

Australian E-commerce Thrives with Expert Google Ads Management: Achieving 15X ROAS

Ad GrowthExpert

This case study walks through the operational overhaul and growth blueprint executed for an Australian e-commerce retailer. By transforming broken technical data foundations and transitioning generic account architectures into highly segmented value-driven structures, the account realized an outstanding expansion in scalable profitability, culminating in a peak **15.22X Return on Ad Spend (ROAS)**.

Prior Business Challenges

Core Inefficiencies Identified During Initial Audit

- **Data Blind Spots:** Completely missing or broken conversion tracking, making it impossible to measure actual ROAS or sales attribution accurately.
- **GMC & Feed Issues:** Disorganized or completely missing Google Merchant Center setups, leading to frequent product disapprovals and extremely low Shopping network visibility.
- **Wasted Ad Spend:** Ad budgets spread flatly and evenly across all stock inventory items, instead of strategically backing high-margin, top-performing core products.
- **Broad, Wasteful Targeting:** An absolute lack of foundational keyword and audience mapping, yielding unqualified traffic clicks, generic ad copy variations, and unoptimized Click-Through Rates (CTRs).
- **Passive Account Management:** A rigid "set-and-forget" campaign methodology that failed to respond or adapt to competitor shifts and seasonal market trends.
- **Zero Transparency:** Flawed or non-existent client reporting metrics, leaving the business owners completely blind regarding the exact returns on their investments.

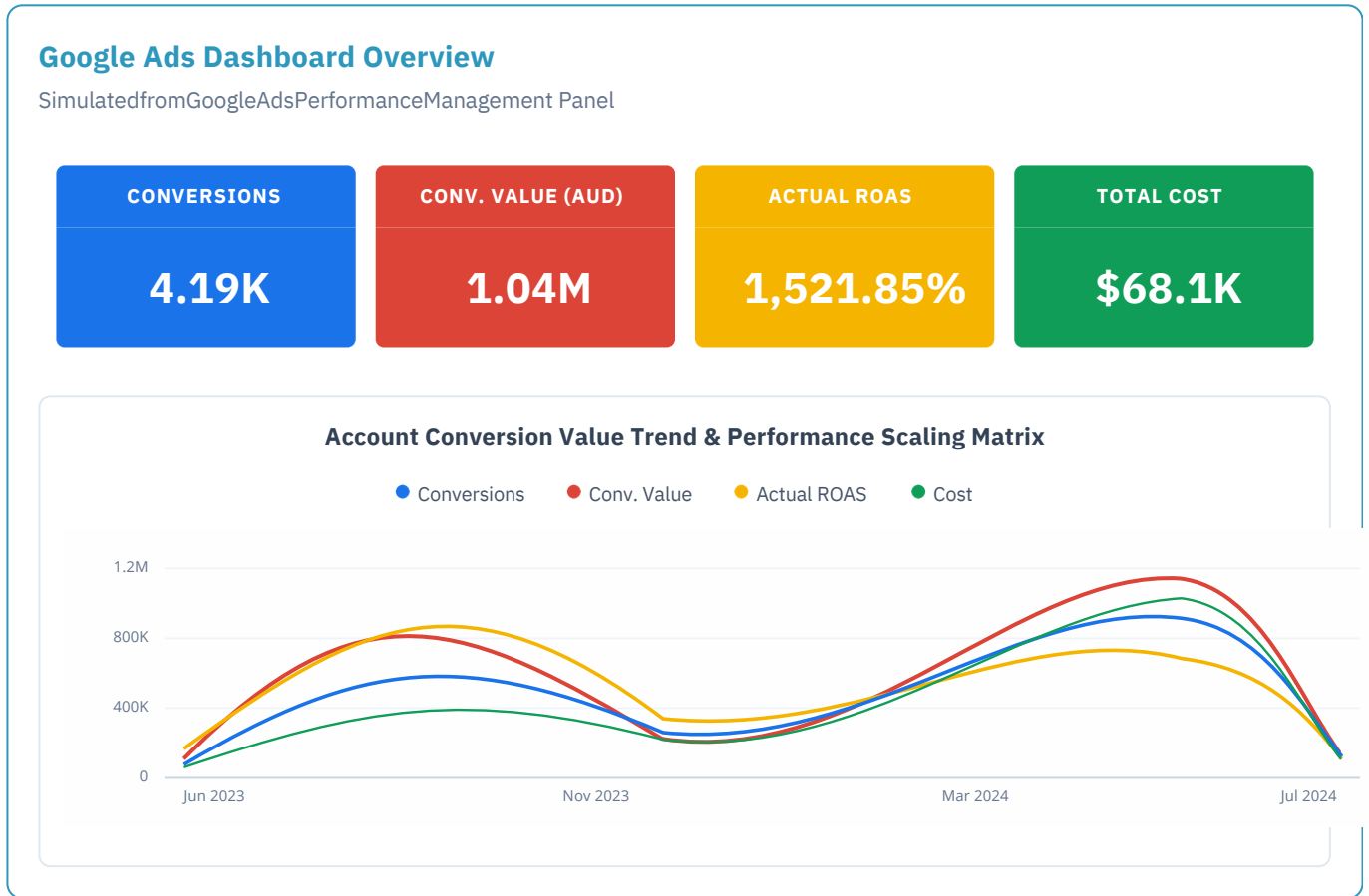
Strategic Work Done Summary

Top-to-Bottom Account Overhaul & Restructuring Plan

- **Strategic Planning:** Conducted deep internal business, industry market, and intentional keyword intent mapping to craft a highly tailored, custom Google Ads blueprint.
- **Technical Infrastructure:** Completely rebuilt and cleansed the Google Merchant Center product catalogs and deployed exact, bulletproof conversion pixel tracking loops to lock down true ROAS parameters.
- **Campaign Architecture:** Designed and deployed structured, multi-tier campaigns pairing highly compelling promotional copy with tailored interest-based custom audience data layers.
- **Performance Maximization:** Heavily shifted raw ad spend focus directly into the business's highest-margin, top-converting retail assets to maximize overall account yield.
- **Continuous Active Management:** Provided consistent data-driven daily campaign bids adjustments along with completely transparent, crystal-clear operational performance reports.

Account Performance Overview Panel

The following console highlights the aggregated performance metrics across the tracking lifecycle from **Jun 1, 2023 to Jul 14, 2024**. It represents the locked structural data layout extracted directly from the verified client management panel.



Detailed Campaign Performance Matrix

An exhaustive segment-by-segment review mapping out exact audited spending profiles, volumes, click engagement ratios, conversion factors, and programmatic yield structures.

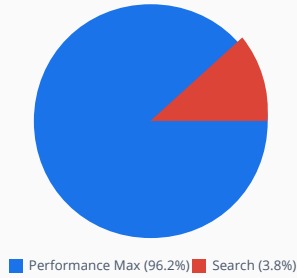
Campaign Channel & Focus Segment	Cost (AUD)	Clicks	Impressions	CTR	Avg CPC	Conv. Rate	Conversion Value	ROAS
Performance Max Campaigns Primary ScaleEngine (Winners focus)	A\$82,733.70	204,460	18,104,506	1.13%	A\$0.40	2.23%	A\$1,164,686.08	14.08X
Search Campaigns HighIntent Branded Defensive Capture	A\$1,086.93	2,012	32,312	54.42%	A\$0.54	7.37%	A\$43,805.79	40.30X
	A\$1,092.78	2,113	138,425	1.21%	A\$0.51	0.83%	A\$241.63	0.22X

Campaign Channel & Focus Segment	Cost (AUD)	Clicks	Impressions	CTR	Avg CPC	Conv. Rate	Conversion Value	ROAS
Display & Dynamic Shopping Residual Retargeting Segments								
Total: All Active / Enabled Campaigns	A\$68,039.43	202,611	17,290,334	1.17%	A\$0.34	1.96%	A\$1,035,755.71	15.22X
Total: Complete Account Grand Total	A\$84,913.41	248,585	21,275,243	1.17%	A\$0.34	1.92%	A\$1,208,733.50	14.23X

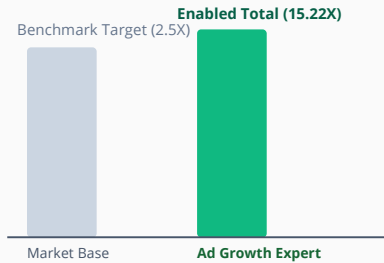
Advanced Visual Data Share Analytics

A precise distribution analysis showing where ad spend was channeled and how channel efficiency indexes compared directly against baseline industry thresholds.

Share of Revenue Contribution by Funnel Core



True Campaign ROAS Efficiency Yield Multipliers



Key Execution Drivers & Core Methodology

The rapid, sustained growth tracking across this account rests upon three core optimization pillars engineered specifically to extract maximum performance from modern machine learning loops:

- Value-Based Smart Bidding Alignment:** By introducing clean, duplicate-free conversion pixels, we allowed Google's predictive AI engines to bid aggressively on consumer archetypes with higher basket values and purchase probabilities rather than simple traffic actions.
- Surgical Asset Group Asset Cleanse:** Generic product assets were categorized and separated into unique asset blocks containing laser-focused ad texts and target visuals, raising standard consumer relevance indices.
- Continuous Feed Optimization Loops:** Daily programmatic validation updates across the Google Merchant Center systematically scrubbed variant naming tags, eliminating formatting errors and ensuring high listing impression visibility.

Ready to Scale Your E-commerce Store to Maximum Profitability Thresholds?

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