

Project:

Authentic Ethnic Women's Clothing Store

<https://www.voriagh.com/>

Industry: :

Authentic Women's Clothing Store offers a unique collection of stylish and authentic ethnic clothing for women. Collections are perfect for women who appreciate individuality and want to stand out with their style. We are committed to providing high-quality service and fast delivery to ensure that every customer is satisfied with their purchase. Authentic Ethnic Women's Clothing Store.

Project Description:

voriagh.com is a French store of authentic women's clothing. Google Ads campaigns were launched to increase brand awareness and increase traffic to the site, inform about current promotions, add new collections, and other special promotions. The main goal of the advertising campaign is to increase sales through advertising.

Project KPIs:

- **Cost: 2000 EUR - not exceed**
- **Search Impression Share for brand campaigns: 80% - not less**
- **Income: 10,000.00 EUR - not less**
- **ROAS: 1000% - not less**
- **Advertising Profit: 8,000.00 EUR - not less**

Indicators:

| Indicators | It was | It became |
|-------------------------|----------------|--------------|
| Cost | €2,004.54 | €1,763.60 |
| Purchases | 50.00 | 80.00 |
| Conversion Rate | 0.81% | 1.08% |
| Revenue | €14,423.82 | €18,197.37 |
| ROAS | 720% | 1032% |
| CPA | €43.58 | €22.05 |
| Search Impression Share | 27.22% | 36.32% |
| Ads Profit | €12,418.46 | €16,433.77 |
| Period | September 2024 | October 2024 |

Work performed (effective solutions):**1. Optimization of Brand Advertising Campaigns: The Search-Brand FR
Optimization of brand advertising campaigns:**

A Search-Brand FR campaign was prepared and activated – a brand campaign in French. For this, a list of brand keywords in different matches was collected, titles and descriptions in French were generated, targeting French-speaking countries, and the target page was the French version of the site.

The English-language brand campaign Search-Brand EN was carefully optimized – titles and descriptions were changed to relevant ones, which were generated based on marketing research. Brand keywords were used in different matches - exact and phrase.

Based on the customer's task, the bidding strategy chosen for two campaigns was: target percentage of impressions in the search network 80%

These efforts significantly increased efficiency, achieving a share of impressions in search of 92.72% for Search-Brand FR and 86.28% for Search-Brand EN.

2. The campaign marketer provided marketing research on audiences and competitors.

The audience data was carefully analyzed and new audience signals were created that matched the buyer persona from the marketing research - Jessica for the US and Anna for Europe. Competitor audience signals

were also added based on the research.

Remarketing campaigns were prepared and launched - targeting buyers, users who filled the basket, users who viewed products. New audiences were added to retargeting campaigns, and audiences from marketing research were included in monitoring. As a result, the most effective audiences for PMax and retargeting campaigns were identified.

3. PMax Shopping campaigns were optimized by adding new asset groups for different product groups - skirts, trousers, blouses, etc. And ineffective groups were disabled.

4. Ongoing work was performed in the Google Merchant Center – custom tags were added to include missing attributes, and products were categorized and organized into collections to improve the quality of product feeds for advertising asset

Increased Profitability:

5. Following optimization efforts, the project's profitability saw significant improvements, with revenue increasing by 26%, ROAS by 43%, and advertising profit by 32%

Work performed (unsuccessful decisions):

To increase the profit margin, it was decided to change the bidding strategy from Target Search Impression Share to Max Conv. Value.

1. Search campaigns were tested with the Max Conv. Value bidding strategy:

YD_Search-Brand_Max.Conv.Value EN: English-language campaign with the Maximize Conversion Value strategy

YD_Search-Brand_Max.Conv.Value FR: French-language campaign with the Maximize Conversion Value strategy

2. Additionally, Performance Max (PMax) campaigns were switched from the Max Conv. to Max Conv. Value strategy, starting with a target ROAS of 150% and gradually increasing it.

However, this decision was unsuccessful for both search and PMax campaigns, as the Max Conv. Value strategy significantly limited campaign performance. Brand campaigns with this strategy did not generate any sales.

After reverting to the Target Search Impression Share bidding strategy for brand search campaigns and Max Conv. for PMax campaigns, campaign performance stabilized and began to improve.

Search Impression Share<https://prnt.sc/rNTHsJpmSU0J><https://prnt.sc/KooacJOyYxSJ>**Customer review**<https://prnt.sc/qbX0WG-ctFwg>**Project KPIs**<https://prnt.sc/AzBWrqUnNsNx>**Conclusion:****Achieved:****Period: October 2024, compared to September 2024****Project KPIs:**

- **Cost: €1,763.60 (-12.02%)**
- **Purchases: 80.00 (+73.91%)**
- **Conversion Rate: 1.08% (+32.87%)**
- **Revenue: €18,197.37 (+26.16%)**
- **ROAS: 1032% (+43.40%)**
- **CPA: €22.05 (-49.41%)**
- **Search Impression Share:**
 - 92.72% for Search-Brand FR**
 - 86.28% for Search-Brand EN**
 - 36.32% (+33.45%) for the project as a whole**
- **Ads Profit: €16,433.77 (+32.33%)**

The main goal of advertising was to promote the brand and increase profits. Based on this, the strategies for the Max Conversions and Target Search Impression Share advertising campaigns were selected. A further transition to the Max Conversions Value strategy was expected in the process of developing the advertising campaign.

As a result, the share of impressions in search results increased by 33.45%, the number of conversions increased by 73.91%, and revenue increased by 26.16%.

A number of effective solutions found in the process of testing various strategies, audience signals, campaign optimization, and launching new campaigns led to an overall increase in the effectiveness of the advertising account. The cost per conversion was reduced by 49.41% and ROAS increased by 43.40%.

New target customers were attracted and revenue indicators improved.

The client emphasized our effectiveness and expressed satisfaction with the

results.

Despite these positive results, we encountered problems during the implementation process.

Thus, the Max Conversions Value Strategy did not work for this particular project, limiting the campaigns so much that they stopped showing.

It was concluded that the initial choice of strategy was correct and the development of the project does not imply the transition of the campaigns to the Max Conv. Value strategy.

This situation highlights the importance of constant monitoring and adjustment of the strategy based on data analysis.

Overall, the project shows great potential, but requires constant optimization of strategies and processes to ensure stable and consistent results.