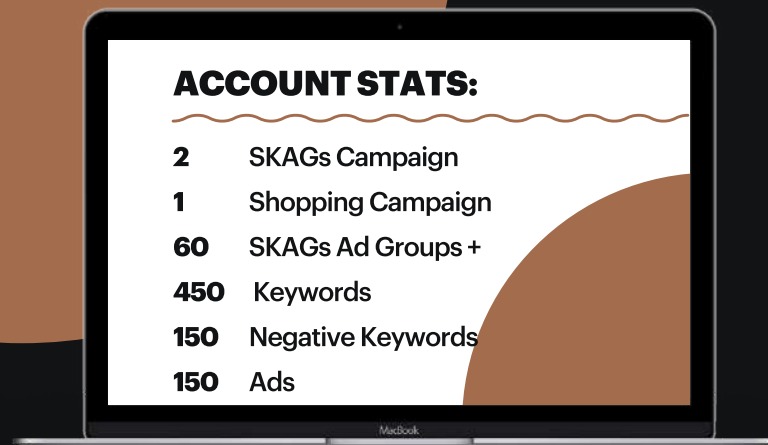


**CPA has decreased 55%,
conversion rate increased
125% and ROI has increased
240%.**



About Project

Bandabags came to us after managing their campaigns internally, and looking to grow and scale the ecommerce store.

We helped in the strategy planning of building out Shopping campaigns, Brand and Display campaigns.

Since working together, and looking at results over 6 months, CPA has decreased 55%, conversion rate increased 125% and ROI has increased 240%

How we did it:

- ✓ Set up Shopping with focus on high converting keywords
- ✓ Search Ads
- ✓ Remarketing
- ✓ Single Keyword Ad Groups (SKAG) Structure Campaign
- ✓ Manual bidding
- ✓ Constant focus on improving the message in ads
- ✓ Strong optimization of Google Shopping feed

25%

Decrease in CPC

55%

Decrease in CPA

125%

Increase in conversion rate

66%

Decrease in budget waste

86%

Increase in the number of leads

Get Result Like These

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