GOOGLE ADS
PORTFOLIO
Always Deliver More Than Expected

✉️ hello@visibilitygurus.com
✉️ hello@seoexpertsc Agency. india.com
✉️ info@seoexpertsc Agency. india.com
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
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
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
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 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
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
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
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**
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 women. 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