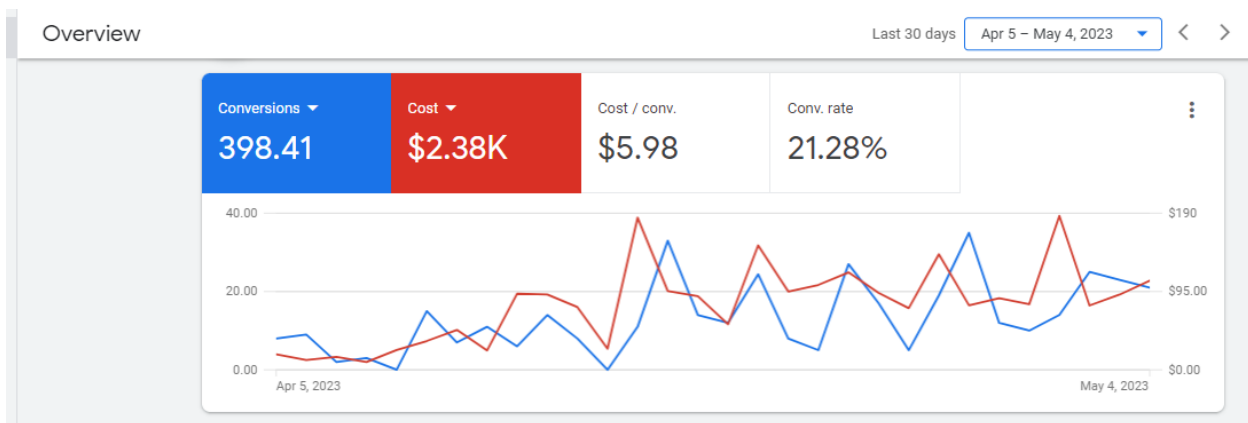




# Pet Supplies eCom PPC Case Study

How we doubled revenue for a pet supplies company in 90 days, using Performance Max Shopping Ads



- We optimized our product feeds for Performance Max Shopping Ads on Google. We implemented the proper audience targeting and created eye-popping assets for our product listings. The implementation of Shopping Ads only took our team 7 days to set up completely, and the campaign generated 100+ sales in it's first 30 days.
- On average, the Performance Max campaign has improved to generating nearly 400 conversions (ecom sales) per month, at under \$2,500 spend per month. The cost per conversion is under \$6 per sale, and the campaign is converting at 21.28% overall.
- This has led to revenue growing by 122% with new users growing by 30% month over month.



## Google Analytics Home

Users

**6.1K**

↑29.6%

Revenue

**\$20K**

↑121.9%

Conversion Rate

**2.42%**

↑12.9%

Sessions

**7.4K**

↑28.2%

