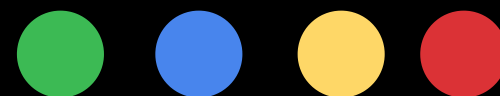


GOOGLE ADS

Case Study





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:

Target Audience

Custom Audience

Interest:

In the market for
art lessons

Language:

English

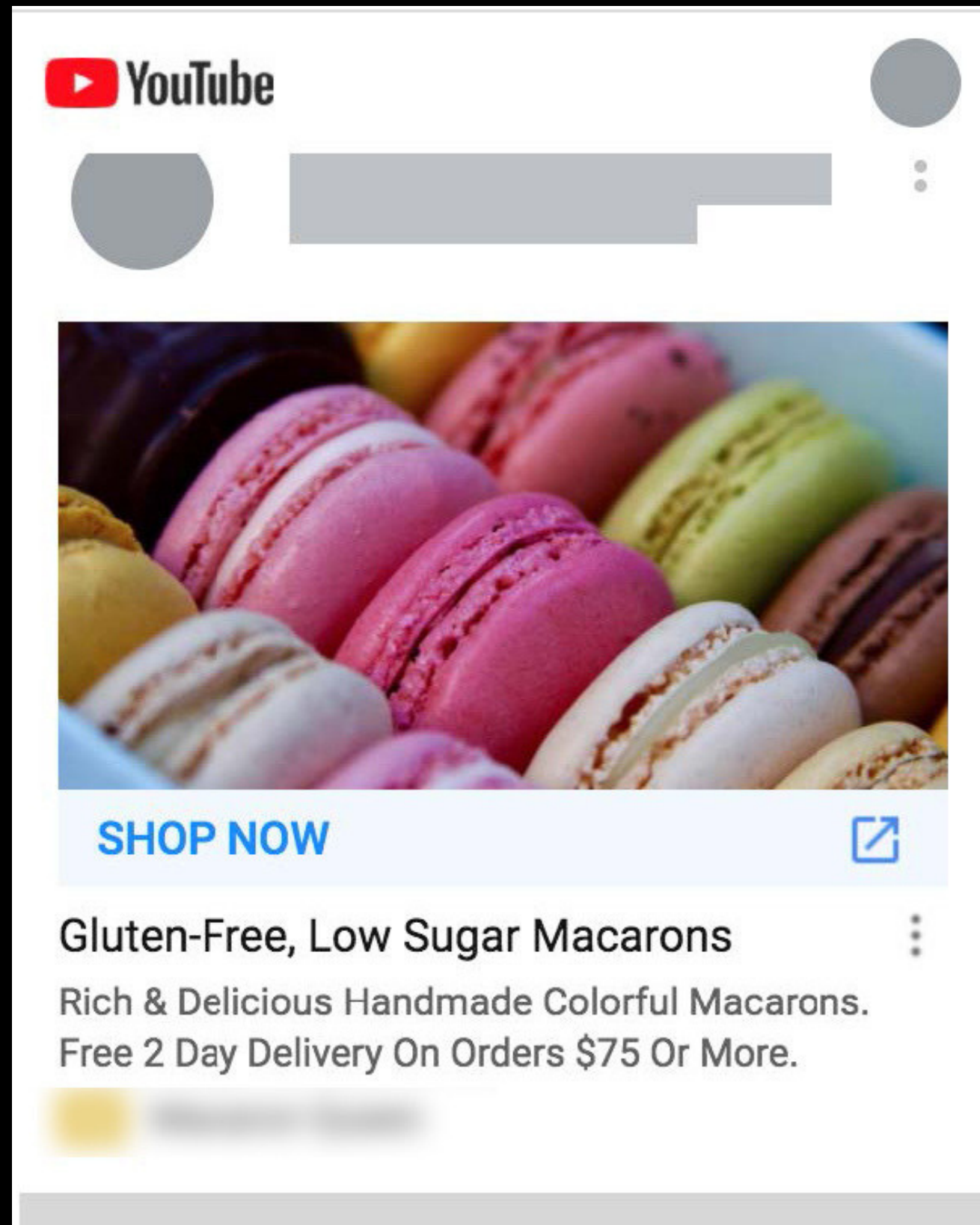
Age group:

18 - 65+

Income class:

Top 50% and
up

Best Performing 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.