

### **PPC CASE STUDY**





### **About Client Business**

Salon Warehouse is created to offer premium hair care products at competitive prices. They believe that everyone deserves affordable options to take care of their hair. Their promise is to deliver quality hair care brands and the best customer service.

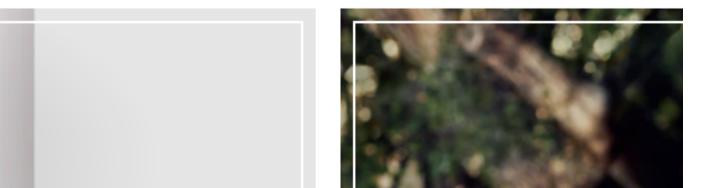


SHOP

BUY NOW PAY LATER Afterpay, Zip, Paypal

BUNDLES/SETS









# **OUR CHALLENGES**

- Salon Warehouse had previously worked with a few PPC management agencies that managed their account. They often faced challenges balancing revenue in paid search, returning on ad spend in their competitive niche, and reaching their overall goals. Over time, their overall ROAS had not been increasing as per their expectations and was difficult to manage.
- Salon Warehouse sought out an agency that could help increase their return on ad spend, generate more revenue and get their account back on track.

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## **STRATEGY**

• Our initial strategy for Salonwarehouse with began restructuring their Google Adwords account in order to give us the best opportunity for success. We started with search terms, categories, and product performance. Then, we built and segmented their Performance Max campaigns and structured campaigns in a way that allowed for better bid and budget management. After a few months, we saw a significant increase in ROAS.





optimizing and large efforts of analyzing historical

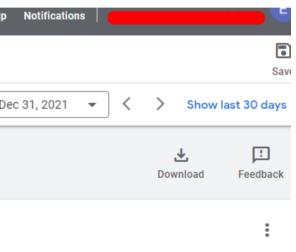
## RESULTS

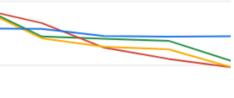
#### When We Started the Work

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Ad groups	Cost -	Purchases/Sales -	Conv. value 👻	Conv. value / cost 👻					
Product groups	\$64.7K	8.95K	788K	12.19					
Ads & assets									
Products				$\frown$					
Landing pages									
Keywords									
Audiences	Jun 2020								

#### Ad Spend - \$64.7k Sales - 8.95K Purchase Value - \$788K ROAS - 12.19



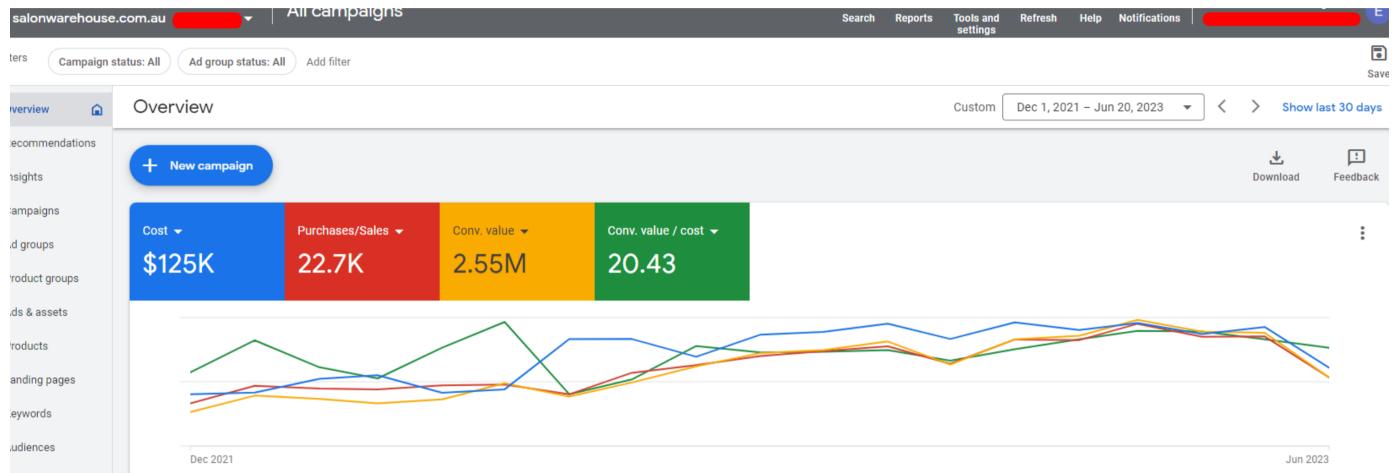




Dec 2021



### **RESULTS WE ACHIEVED**



**Ad Spend** - \$125k **Sales** - 22.7k Purchase Value - \$2.55M **ROAS** - 20.43



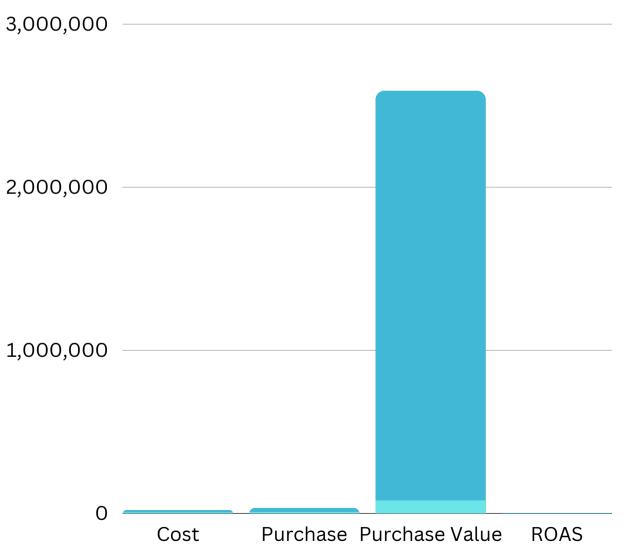


### **RESULTS SUMMARY**

As you checked the result of screenshot at the starting of the work and the final results which we are still achieving right now

At initial Salon Warehouse was getting 12 ROAS but after we start the work, setting up a new campaign, using the correct strategy, and optimizing the campaign on the basis of data we are getting approx 20 ROAS right now which means there is improvement in 8 ROAS from initial to current phase.







# **THANK YOU** for your attention

Get in touch



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