

DOUBLED ROAS IN 15 DAYS

INCREASED REVENUE FROM ADVERTISING CAMPAIGNS BY 100%



ROAS 2X

TO

ROAS 4X



UNVEILING STRATEGIES

PRESENTED BY ROI MINDS



LIVE

HOW WE
DOUBLED
ROAS IN 15
DAYS USING
GOOGLE ADS

UNVEILING
PROVEN
STRATEGIES

BUSINESS OVERVIEW

Femi9 is a fashion retail brand and design house in the Middle East, with stores in Saudi Arabia, UAE, Bahrain, Egypt and Syria, and an e-tail presence through e-commerce platforms. The company specializes in casual, occasional, formal and semi-formal wear for young women, offering affordable prices and trendsetting styles.

≡ femi9 *إيل*

🔍 🛒 عربي



EID مجموعة
Collection العيد

Shop Now



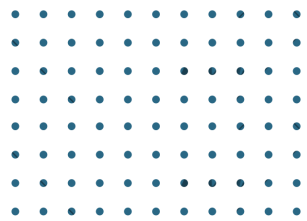


We made it

USING GOOGLE ADS EXPERTISE!!

OBJECTIVE:

The client's objective is to enhance its online sales and revenue, while simultaneously ensuring a profitable return on ad spend (ROAS) is maintained.



STRATEGIES



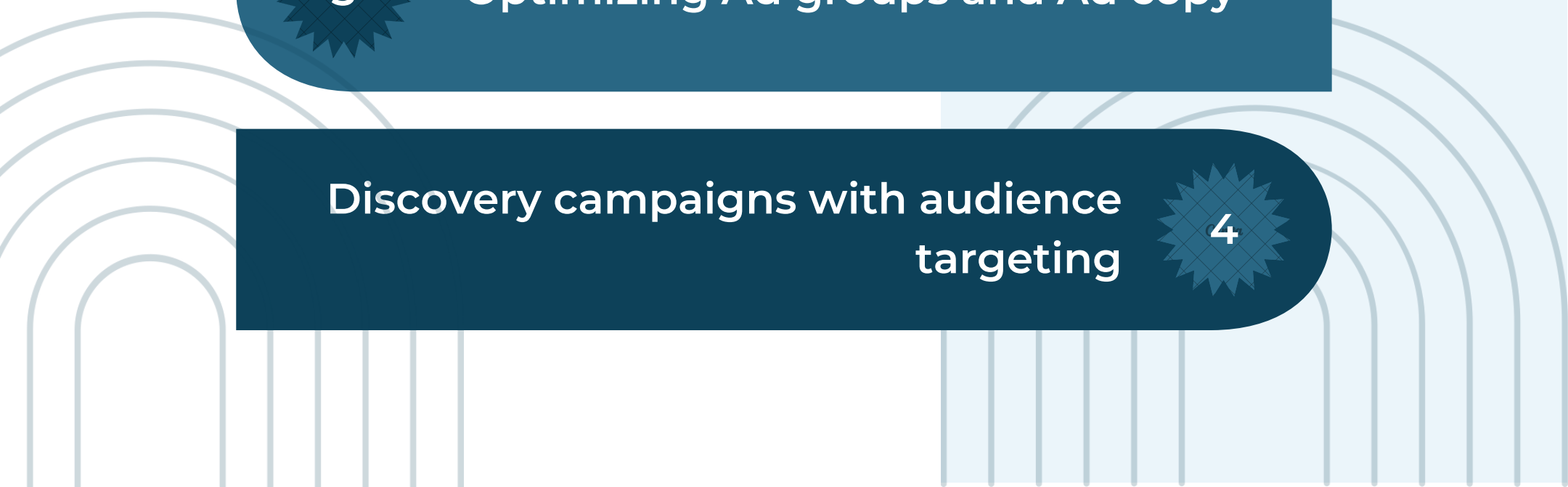
1 Campaign Structure and Asset Groups
Campaign structure and asset groups,



Effective Remarketing Tactics

3 Optimizing Ad groups and Ad copy

Discovery campaigns with audience targeting



1. Pmax Optimization & Campaign Structure

- We optimized the client's Google campaigns by setting maximum bids for profitable products and grouping similar products into ad groups for better management.



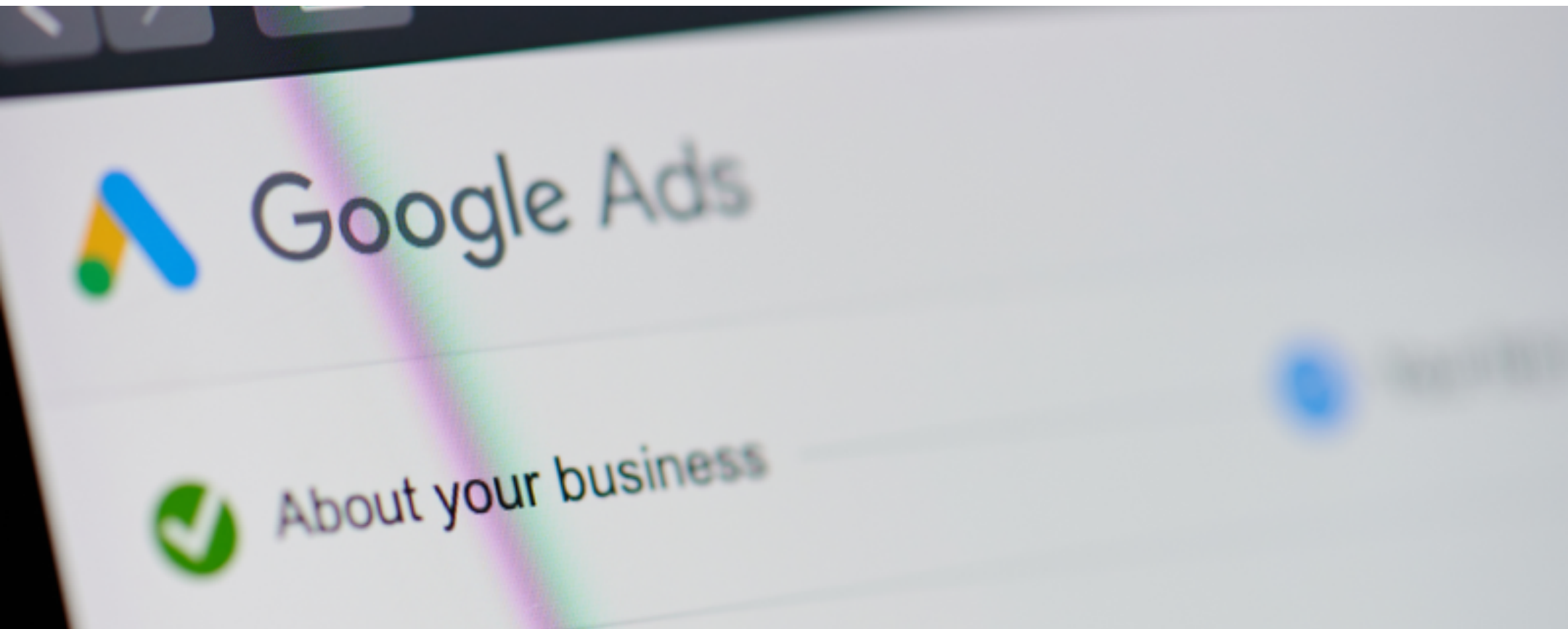
2. Optimized Asset Groups & Audience Targeting

- We improved the client's campaign performance by optimizing asset groups, adding high-performing assets and retargeting previous website visitors. We also maximized search queries to enhance targeting and ROI.



3. Ad Group Optimization & Copy Change.

- We enhanced ad group performance by prioritizing the best-performing ads and updating weaker ads with more compelling messaging and creativity. Additionally, we improved ad copy to increase appeal to the target audience.



4. Launched Discovery Campaigns for Different Audience Segments

- We improved ad group performance by focusing on top-performing ads and updating weaker ones with more compelling messaging and creativity. We also enhanced ad copy to increase appeal to the target audience.



RESULTS

Google Ads | ROI Minds > | All campaigns

Search Reports Tools and settings Refresh Help Notifications

Campaign status: Enabled Ad group status: Enabled Add filter Save

Campaign	Conversions ><		Change	Change (%)	All conv. <>	Cost / conv. <>	Conv. rate <>	Conv. value <>	3/30/2023 - 4/13/2023		3/15/2023 - 3/29/2023	
	3/30/2023 - 4/13/2023	3/15/2023 - 3/29/2023							3/30/2023 - 4/13/2023	3/15/2023 - 3/29/2023		
<input type="checkbox"/> <input checked="" type="radio"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> RM - Discovery Remarketing Without Expansion - 27/01/23	12.00	35.00	-23.00	-65.71%	148.00 (-40.08%)	SAR187.69 (+200.64%)	0.02% (-59.88%)	4,417.00 (-72.10%)	1.96	7.24		
<input type="checkbox"/> <input checked="" type="radio"/> <input checked="" type="checkbox"/> RM - Discovery Remarketing Similar Audience Without Expansion - 16/03/23	0.00	4.00	-4.00	-100.00%	22.00 (-61.40%)	SAR0.00 (-100.00%)	0.00% (-100.00%)	0.00 (-100.00%)	0.00	2.12		
Total: All enabled campaigns in you...	1,493.14	831.58	661.57	+79.56%	19,196.38 (+64.79%)	SAR12.18 (-46.97%)	0.84% (+55.69%)	595,330.26 (+75.56%)	32.73	17.75		
Total: Account	1,493.14	831.58	661.57	+79.56%	19,196.38 (+64.79%)	SAR12.18 (-46.97%)	0.84% (+55.69%)	595,330.26 (+75.56%)	32.73	17.75	←	

Reporting is not real-time. Time zone for all dates and times: (GMT+03:00) Arabian Standard Time. [Learn more](#)
Some inventory may be provided through third party intermediaries.

1 - 6 of 6

Campaign	3/30/2023 - 4/13/2023		3/15/2023 - 3/29/2023	
	3/30/2023 - 4/13/2023	3/15/2023 - 3/29/2023	3/30/2023 - 4/13/2023	3/15/2023 - 3/29/2023
<input type="checkbox"/> <input checked="" type="radio"/> <input checked="" type="checkbox"/> RM - Discovery Remarketing Without Expansion - 27/01/23	12.00	35.00	1.96	7.24
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Total: All enabled campaigns in you...	1,493.14	831.58	32.73	17.75
Total: Account	1,493.14	831.58	32.73	17.75

←

Conclusion

Our approach was effective in accomplishing the following:

1. Strategic optimization of the campaign structure, asset groups, and ad groups for better management and organization.
2. Maximization of search terms to enhance targeting and ROI.
3. Development of new campaigns to expand the reach and improve performance.

In just 15 days, we were able to assist our clients in staying ahead of the competition, drawing in fresh customers, and improving their ROAS by applying these strategies.

