

GOOGLE ADS

Case Study



Google Ads



Our Client:

This company is a leading expert in original oriental art lessons. They provide simple, concise, and easy to understand guides to complete works of art in one sitting.

Goal:

Generate high-quality ads for their oriental art business.

Project Duration:

9 Months

Problem Statement:

The company needed new product sales.

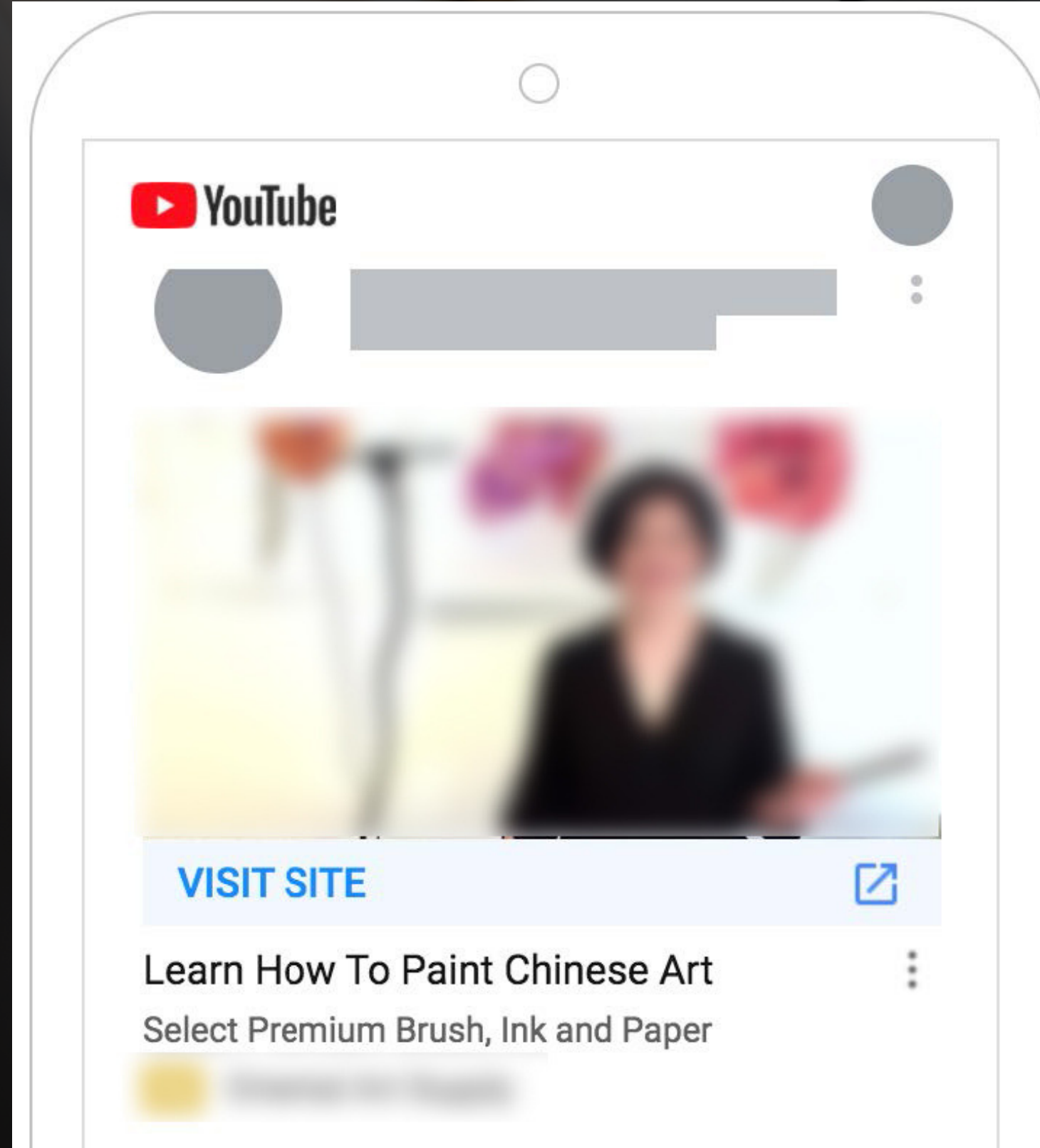


Strategy (Overview)

The client wanted to grow their brand and reputation by showcasing their work on their website. The team decided to set up a simple search campaign optimized for each keyword.

The target audience was based on income and interests:				
Target Audience Custom Audience	Interest: In the market for art lessons	Language: English	Age group: 25 - 65+	Income class: Top 50% and up

Best Performing Ad



- The team used search ads which used keywords to match the user's interests.
- Each campaign had an ad pointing to the client's specific landing page.
- This was a very healthy campaign with a very healthy ad impression size of 1.19M+ views.
- After generating quality link clicks and product sales, we created a similar campaign for remarketing.

Key Metrics

Unique impressions	Conversion Value	Conversions (sales)	CTR
1,194,181	\$20,124	1,133	0.80%

\$ Budget: \$2,500 Per Month

📍 Location: UNITED STATES

Solution (Campaigns Used):

Shopping Ads: Finding people who are intentionally looking for the client's services via shopping ads.

Display Ads: Generating awareness through product images and creatives

The Google Ads team actively optimized each campaign to achieve optimal results.

Final Outcome

This resulted in new leads for the client which helped grow the business.