

Lux Plunge. Case of Search Campaign Optimization and PMax Campaign Implementation instead of Shopping



At the beginning of **May 2023**, a client (niche - **cold plunge baths**) came to us with a request to launch sales using contextual advertising.

At that time, he had only **search** and **shopping** campaigns working. The campaigns were not working effectively.

To begin with, I decided to optimize the search campaign and edit the FEED with data about the product manually, because the site sold only one model of cryo-bath. In the future it was decided to use PMax campaign instead of shopping.

More details below.

Client summary: introductory information

Features:

- **product** - cold immersion bath, one product on the site, cost of the bath 5000 USD, production time 14 days
- **geography** - United States, Canada

- **niche** - expensive product; targeted at cold plunge enthusiasts and athletes with high-intensity training requiring relaxation; high level of competition

Client Goal:

To establish **sales** of cold plunge baths using Google ADS

Background:

The client had 1 search campaign and 1 shopping campaign running

<input type="checkbox"/> ● Campaign	Budget	Status	Optimisation score
<input type="checkbox"/> ● 🔍 New Search	US\$20.00/day	☒ Limited by budget	75.2%
<input type="checkbox"/> ● 🛒 Shopping	US\$5.00/day	☒ Limited by budget	83.4%

No **Purchase** conversions have been logged and no **secondary** conversions have been configured

Conversion Events	Network Settings				⬇️	New conversion event
Conversion name ↑	Count	% change	Value	% change	Mark as conversion ?	
purchase	0	0%	0	0%	🔍	⋮

The product data in **Merchant Center** was transferred from **Shopify** in insufficient quality.

Prior to the collaboration, the results looked like this:

Got 180 clicks and not one conversion in the last 30 days

Clicks ▼ 180	Impressions ▼ 4.62K	Avg. CPC \$0.92	Cost \$165
Users 771 ↑ 407.2%	New users 759 ↑ 402.6%	Event count 6.7K ↑ 571.5%	Conversions 0

Campaigns did not work efficiently.

What I did for optimization: work plan and description

Conversions

Purchase conversion triggering tested
Configured **Form submit** conversion

Search campaign

- Analyzed the semantics of the last campaign
- New keywords have been collected
- Keywords clustered by ad groups
- New relevant responsive Ads have been created
- Negative keywords collected
- New extensions added
- The advertiser's verification was passed, which allowed adding the company's logo and name to the ads

Shopping campaign

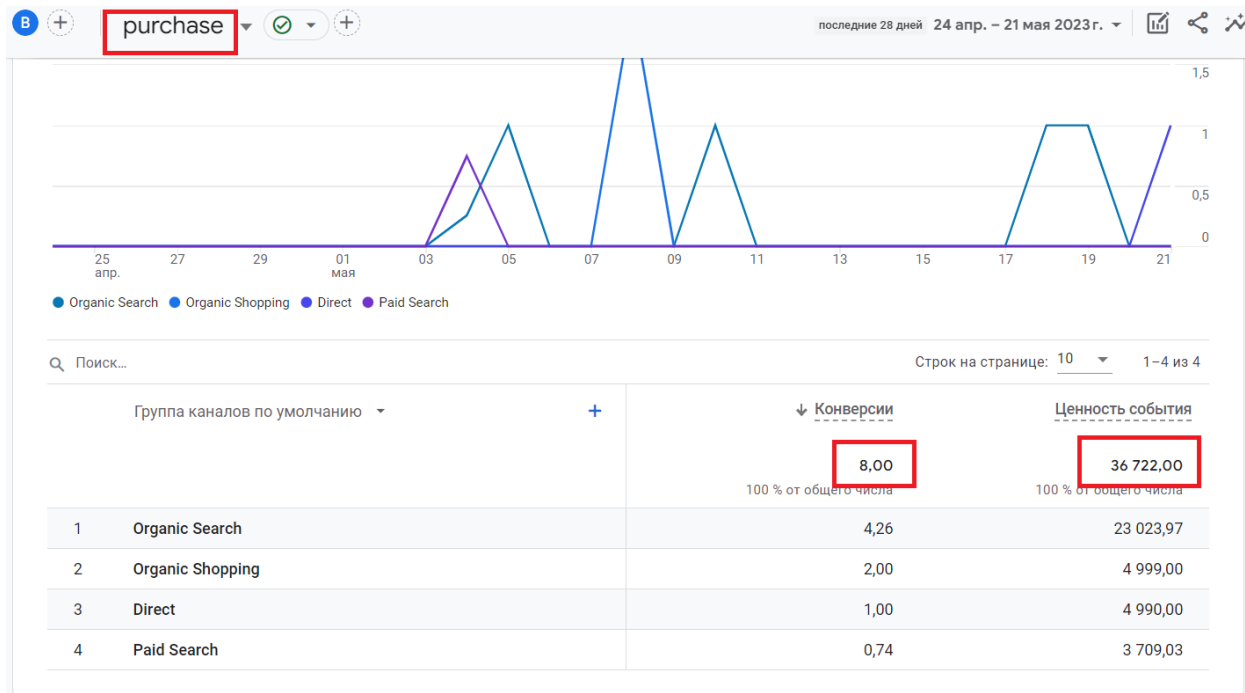
- Changed the name of the product, according to the most effective keyword
- Full product description added
- Added several high quality product images
- Missing product data is filled in, according to Google's requirements
- Product Type extension used to add keywords

Results

By the end of May, 8 **Purchases** had been received. The value of sales amounted to **36772 USD**

Organic shopping brought in 2 sales

The search brought 1 sale



A decision was made to further optimize the advertising account:

- Launch PMax instead of Shopping Campaign
- Increase the PMax campaign budget at the expense of the search campaign budget

May 29, 2023 PMax advertising campaign launched

Asset Group Lux Plunge

Preview ads

Assets

Products from Lux Plunge, 11 images, 1 logo, 3 videos, 5 headlines, 5 long headlines and 5 descriptions added to this asset group

Ice Tub Lux Plunge Free Shipping In N... Each Lux Plunge C... Ice Bath Tub + 11

Audience signal

Audience Lux Plunge

18 - 24 + 4 more

Segment Lux Plunge, Segment Lux Plunge Competitor

Pools & Spas, Sports & Fitness, and 11 more

Eligible 1/2 best practices

Enabled Ad strength: Pending Status: Pending

Listing group Edit assets View details

To save the Pmax campaign budget, I applied constraints:

Age restrictions 25-54 years

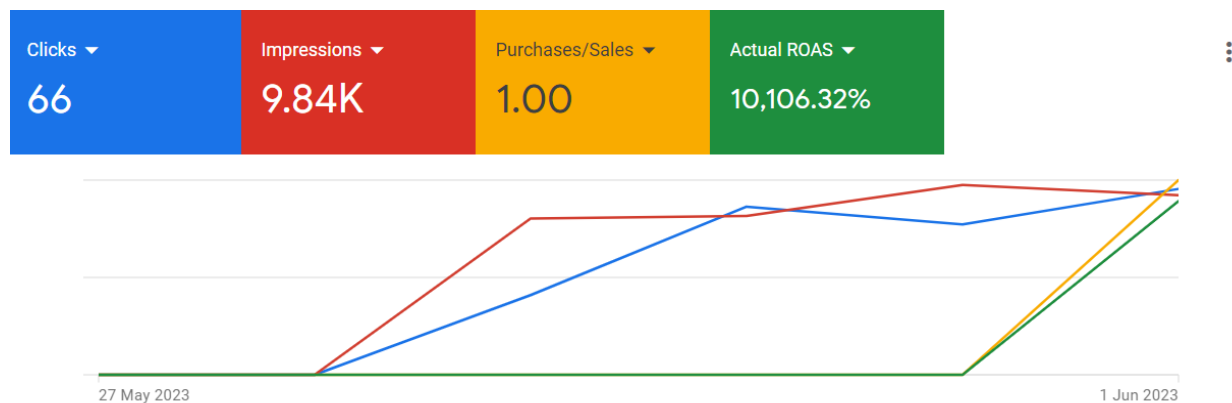
Household income: TOP 10-30%

Videos were **created** for the PMax Advertising Campaign Asset Group.
I used standard templates to create the videos.

In the PMax Audience Signal, I used the following:

- Remarketing Audiences
- Audiences based on the interests of possible buyers
- The most effective keywords
- Competitor websites

June 02, 2023 PMax advertising campaign brings first **Purchase**



Results of work

- Because of the increase in sales, the cost of the bathtub has been increased to **6000 USD**
- For June and July 2023, 21 bathtubs were sold through advertising
- The total value of sales for the two months amounted to **126000 USD**
- For advertising during this time spent **4800 USD**
- For June-July 2023, achieved **ROAS=2625%**
- At the moment **LuxPlunge** has run out of imported components for bathtub production and production has been stopped.

Google Ads Report LuxPlunge.com



Changes & Plan

Main Statistics

Jun 1, 2023 - Jul 31,...

See details

See details

Traffic (Google Ads)

Impressions
501,584

Clicks
6K

CTR
1.11%

Avg. CPC
\$0.9

All conv.
20.3

Cost / conv.
\$1.1K

Cost
\$4.8K