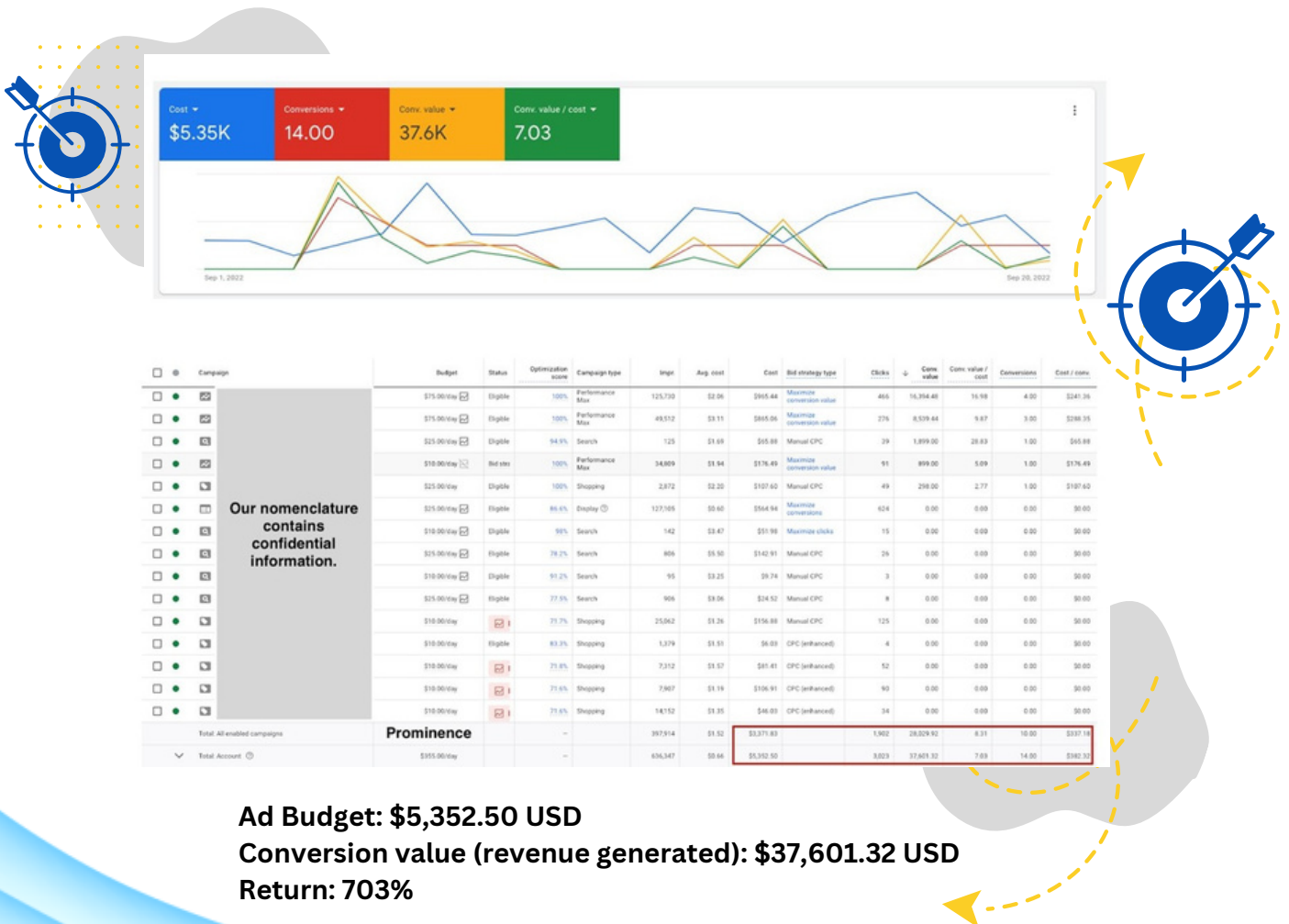


How this outdoor furniture company made a 703% return on investment with Google Ads Performance Max campaigns

When this e-commerce store came to us, they were having a lot of trouble with their Google Ads account. Their performance had eroded completely after their highly successful Smart Shopping campaigns were automatically transitioned into the new Performance Max campaigns by Google. After 2 months of working with us, we hit the following numbers in september 2022.



Ad Budget: \$5,352.50 USD

Conversion value (revenue generated): \$37,601.32 USD

Return: 703%

1. Agencies and their promises

The owner of this e-commerce store was very sceptical about working with “yet another marketing agency”. He had been burned 2 times in the past. He told us: “Marketing agencies are always quick through the door with fancy promises, but when shit hits the fan, their client account managers are ducking my calls and they leave me in the dark.”

During our first meeting, he realised that we were not that kind of agency. We explained to him all the different reasons when he should work with us, and the specific situations when he shouldn't work with us. After carefully examining those reasons together, we discovered that there was an opportunity for us to successfully develop his Google Ads campaigns.

2. Managing expectations

We made it clear from the start that campaigns (and results like these) do not grow on trees. Google Ads management is a meticulous process that needs constant care. Performance Max might even be the worst of all. It is a beast of a campaign, targeting users of the Google Network on 7 different channels, but this also makes it slower to learn and optimise.

We explained from the start that Performance Max would take 4-6 weeks to start showing reliable results that we could use for optimisation.

3. Choosing the right bidding strategy

At the moment of writing this case study, Performance Max only works well with 2 bidding strategies: 'maximise conversions' and 'maximise conversion value'. Other strategies are often too restrictive (tROAS for example) or a complete waste of ad budget (like maximise clicks).

When you are looking to gain as many sales as possible, you should choose 'maximise conversions' since Google will not take value into account and sell as many of your products as possible. When you have very high average order values, but not a ton of sales, you should go with 'maximise conversion value'.

This company operated in a very specific niche: the outdoor furniture market. The average order value of their products was more than \$1000 but they had a low number of conversions per day, so we opted for the maximise conversion value strategy.

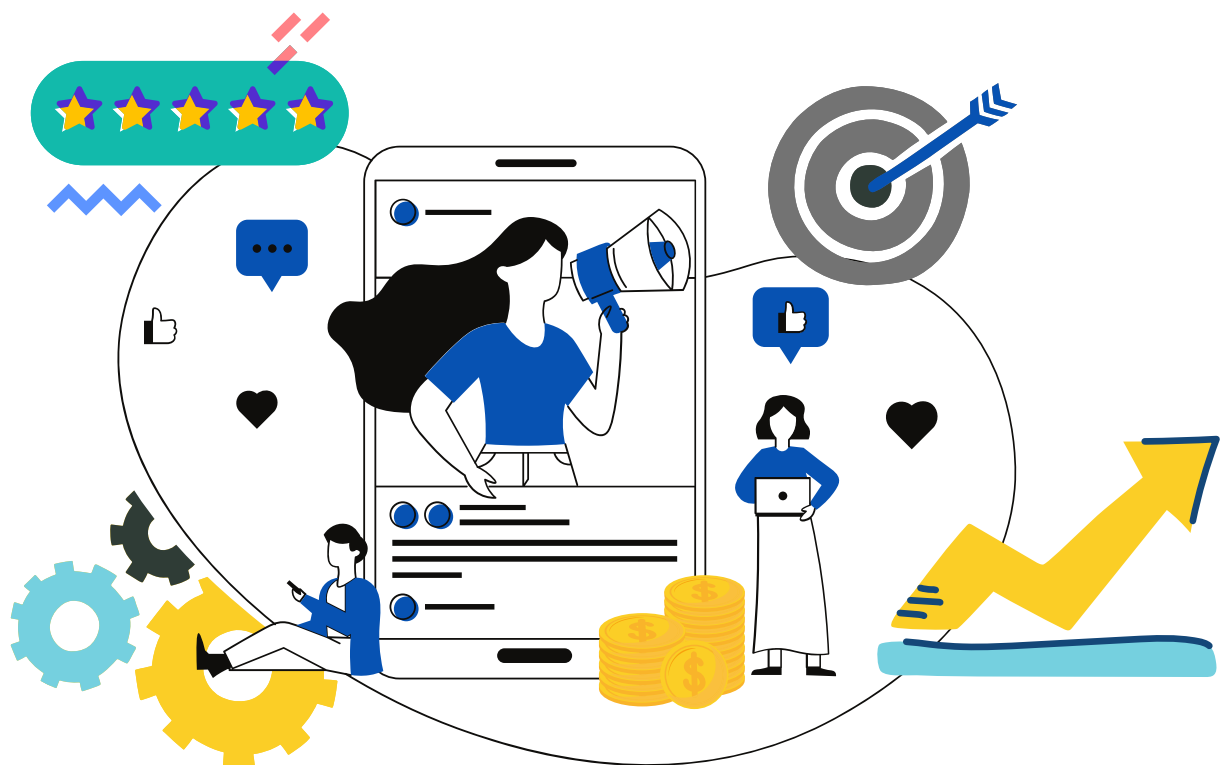


4. Using a feed-only Performance Max campaign

For a lot of companies, the transition of smart shopping to performance max was a blow to their Google Ads results. Fortunately, we were able to manipulate Performance Max so that it would act very similar to how a smart shopping campaign would behave.

By stripping Performance Max of literally all assets except for a logo and the product feed, this specific campaign had no other option than to behave like a Smart Shopping campaign (because it is only able to appear in Google Shopping and do display remarketing).

We run this type of campaign often together with our main Performance Max campaign so that both have their own task. The main Performance Max will do heavy marketing towards cold traffic, while the feed-only Performance Max will scoop up all the remarketing traffic.



Result

The first 6 weeks during the summer of 2022 were difficult for this company, with Performance Max giving us highly variant results. However, due to mindful optimisation, patience and leveraging this powerful technology, we saw amazing results starting late august and through the whole month of september.

Their business got a 703% return on their campaigns in this month.

What do they say about Prominence?



“I have been doing this for many years now, and I had grown tired of all these marketing agencies that could not deliver. You could say Michael actually did great, giving us ‘low’ expectations from the start. It has turned out to be one of the best decisions I have made for the growth of my advertising.”

