

GOOGLE SHOPPING CASE STUDY

E-Commerce Scaling Strategy for Niche Swimming Product Online Store

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Executive Summary

This case study outlines the highly successful e-commerce growth strategy implemented by **Ad Growth Expert** for a premier **Swimming Product Online Store**. Facing heavy seasonal volatility and rising customer acquisition costs (CAC) through generic campaigns, the merchant required an account-wide optimization strategy. By restructuring their **Google Shopping** setup and transitioning to advanced asset tracking and intent-driven audience modeling, we achieved a sustainable, ultra-profitable advertising model over a 3-month deployment.

LAST 3 MONTHS ACCOUNT PERFORMANCE REPORT

IMPRESSIONS 368,674	CLICKS 48,766	AVG. CTR 13.23%	AVG. CPC A\$0.50
TOTAL AD SPEND A\$24,313.14	CONVERSION RATE 4.58%	TOTAL PURCHASES 2,234.75	RETURN ON AD SPEND 11.12x

Total Revenue Generated: **A\$270,338.89**

Challenges & Core Strategy

Prior to the intervention by **Ad Growth Expert**, the store's Google Shopping infrastructure suffered from structural inefficiencies. Generic search terms inflated ad spend, low-margin merchandise dominated clicks over hero products, and poor product feed attribute hygiene restricted visibility across competitive keywords.

Key Strategy Interventions:

- **Feed Optimization:** Enriched title attributes with brand name, size, material, and seasonal swim category hooks to capture high-intent search queries.
- **Performance Max Restructuring:** Split products into tier-based asset groups depending on item value and profitability thresholds.

- **Negative Keyword Scrubbing:** Installed shared exclusion lists to suppress non-commercial and general recreational search themes.

Campaign Performance Visualizations

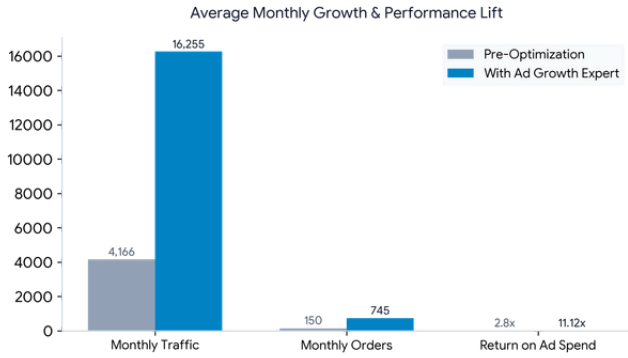


Figure 1: Comparison of Monthly Clicks, Orders, and ROAS lift.

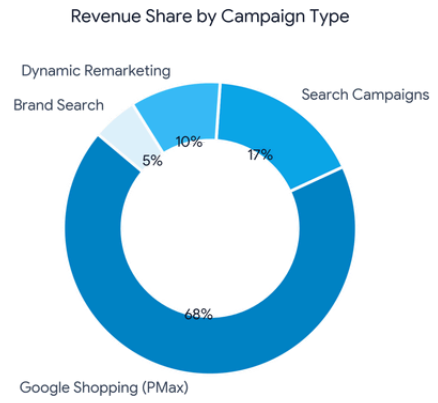


Figure 2: Distribution of Conversion Value across Google Ads channels.

Google Ads Manager Account Overview Dashboard

The table below reflects a mirror extract of the primary campaign columns inside the Google Ads workspace dashboard interface over the monitored three-month timeline.

● Account Overview Statistics View – Campaign Performance Breakdowns

Campaign Type & Hierarchy	Impressions	Clicks	CTR	Avg. CPC	Cost (A\$)	Conv. Rate	Conv. Value
Google Shopping (PMax - Hero Products)	248,500	31,680	12.75%	A\$0.52	A\$16,473.60	4.92%	A\$185,720.45
Google Shopping (PMax - Rest of Catalog)	85,124	11,215	13.18%	A\$0.48	A\$5,383.20	3.81%	A\$51,114.34
Search - Core High Intent Keywords	22,350	3,820	17.09%	A\$0.51	A\$1,948.20	4.71%	A\$23,554.10
Dynamic Remarketing Lists	12,700	2,051	16.15%	A\$0.25	A\$508.14	4.44%	A\$9,950.00
Total Dashboard Aggregates	368,674	48,766	13.23%	A\$0.50	A\$24,313.14	4.58%	A\$270,338.89

Key Takeaways & Scalability

The results prove that data integrity and tailored bid architectures are the key drivers for e-commerce scaling. By achieving an outstanding **ROAS of 11.12x**, the business can aggressively fund growth during peak swimming season while insulating margins during slower operational periods.

Ready to Scale Your E-Commerce Store?

Contact the paid acquisition specialists at [Ad Growth Expert](#) for a custom audit.

