



**DAW MEDIA**

MARKETING AGENCY

# GOOGLE ADS

## Case Study



Google Ads





## **Our Client:**

This company is touted as Atlanta's favorite macaron and won the title of best cheesecake from coast to coast from the Food Network. Their macarons are often said to taste better than the originals from France.

## **Goal:**

Generate high-quality ads for their macaroon business.

## **Project Duration:**

10 Months

## **Problem Statement:**

The company needed new product sales.





## Strategy (Overview)

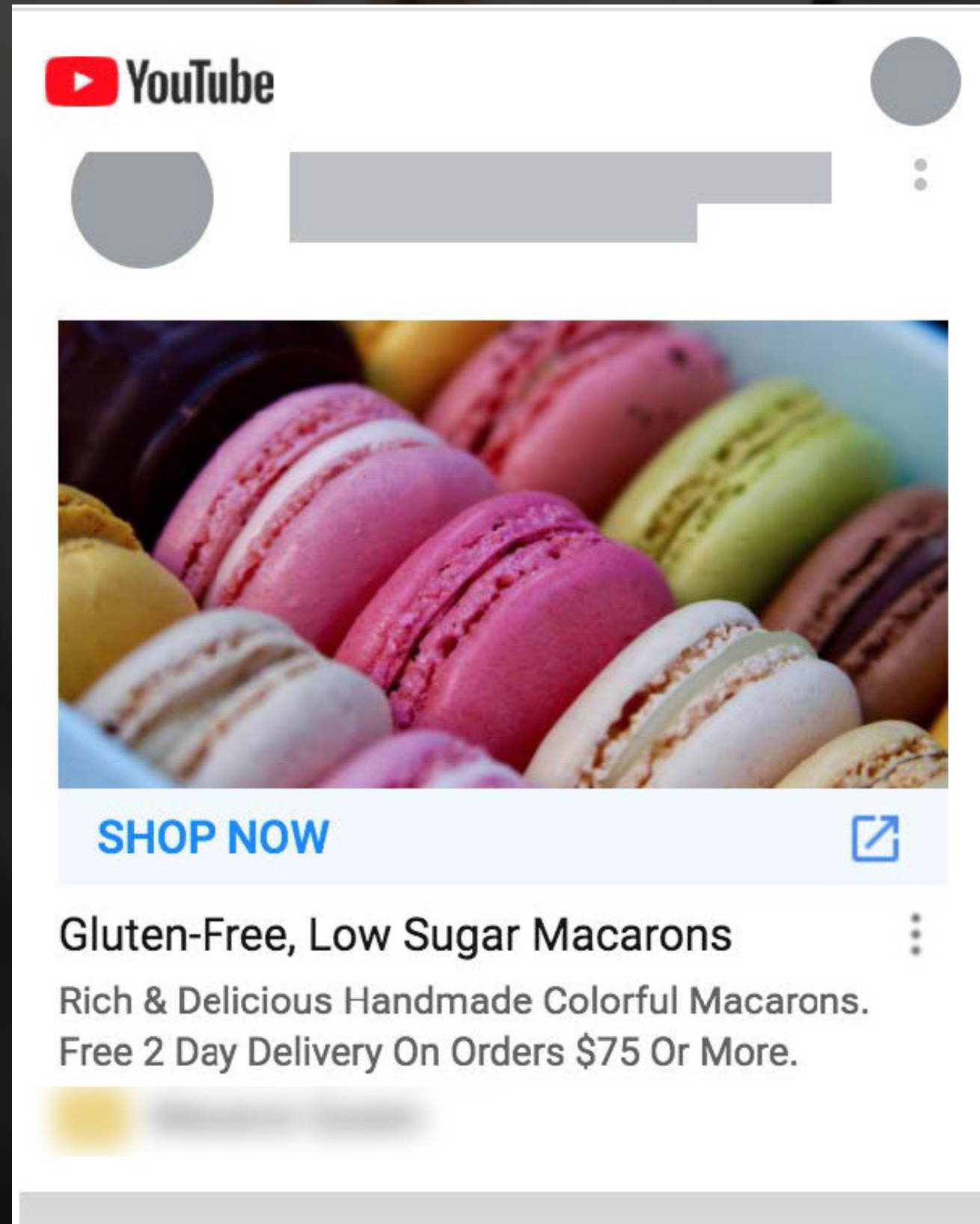
The client wanted to leverage their TV presence and sales by providing quality tasting pastries for everyone to enjoy. The team decided to set up complex shopping and display campaigns optimized for each product.

### The target audience was based on income and interests:

| <b>Target Audience</b><br>Custom Audience | <b>Interest:</b><br>In the market for<br>art lessons | <b>Language:</b><br>English | <b>Age group:</b><br>18 - 65+ | <b>Income class:</b><br>Top 50% and<br>up |
|---|--|-----------------------------|-------------------------------|---|



# Best Performing Ad



The screenshot shows a YouTube shopping ad interface. At the top left is the YouTube logo. Below it is a blurred profile picture and name. The main image is a close-up of various colorful macarons (pink, green, white, yellow, brown). Below the image is a blue 'SHOP NOW' button with a share icon to its right. Underneath the button, the text reads: 'Gluten-Free, Low Sugar Macarons' followed by 'Rich & Delicious Handmade Colorful Macarons. Free 2 Day Delivery On Orders \$75 Or More.' A blurred yellow bar is visible at the bottom of the ad.

- The team used shopping ads which used keywords to match the user's interests.
- Each campaign had an ad pointing to the client's specific landing page.
- This was a very healthy campaign, with a very healthy ad impression size of 903k+ views.
- After generating quality link clicks and product sales, we created a similar campaign for remarketing.



## Key Metrics

| Unique impressions | Conversion Value | Conversions (sales) | CTR   |
|--------------------|------------------|---------------------|-------|
| 903,808            | \$28,796         | 1,651               | 1.38% |

**\$ Budget:** \$3,000 Per Month

**📍 Location:** UNITED STATES

## Solution (Campaigns Used):

**Shopping Ads:** Finding people who are intentionally looking for the client's services via shopping ads.

**Display Ads:** Generating awareness through product images and creatives.

The Google Ads team actively optimized each campaign to achieve optimal results.

## Final Outcome

This resulted in new business for the client and potential future growth.