



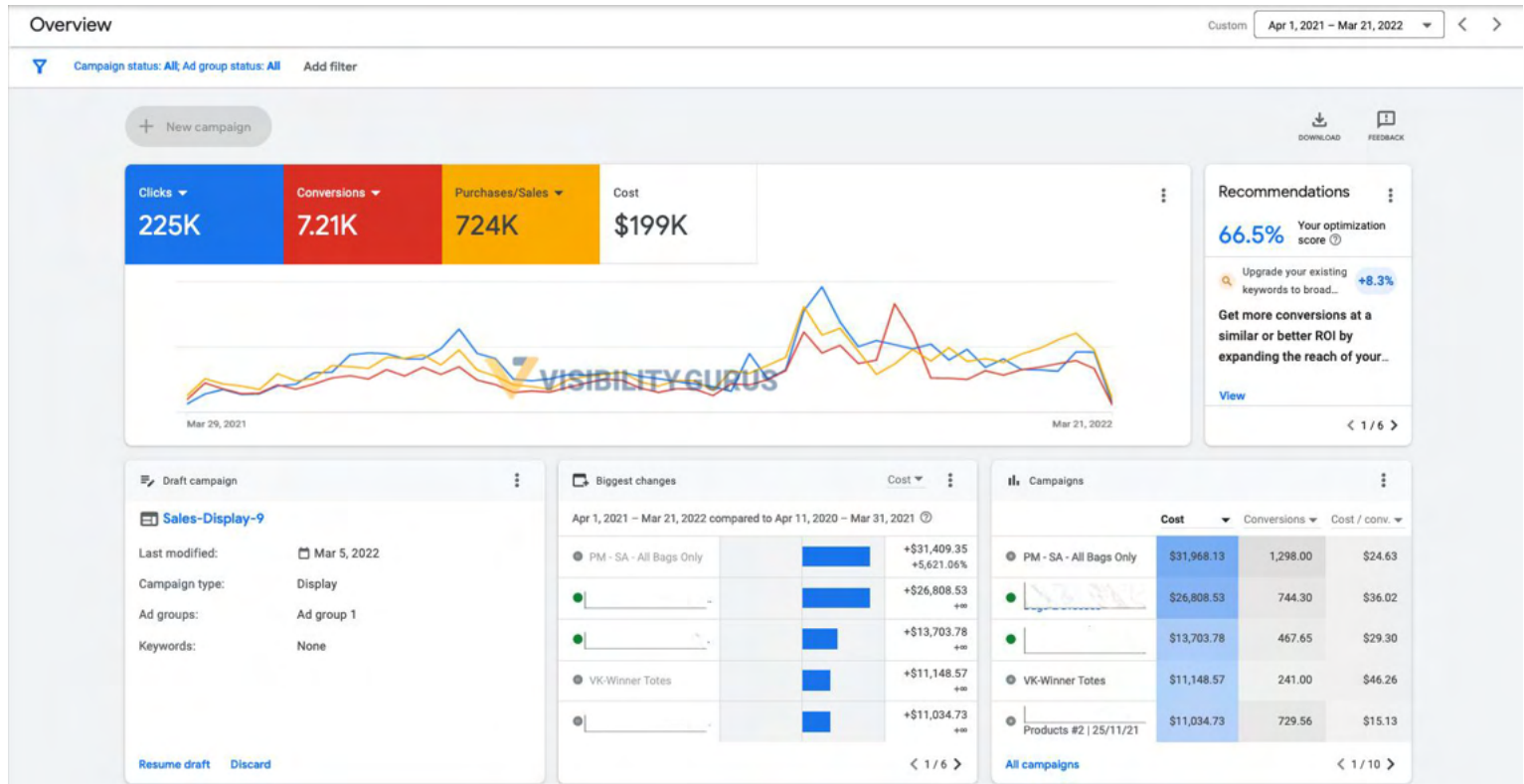
GOOGLE ADS

PORTFOLIO

Always Deliver More Than Expected

- ✉ hello@visibilitygurus.com
- ✉ hello@seoexpertscompanyindia.com
- ✉ info@seoexpertscompanyindia.com

Women's Fashion & Apparel Brand Store



This client sells women's clothing apparel & accessories in the United States. They had great products which had high competition and demand. This client had been running Google Shopping campaigns for a while, but they were only producing a **0.97 return on ad spend (ROAS)**.

Location: United States

Website Type: Ecommerce

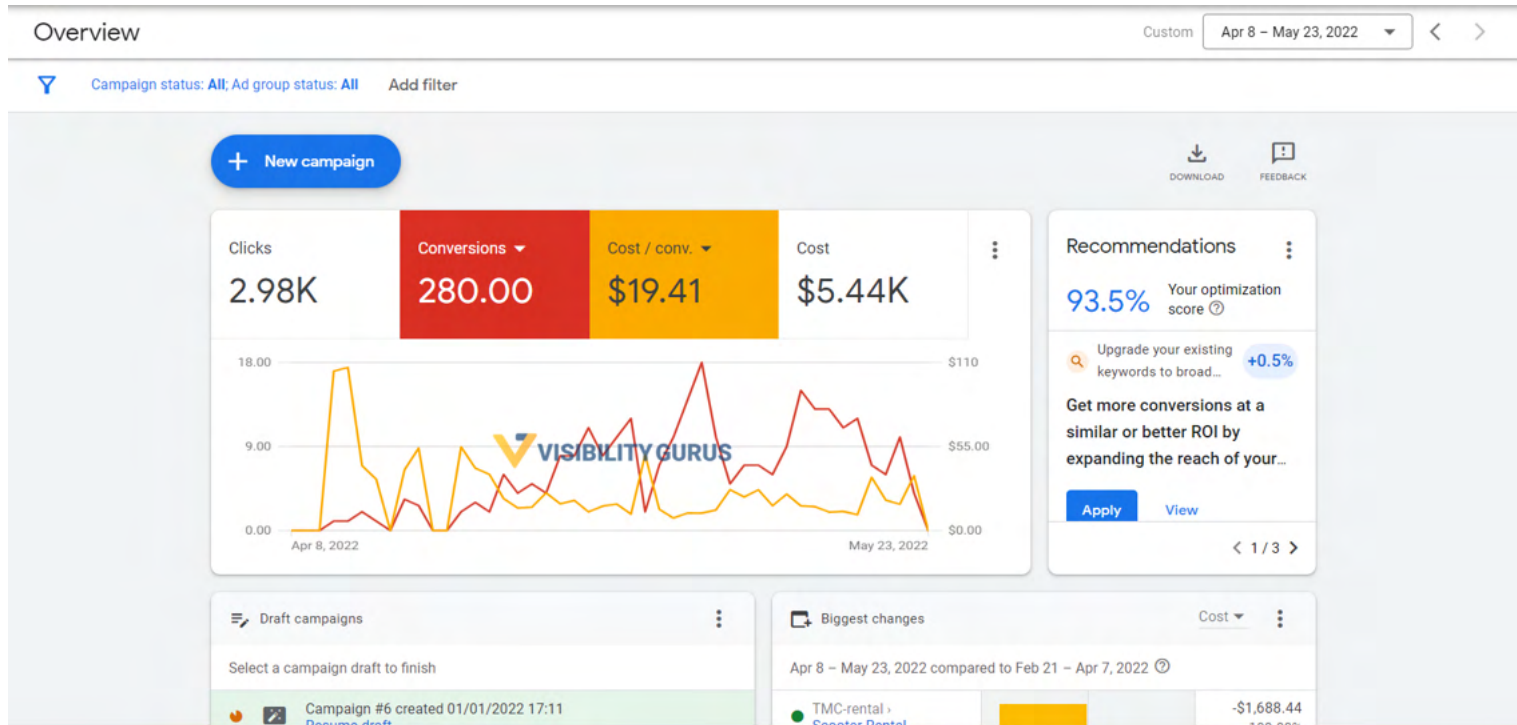
Duration: 1 Year

Ads Type: Google Shopping Ads

Performance Overview

- Total Budget Spent (in One Year): \$199k
- Conversion Value: \$724k
- ROAS: 3.5-4X

Scooter Rental Services in Las Vegas



This client started a new business in Las Vegas. They had a very limited budget but in just 1 month their budget increased by **50%**. They started getting very good business from the start of the ads. Alongside they also saw a spike in client satisfaction reviews in Google My Business Listing.

Location: **United States**

Website Type: **Local Business**

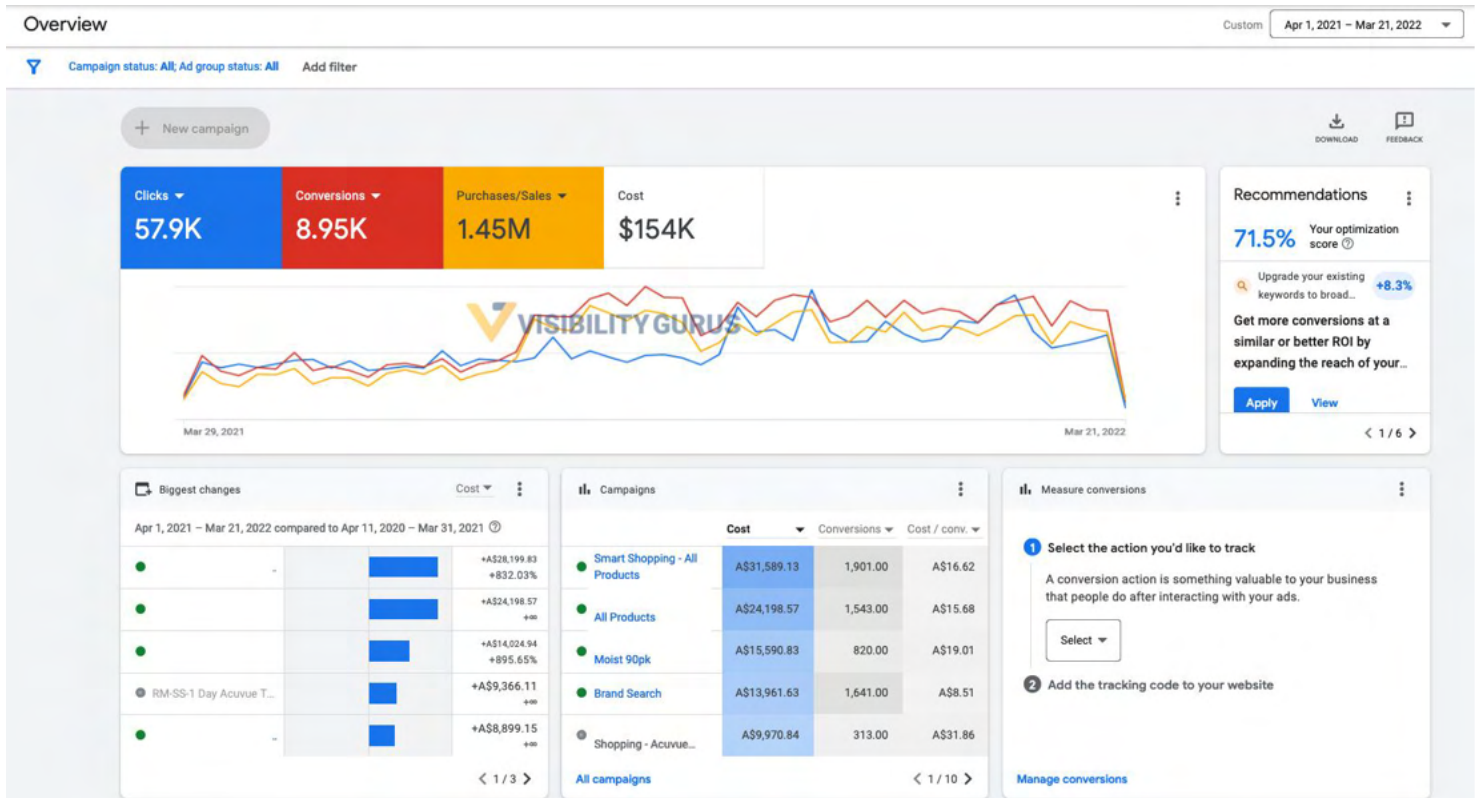
Duration: **This is an Ongoing Client.**

Ads Type: **Local Campaigns.**

Performance Overview

- Total Budget Spent (in One Month): \$5.4k
- Total Calls + Website Bookings: 280
- Cost Per Conversion: \$19.41
- Website Bookings Value: \$2922.76

Vision Care > Contact Lenses



This is an Australian-owned and operated contact lenses online store. This store was created last year during the covid 19. We started the campaigns for this client from the scratch with a monthly ad budget of **\$13,000**.

Location: **Australia**

Website Type: **Ecommerce**

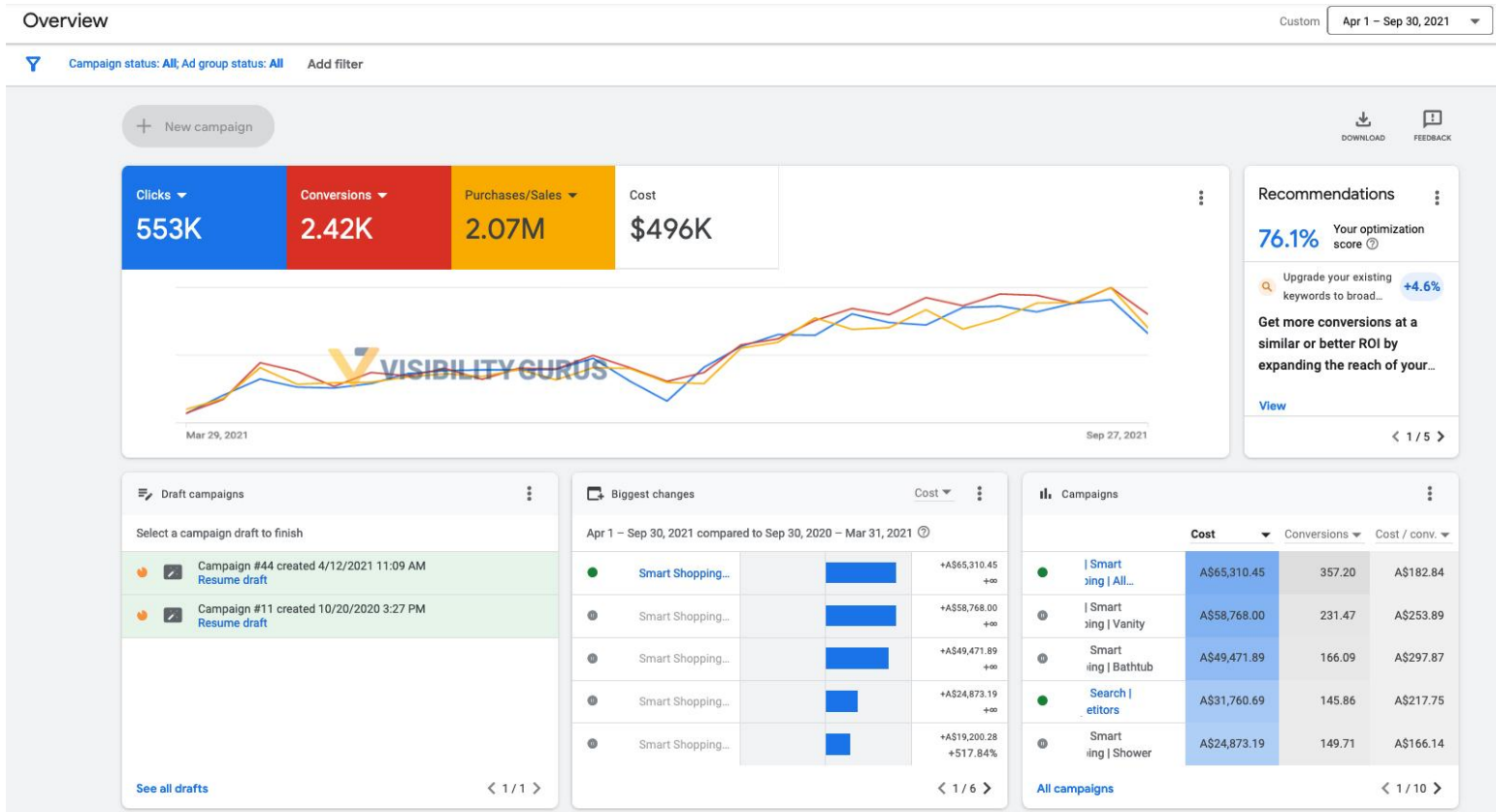
Duration: **1 Year**

Ads Type: **Google Shopping Ads**

Performance Overview

- Total Budget Spent (in One Year): **\$154k**
- Conversion Value: **\$145M**
- ROAS: **10X**

Bathroom Accessories



This case study is of a premium bathroom accessories & fittings brand from Australia. They were looking for a **4x return** which was around **\$2 million**. Their six-month ad budget was around **\$500k**. We managed to achieve a **\$2 million-plus** mark, without utilizing the full budget.

Location: **Australia**

Website Type: **Ecommerce**

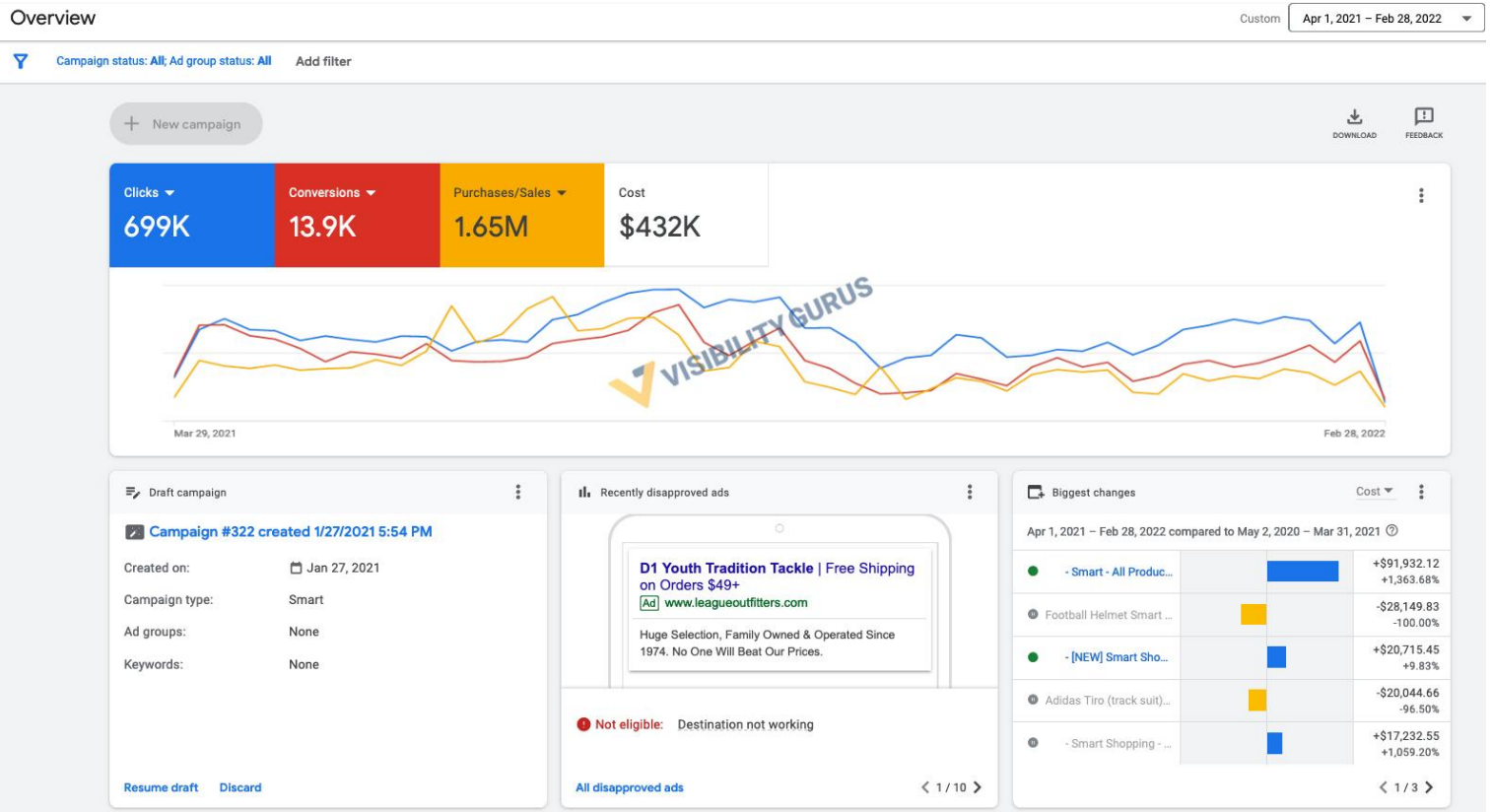
Duration: **6 Months**

Ads Type: **Google Shopping Ads**

Performance Overview

- Total Budget Spent (in 6 months): \$496k
- Conversion Value: \$2.07M
- ROAS: 4X

Sports Equipments & Apparels Store



Sports equipment, apparel & uniforms brand from the United States. Clients expected **ROAS was 3x** for the yearly ad spend of **\$450k**. This client also had some issues with the feeds because of multi-locations settings and shipping.

Location: US

Website Type: Ecommerce

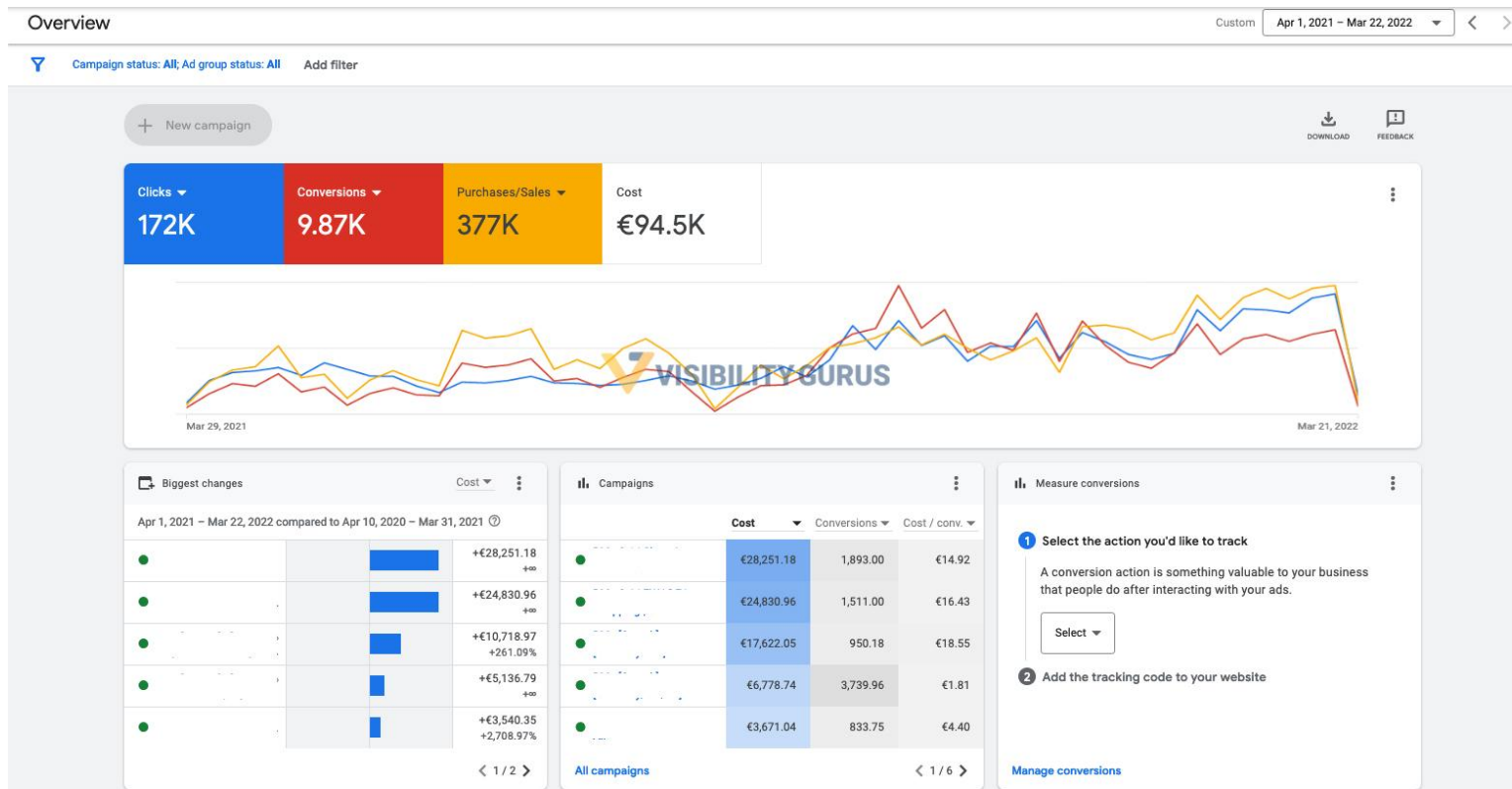
Duration: 12 Months

Ads Type: Google Shopping Ads

Performance Overview

- Total Budget Spent (in 6 months): \$432k
- Conversion Value: \$1.65M
- ROAS: 4X

Medical Test Kits Ecommerce Store



This was a completely new segment for us. The client had no idea about the as this was completely new to the online world. We had recommended them to invent a yearly budget of **€100k** for google shopping ads, and the agreed **ROAS was around 2-3x**.

Location: **Germany**

Website Type: **Ecommerce**

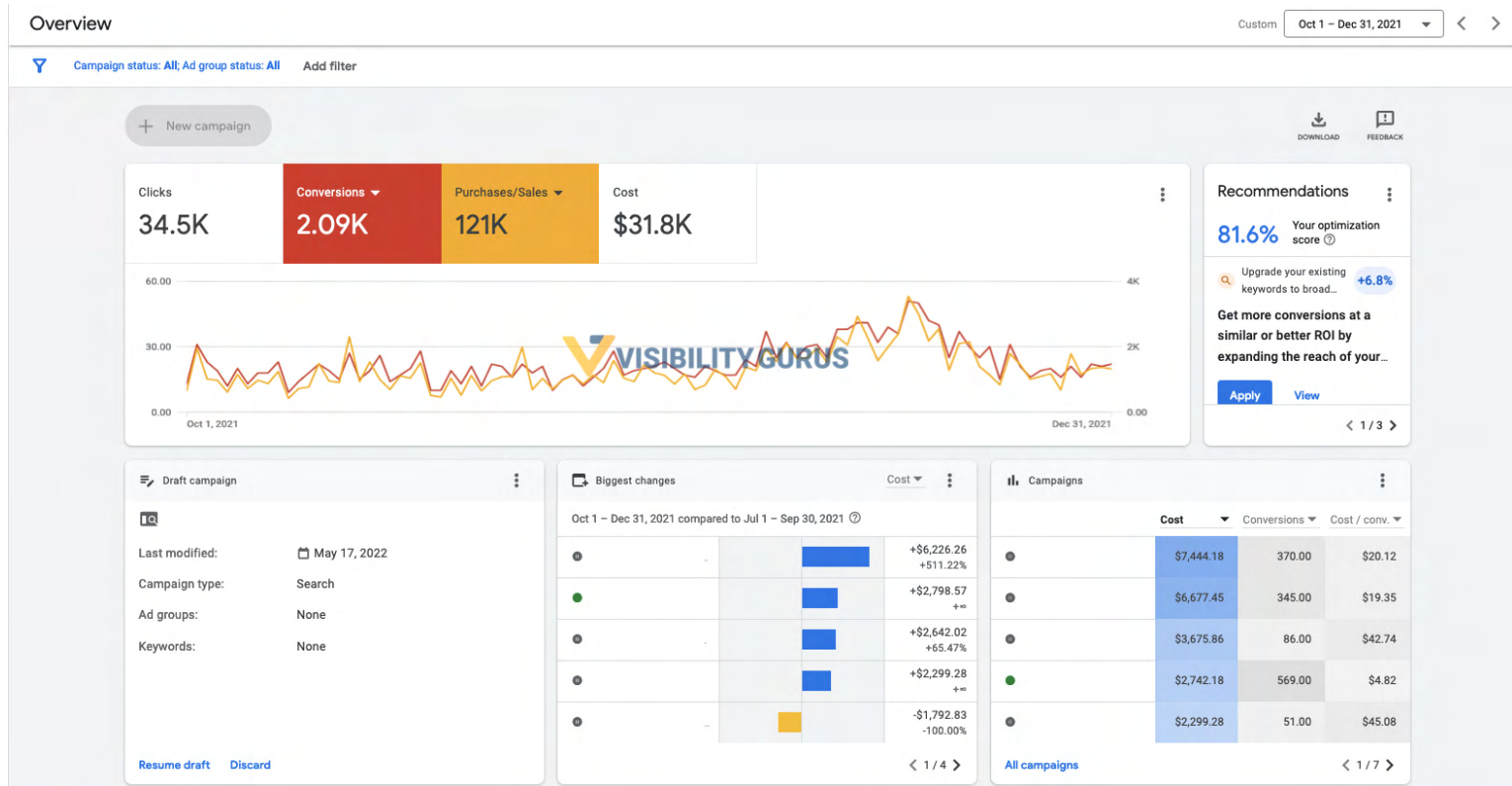
Duration: **12 Months**

Ads Type: **Google Shopping Ads**

Performance Overview

- Total Budget Spent (in One Year): €94.5k
- Conversion Value: €377k
- ROAS: 4X

Print on Demand Apparel Store



POD (Print on Demand) 3.8X ROAS Delivered. POD has always been a startup idea for most people in the United States. This kind of business requires less investment, \$0 warehouse & handling charges. The client had no idea about ads so we suggested they start with **\$10K** per month.

Location: **USA**

Website Type: **Ecommerce**

Duration: **3 Months**

Ads Type: **Google Shopping Ads**

Performance Overview

- Total 3 Months Spend: \$32K
- Conversion Value: \$121M
- ROAS: 3.8X

Fitness Watch Store

Overview

Custom Jan 1 – Mar 31, 2022 < >

Campaign status: All; Ad group status: All Add filter

+ New campaign

DOWNLOAD FEEDBACK

Clicks
461K

Conversions
1.25K

Purchases/Sales
5.77M

Cost
₹1.32M

Recommendations

50.6% Your optimization score

Expand your reach with Google search... +5.2%

Reach additional customers on partner sites

Apply View

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Draft campaigns

Select a campaign draft to finish

- 07/03/2022

ket

See all drafts

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Biggest changes

Jan 1 – Mar 31, 2022 compared to Oct 3 – Dec 31, 2021

				₹220,216.13	+∞
				₹190,606.57	+∞
				₹126,346.98	+∞
				₹124,144.40	+∞
				₹123,376.19	+∞

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Campaigns

	Cost	Conversions	Cost / conv.
	₹220,216.13	36.28	₹6,070.65
	₹197,783.86	16.56	₹11,940.45
	₹135,447.76	120.77	₹1,121.57
	₹126,346.98	27.00	₹4,679.52
	₹124,144.40	22.00	₹5,642.93

All campaigns

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We accepted the new challenge for this fitness brand. The client was already running the ads on FB and getting good results. He wanted to try Google ads. And from the very first month, we started delivering more than **2X ROAS** for the monthly spending of **₹4.5Lakh**.

Location: **India**

Website Type: **Ecommerce**

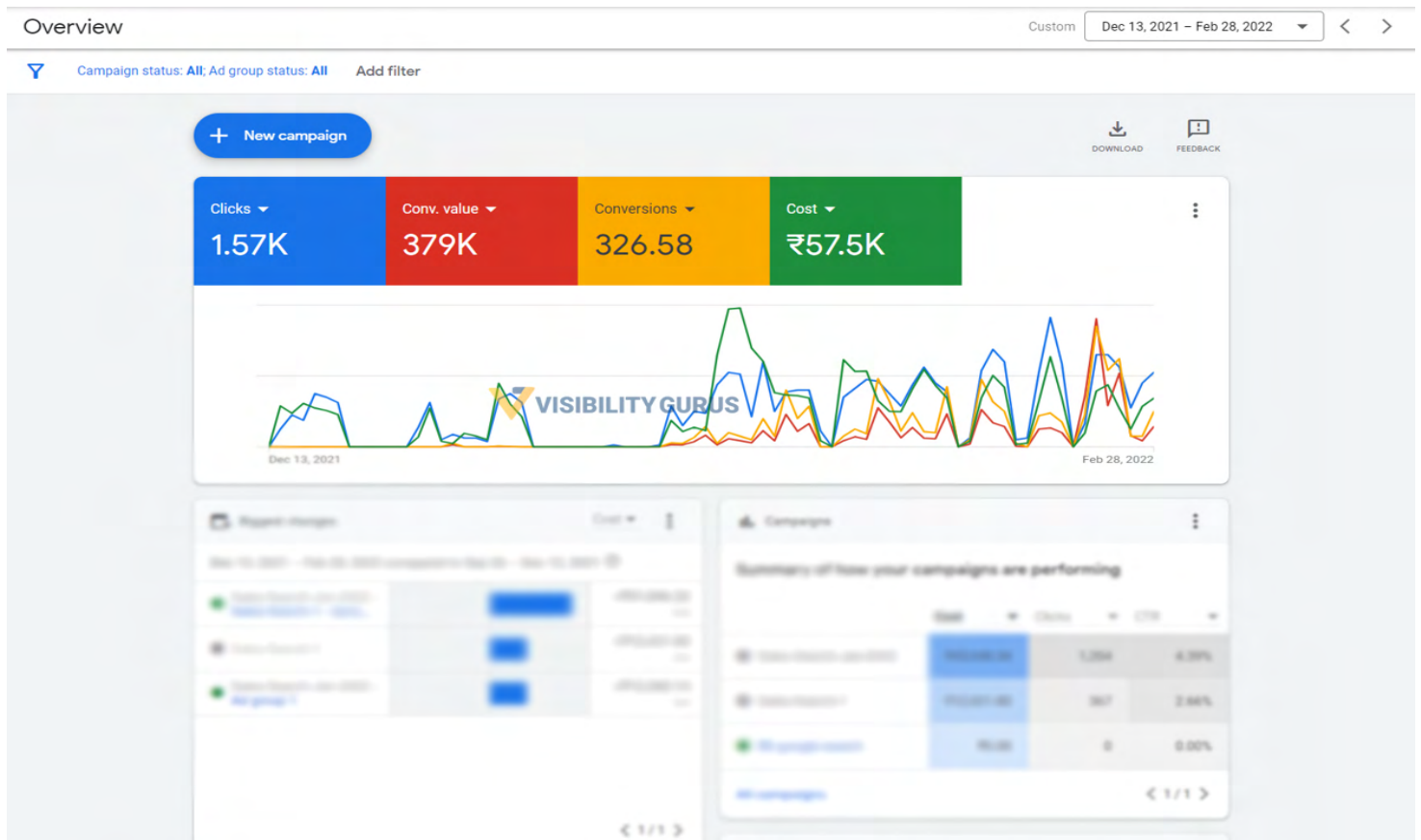
Duration: **3 Months**

Ads Type: **Google Shopping Ads**

Performance Overview

- Total 3 Months Spend: ₹1.32M
- Conversion Value: ₹5.77M
- ROAS: 4.3X

Sports Store



This was one of our existing clients who was already using our SEO services for one year and now he wanted to also try google ads for scaling his online store sales. From the second month, we recorded **3X ROAS** and in the 3rd month, ROAS jumped to **6.5X**.

Location: **India, UK, UAE, AUS**

Website Type: **Ecommerce**

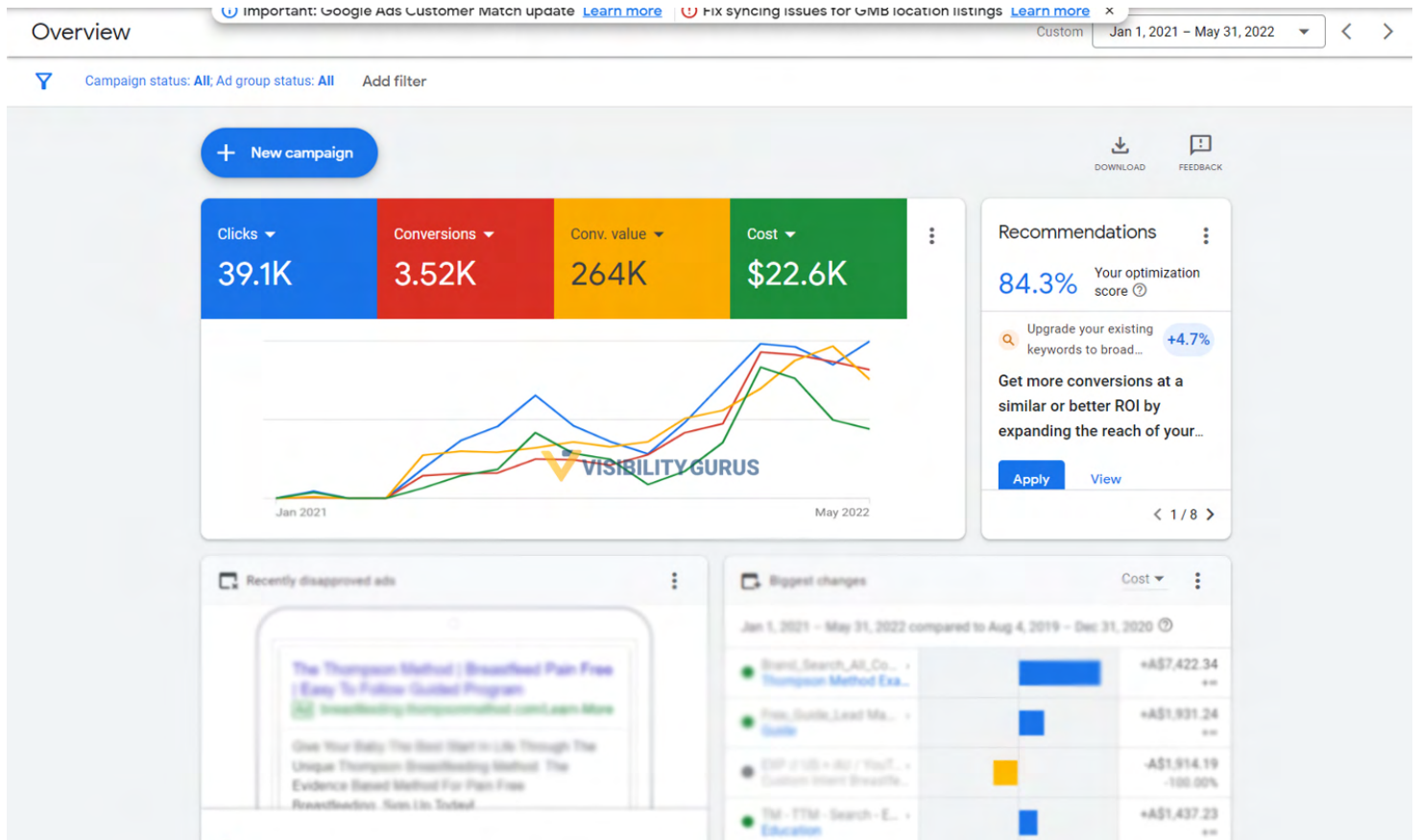
Duration: **3 Months**

Ads Type: **Google Shopping Ads**

Performance Overview

- Total 3 Months Spend: ₹57.5K
- Conversion Value: ₹379K
- ROAS: 6.5X

Online Courses for Women



This client was very satisfied with our services because we're able to deliver them more than **11x** for their online training and courses business for pregnant womens. The business is located in Australia but this was a virtual course/session so her target location was not limited to Australia.

Location: AUS, US, UK

Website Type: Online Courses

Duration: 1 Year 5 Months

Ads Type: Google Shopping Ads

Performance Overview

- Total Spend: \$22.6K
- Conversion Value: ₹264K
- ROAS: 11.7X