

How a niche clothing company used Google Ads to get a 1109% return on investment.

Whoever hears the term “Google Ads” often thinks about the ads that are on top of your search results when you are looking for something. Well, they could not be more wrong. Google is probably the largest online ecosystem, having access to Google Drive, Gmail, Google Search, Google Display, YouTube, Android, Shopping and Discovery.

Not quite convinced? Well, consider this:

Facebook has 55 000 data points on any person that’s active on their platforms, which they use to optimise their advertising. In comparison, Google has 77 MILLION data points on any person at any time.

Shocked?

That’s exactly how these e-commerce clients reacted when we told them that they should be expanding their advertising efforts onto Google, and they didn’t see the value in it.

Background

We were hired by this niche clothing company to assist with the launch of their new brand. Within two and a half weeks of launching the campaign, our team had surpassed the client’s goal of 300% ROAS. Garnering a total return that month of €19957,55 out of €1800 Monthly Budget.

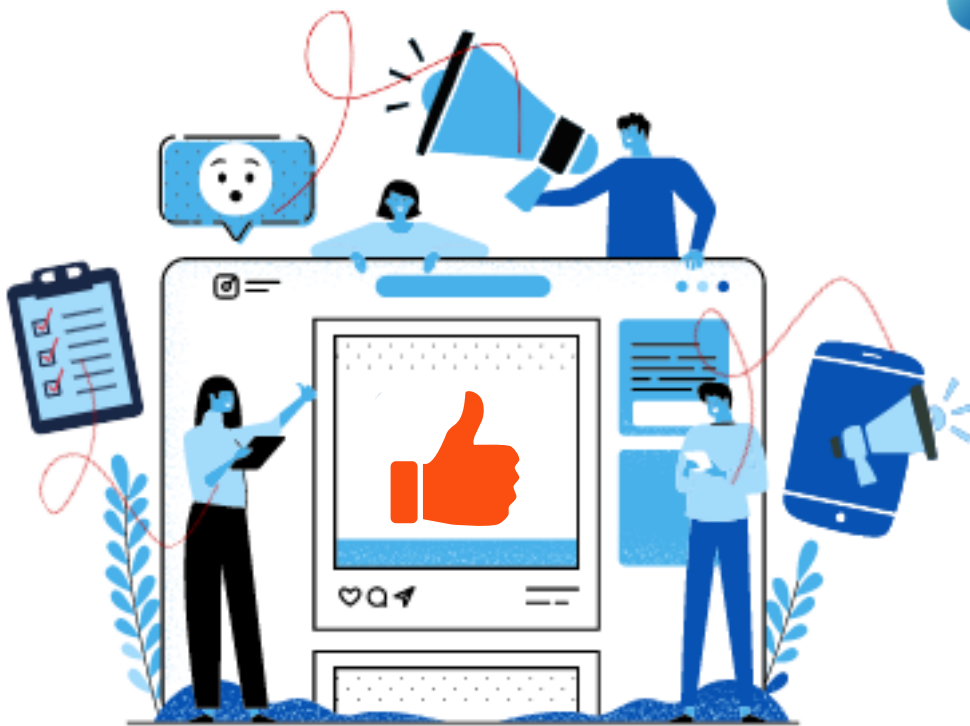
Results

Within 2 months, we hit 1109% (that’s 11x!) return on ad spend:

- 317% ROAS on Performance Max Campaigns
- 1109% overall (all campaigns)

Good marketing can't cure a bad offer

We could be the best marketers in the world (sometimes we actually believe we are!), but even the very best marketing can't cure an offer that the public is not interested in. This brand already had an amazing product, which is one of the reasons we got to scale so quickly.



Best Offer Formula:

Keep in mind that product is only part of the offer formula. An offer exists of a product, relevance, a reason to act now, and a very specific transformation.



Use DSA campaigns to find high performing keywords

If you are running an ecommerce business with only one product, it will be very clear to you how you should write your ad copy and what keywords you should be targeting for your search campaign. However, if you run an ecommerce business with tens, hundreds or even thousands of products, DSA is your friend.

A DSA campaign will scrape your website's content, for text, images, videos, ... basically anything it can get its hands on to find information for keywords. After that, the campaign will create search ads based on the information found on the relevant page.



Why DSA?

- It allows you to create search ads for thousands of products at the same time.
- These Google-created ads more often than not **outperform** ads created by humans.

Don't touch your Performance Max campaigns

If Google ads are the delicious chocolate pie of online advertising, then Performance Max is the cherry on top of that pie.

This campaign type uses ALL inventory that Google possesses (think Search, YouTube, Display, Discovery, ...) to find interested prospects, make them aware of your products and convert them into customers.

However, there is one problem with the Performance Max campaigns. It is, by far, the most powerful campaign type in the history of digital advertising, but IT NEEDS TIME to optimize. Whereas search campaigns need 14-21 days to optimise, Performance Max needs 30-45 days to optimize.

So if you are running a P-max campaign, make sure you have the budget to give it enough time to optimize.



What this client had to say:



"I highly recommend Michael and his team for their expertise. We worked with Michael and he really knows what he's doing. They helped us get the results we wanted and more!"

