

GOOGLE ADS CASE MARIE FRESH COSMETICS

Natural cosmetics store



GOAL

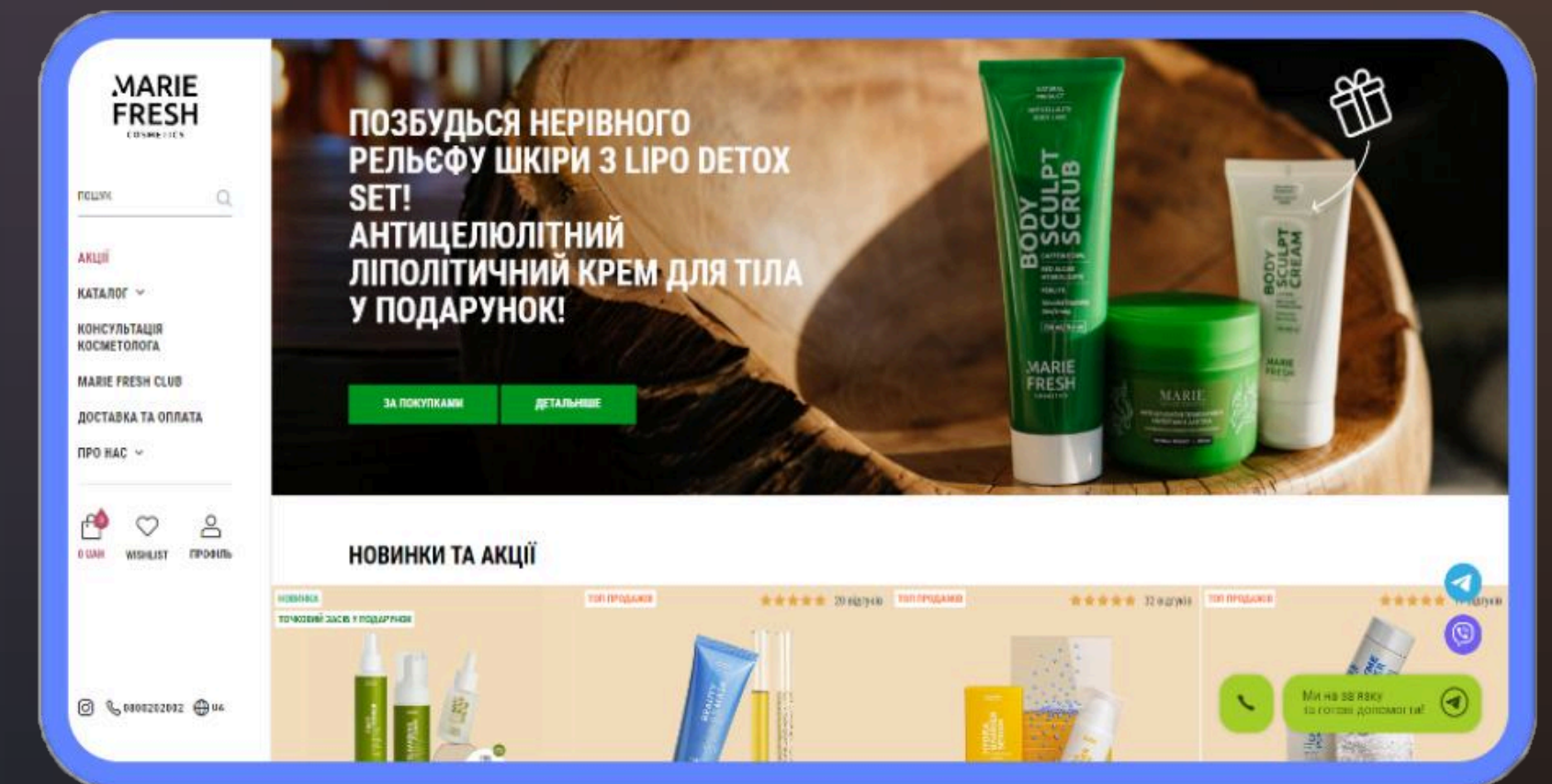
Online sales of natural cosmetics

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: varied from 15,000—30,000 UAH (at the beginning of cooperation) to 60,000—90,000 UAH
- KPI: cost of conversion is less than 150 UAH

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.

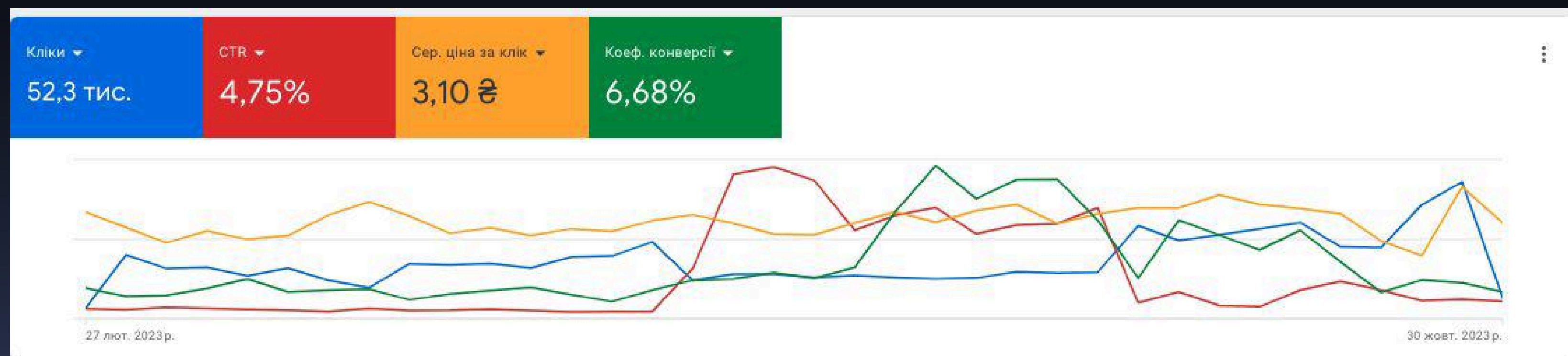
THE RESULTS OBTAINED:

The results have exceeded expectations.
 In less than six months, we have:

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| Sales: 3,460 | Cost per conversion: 549 UAH | Amount spent: UAH 162 ths. | Revenue: UAH 3 mln. | ROAS: 1 864% |
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MORE RESULTS:



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