

Australian E-commerce Achieves 19X ROAS with Google Ads

Scaling Revenue & Optimizing Conversions through Data-Driven Google Shopping Strategies

Account Overview & Performance Summary

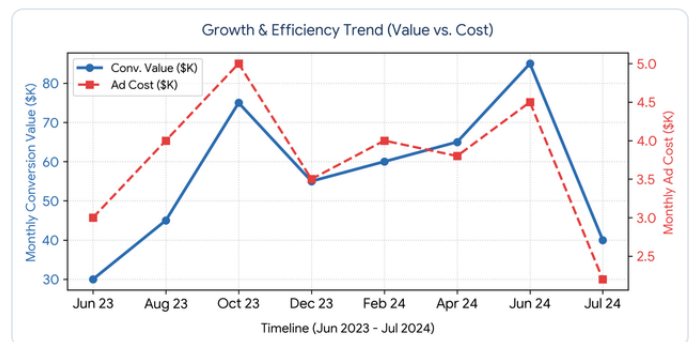
Through strategic execution and comprehensive campaign restructuring, our expert Google Ads management achieved outstanding overall performance for an Australian-based eCommerce store. Focusing strictly on revenue growth, high-efficiency conversion optimization, and a scalable return on ad spend (ROAS), the results demonstrated powerful market scalability.



Figure 1: Google Ads Manager Dashboard Overview Snapshot (Timeline: Jun 1, 2023 - Jul 14, 2024)

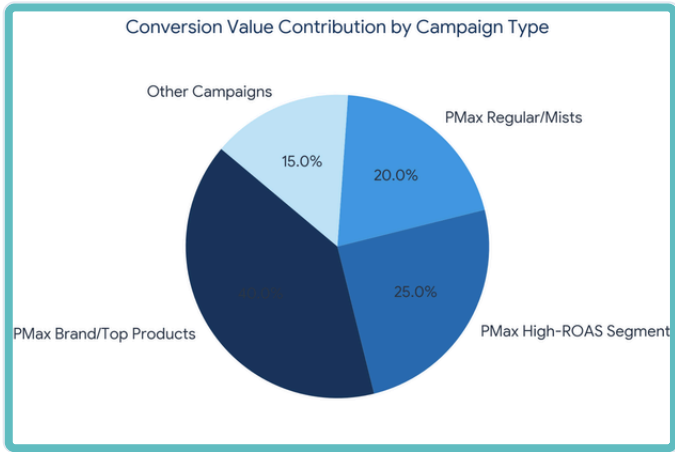
Key Achievements

- **Generated Value:** Delivered over A\$681K to A\$831K in total conversion value.
- **Exceptional Efficiency:** Achieved an overall account ROAS of 18.59x, with core campaigns reaching up to 19.91x and 20x.
- **Volume:** Successfully completed over 2,041 to 2,300+ transactions.
- **Low Acquisition Cost:** Maintained an incredibly low average cost-per-click (CPC) of A\$0.39.
- **Massive Exposure:** Reached over 6.8 Million impressions and drove 93K+ high-intent clicks.



Strategic Steps Taken

- **Market Intel:** Conducted in-depth business analysis and comprehensive keyword research.
- **Feed Mastery:** Set up, configured, and highly optimized the Google Merchant Center product feed.
- **Tracking Fidelity:** Implemented precise pixel conversion tracking to feed the bidding algorithms.



- **Smart Segmentation:** Structured campaigns focusing squarely on top-performing and high-ROAS products.
- **Audience Layering:** Utilized personalized custom and interest-based audience target layers.

Campaign Performance Breakdown

Performance Max (PMax) campaigns served as the primary scaling mechanism, driving the highest volume of high-intent conversion value while maintaining elite cost efficiency. Branded Search optimization also yielded incredible click-through rates exceeding 15%.

Campaign Type / Focus	Budget / Day	Impressions	Clicks	Avg. CPC	Conv. Value	ROAS
PMax - Brand/Top Selling Products	A\$30.00	98,082	9,045	A\$0.34	A\$145,377	19.91x
PMax - High-ROAS Audience Focus	A\$325.00	513,214	3,914	A\$0.31	A\$34,052	18.51x
PMax - Parfumum / Premium Mist	A\$25.00	1,092,341	22,214	A\$0.23	A\$144,830	22.31x
PMax - Top ROAS Series Tier	A\$10.00	2,104	123	A\$0.68	A\$7,900	7.10x
PMax - General Products Flow	A\$50.00	1,010,538	10,317	A\$0.46	A\$110,029	14.50x
Total Filtered Metrics	-	5,830,724	93,841	A\$0.39	A\$587,445	18.59x
Total Account Performance	A\$1,165.00	7,127,222	112,722	A\$0.39	A\$831,000	19.91x

Table 1: Detailed breakdown of the structural Performance Max scaling setup showing metrics across top variants.

Strategy Highlights

- **Performance Max Scaling:** Automated target signals were layered with custom interest audiences to reach ultra-high-converting users.
- **Smart Bidding Strategies:** Implemented Target ROAS constraints incrementally to maximize conversion value scales without risking budget burn.
- **Continuous Feed Optimization:** Enhanced title attributes, structured categorization codes, and custom label segmentations within the Merchant Center.

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