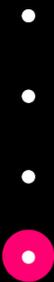




# GOOGLE ADS

## Case Study





## **Our Client:**

This company is a leading expert in original oriental art lessons. They provide simple, concise, and easy to understand guides to complete works of art in one sitting.

## **Goal:**

Generate high-quality ads for their oriental art business.

## **Project Duration:**

9 Months

## **Problem Statement:**

The company needed new product sales.





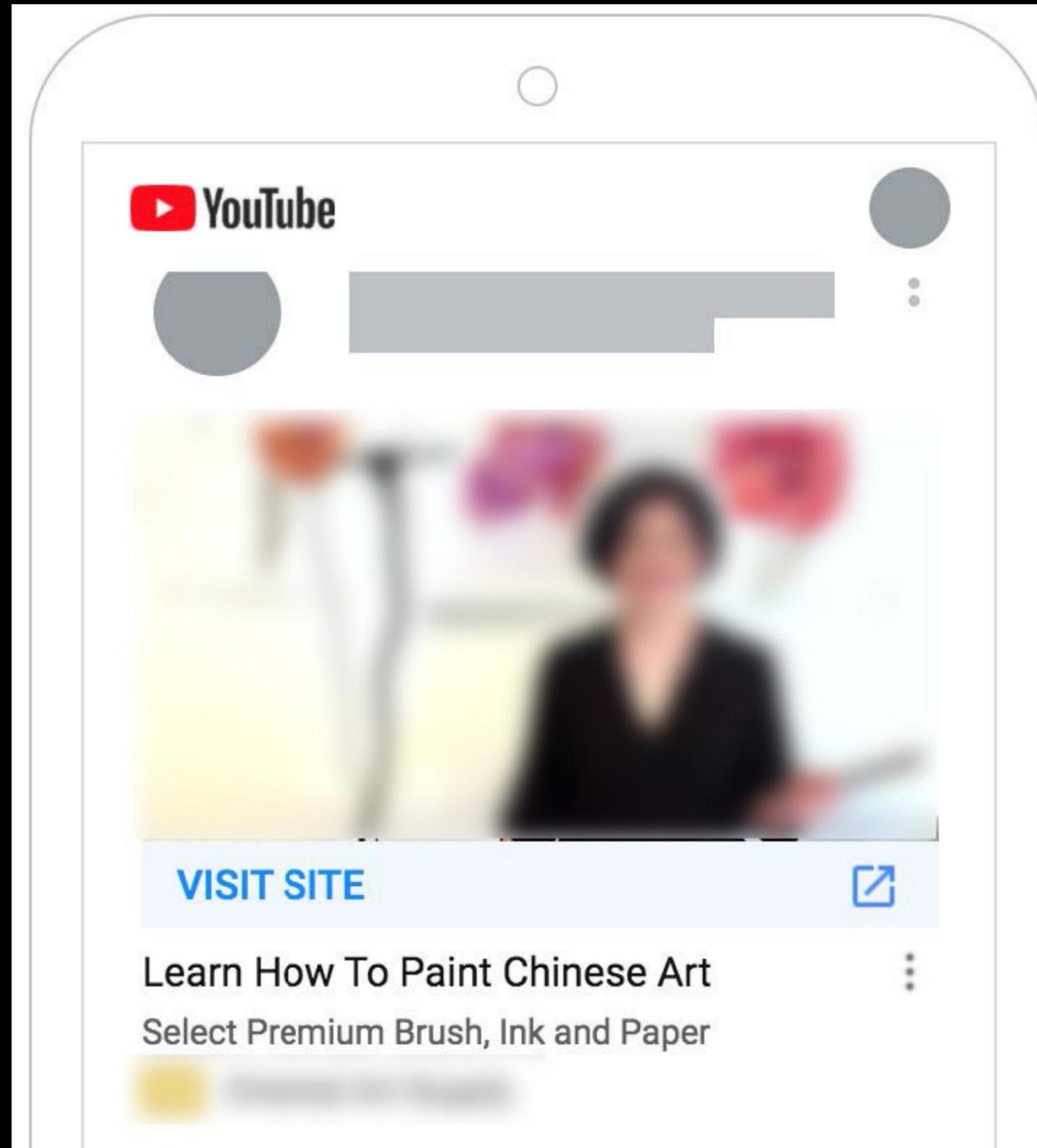
## Strategy (Overview)

The client wanted to grow their brand and reputation by showcasing their work on their website. The team decided to set up a simple search campaign optimized for each keyword.

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

<b>Target Audience</b>	<b>Interest:</b>	<b>Language:</b>	<b>Age group:</b>	<b>Income class:</b>
Custom Audience	In the market for art lessons	English	25 - 65+	Top 50% and up

# Best Performing Ad



- The team used search 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 1.19M+ 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
1,194,181	\$20,124	1,133	0.80%

**\$ Budget:** \$2,500 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 leads for the client which helped grow the business.