

# GOOGLE ADS CASE **RAVAK**

Official online store of sanitary ware  
**Ravak**



## GOAL

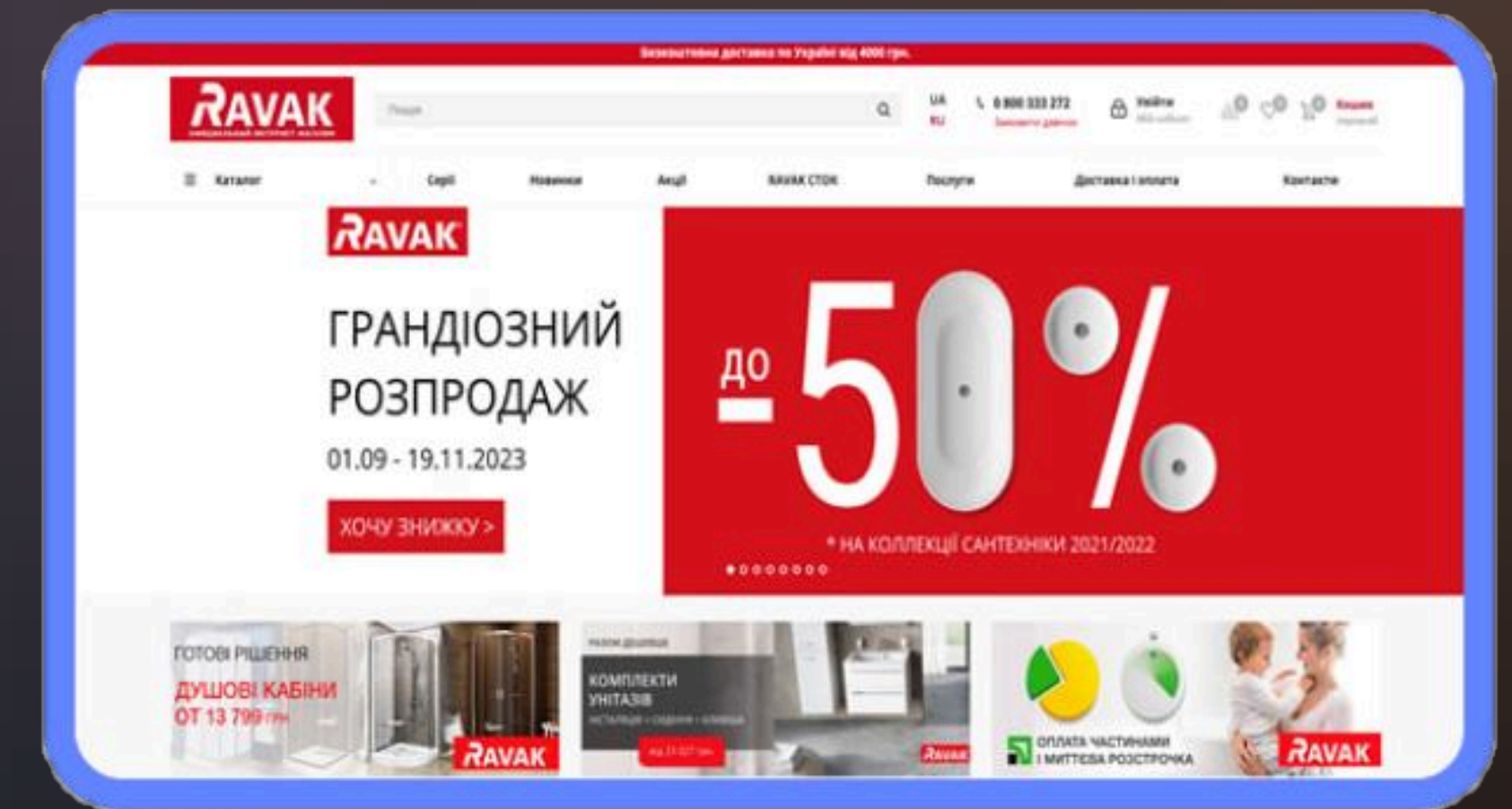
Online sales of plumbing equipment

## WHAT WAS DONE?

Switching to GA4, reconfiguring the account, creating a promotion strategy, launching advertising and scaling results

## RESULT:

Increased sales and advertising return



# OBJECTIVES OF THE COOPERATION



Retaining existing customers and  
attracting new ones

Budget: 40 000 UAH/  
month

# WHAT HAS BEEN DONE?

- ✓ MIGRATION TO GOOGLE ANALYTICS 4
- ✓ SETTING UP E-COMMERCE EVENT TRACKING ACCORDING TO GA4 REQUIREMENTS
- ✓ CABINET RECONFIGURATION, FIXING TECHNICAL BUGS
- ✓ BUILT A NEW STRUCTURE AND PROPOSED ACTION PLAN.
- ✓ OPTIMIZATION, SCALING, REPORTING, SYNCHRONIZATION AND CONTROL OF DATA RECEIVED FROM CRM.

# THE RESULTS OBTAINED:

In less than six months, we received:

- Approximately 650 purchases with a value above 2 million UAH.
- ROAS: 956%

Number of expenses: 229 thousand UAH



Would you like the same?  
Leave a request for a free consultation!