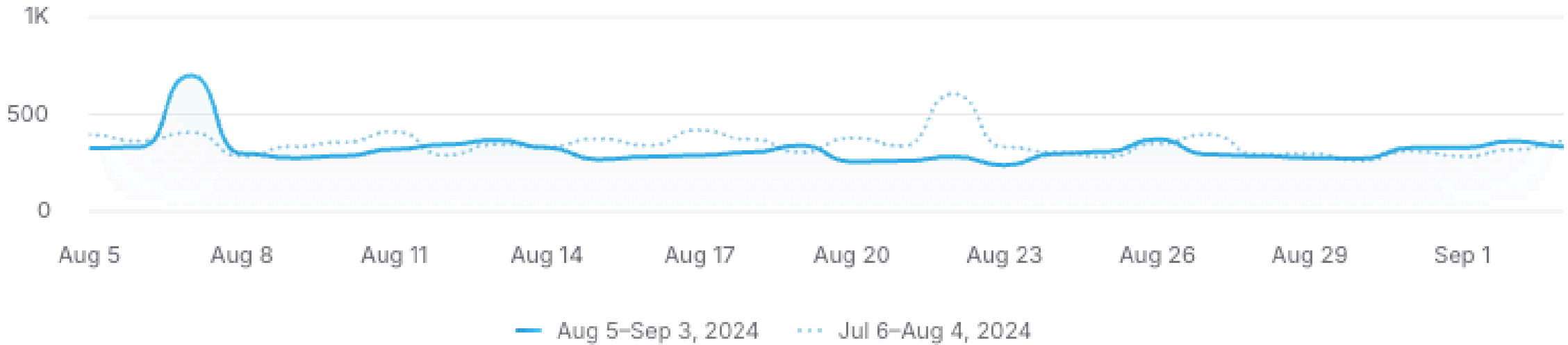
\$36,999.81 \nearrow 48%

Total orders

149 \nearrow 42%

Conversion rate

1.47% \nearrow 60%



Sessions over time



15,803 ↗ 59%

Total sales over time

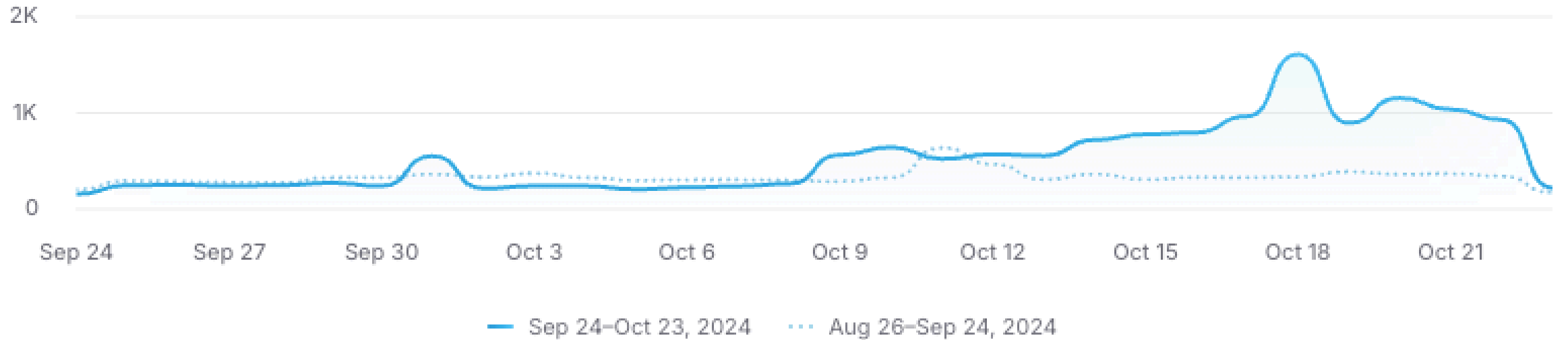
\$44,479.58 ↗ 70%

Orders over time

140 ↗ 19%

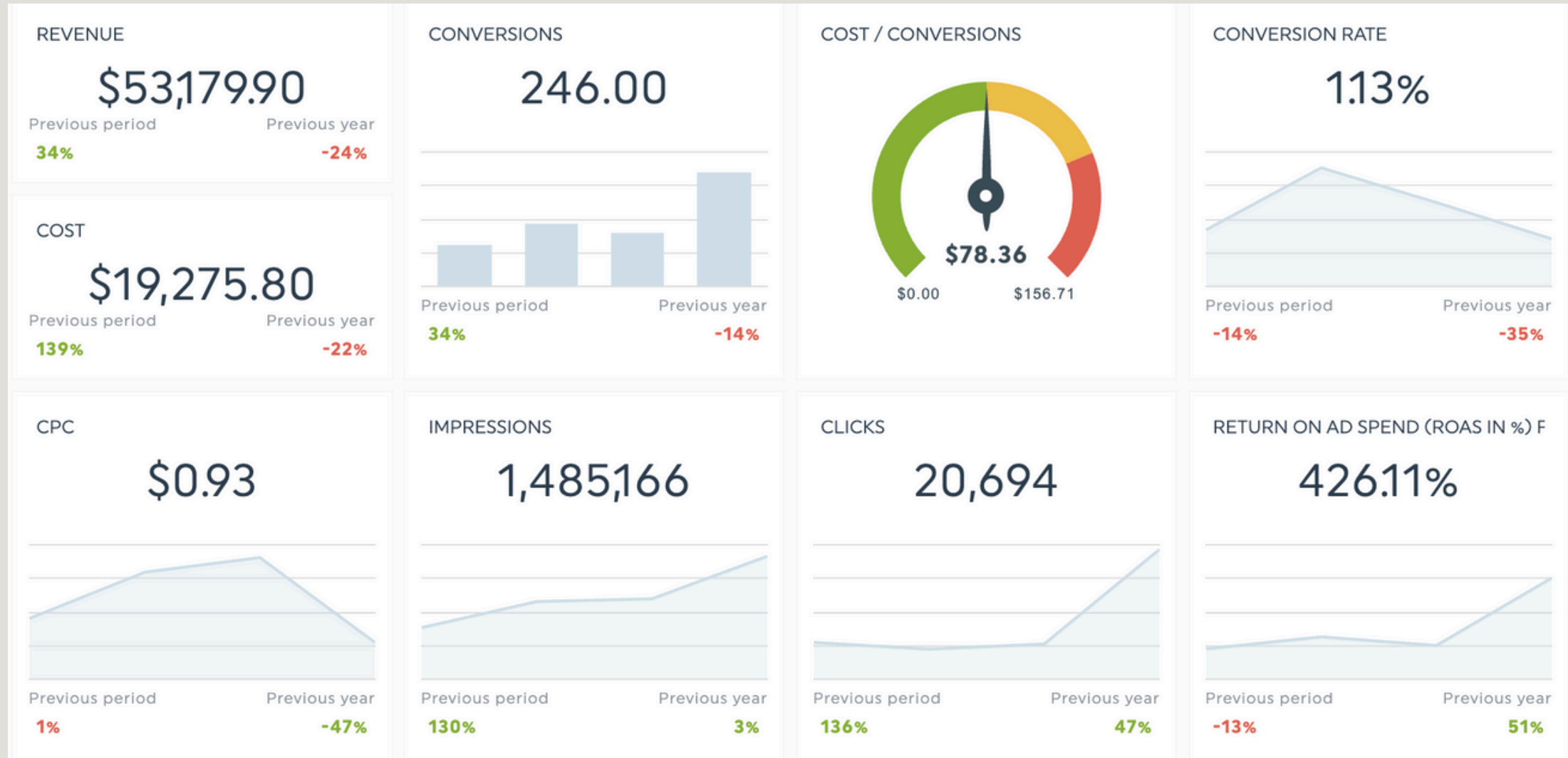
Conversion rate over time

0.84% ↗ 22%



Highlights

Over a 90-day period, we began with a \$5,000 monthly ad spend budget and strategically increased it by \$1,000 to \$2,000 each month, ultimately reaching a current \$7,000 monthly budget.



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