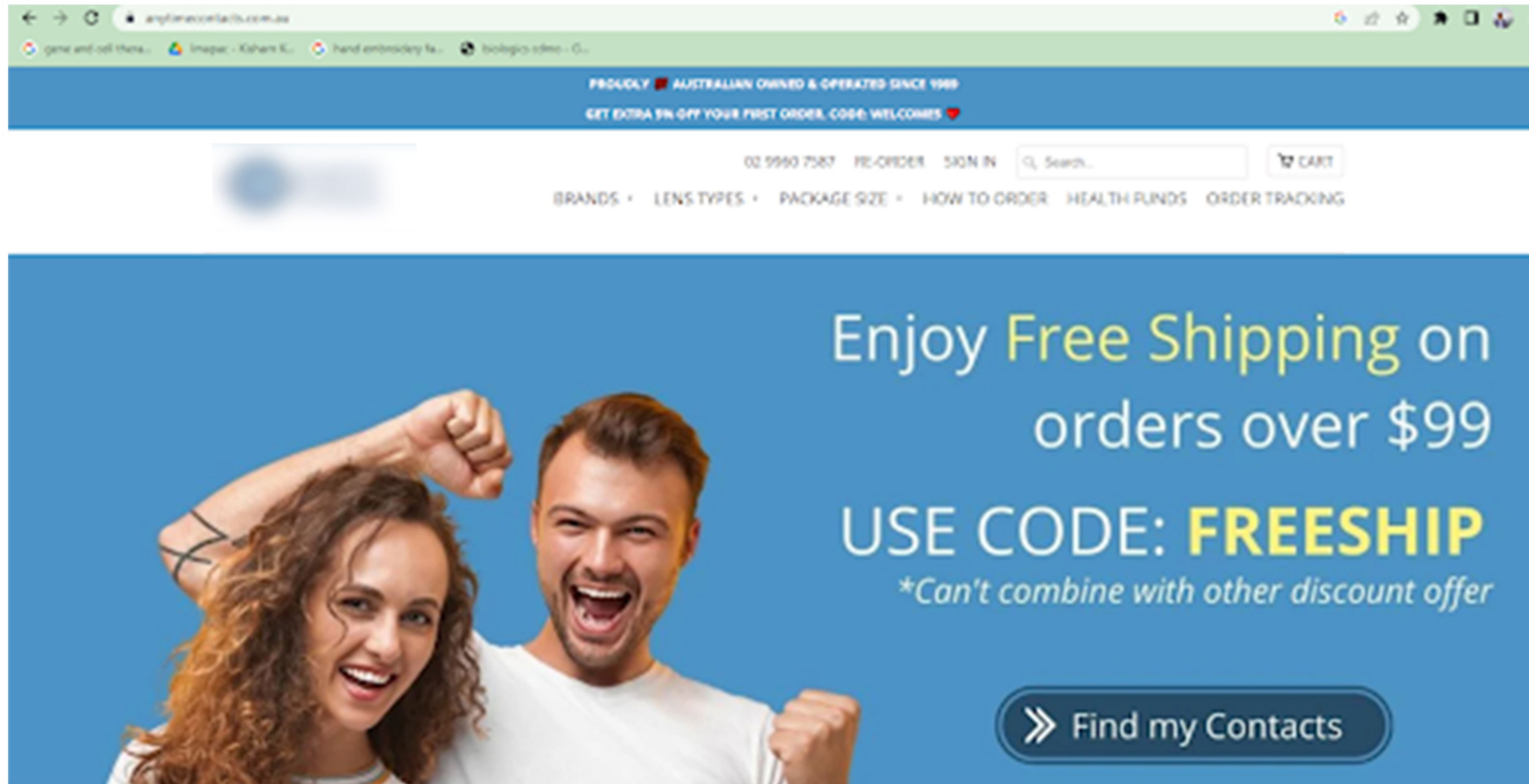


**Generated \$1.9 Million  
on an Ad Spend of \$107K  
for an Online Contact Lenses  
Store in 6 Months.**

# BUSINESS OVERVIEW:

This is an Australia-based online retailer that is looking to scale its business and increase its sales as well as increase its brand value. They deal in every type and size of lens that they deliver all over Australia.





## OBJECTIVE:

The primary objective of that ecommerce store is to increase sales by providing a platform for customers to purchase quality products online.

Also to expand its customer base by reaching new customers through targeted marketing campaigns.





# CHALLENGES:

The basic challenge faced by the contact lens store was to scale its sales and increase its brand value in its home country. So, we had to conduct deep research in this niche and we faced the following challenges while making a campaign for its success.

## 1. Competition:

There are numerous other online contact lens stores that our client's store will have to compete with, so it can be challenging to stand out in the crowded marketplace.





## 2. Pricing:

Pricing can be a major challenge for online contact lens stores, as customers are often looking for the best deal.

It can be difficult to balance offering competitive prices with maintaining a reasonable profit margin.





### 3. Trust

Customers may be hesitant to purchase contact lenses online, as there are concerns about the authenticity and safety of the products.

It is important for the store to establish trust with customers by offering high-quality, authentic products and providing excellent customer service.





## 4. Regulations:

Contact lenses are regulated by the FDA, so online contact lens stores need to comply with FDA regulations in order to sell contact lenses legally.

This can involve additional costs and administrative work.





## 5. Shipping:

Contact lenses are small and lightweight, but they are fragile and can be easily damaged during shipping.

Online contact lens stores need to take special care when packaging and shipping contact lenses to ensure they arrive in good condition.





# Solutions:

The following solutions were implemented to address the challenges and achieve the objectives:

**Ad Copy Optimization:** The store created ad copy that is relevant to the target audience and highlights the unique benefits of their products, such as pricing, quality, and shipping options. Using ad extensions such as callouts, site links, and structured snippets can also help to increase the visibility and appeal of the ads.

**Landing Page Optimization:** The landing page is where the potential customer arrives after clicking on the ad, and it should be optimized to provide a positive user experience and encourage the customer to take action. This can include clear calls to action, displaying high-quality product images, and ensuring fast page load times

**Remarketing:** Remarketing campaigns allow the store to target previous visitors to their website with personalized ads, which can help to increase conversions and repeat purchases.

**Shopping Campaigns:** Shopping campaigns allow the store to showcase its products directly in search results, with images, prices, and product details. This can be an effective way to increase visibility and drive traffic to the website.

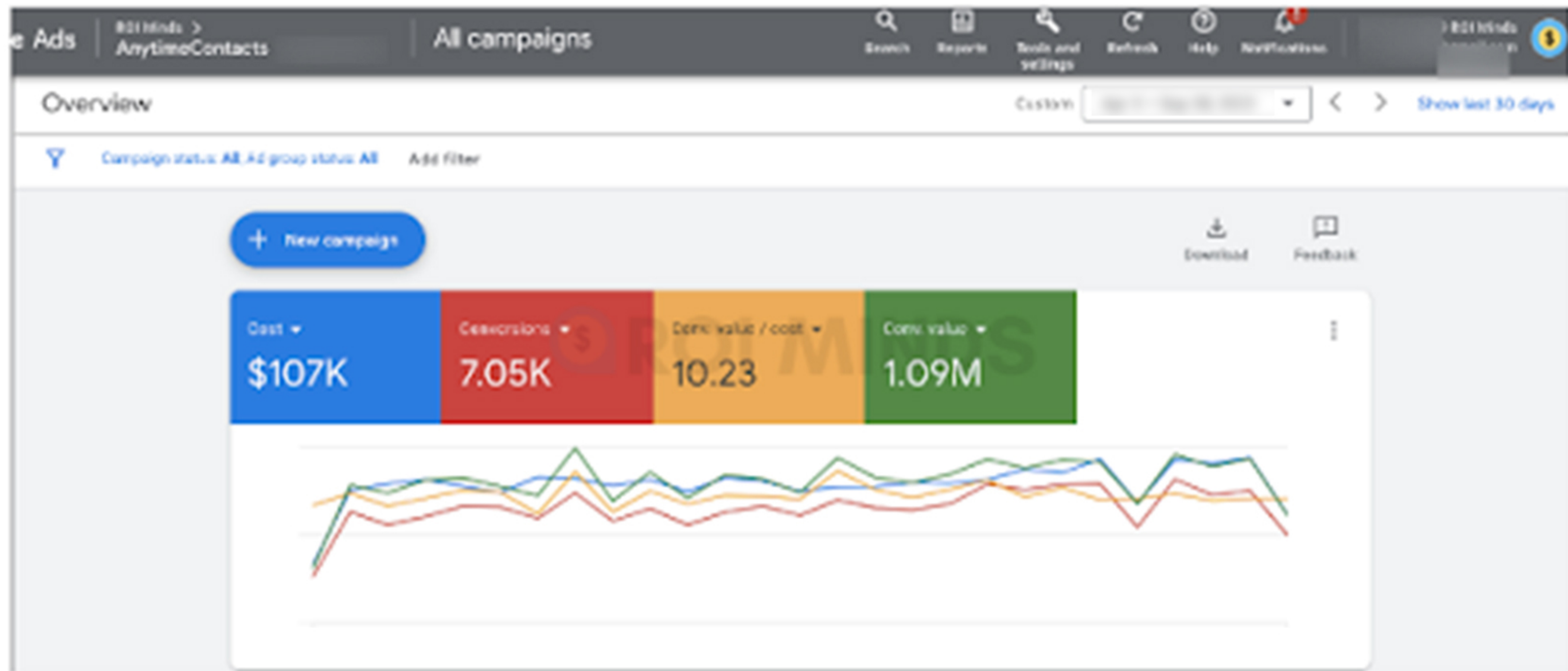


## Results:

The solutions implemented helped the store achieve the following results within a period of 6 months:

- 1. Increased Sales:** We've generated over **\$1.09M** in revenue in **6 months**, which represents a significant increase in online sales.
- 2. High ROAS:** We achieved a **10X** return on ad spend (ROAS), which was higher than the industry benchmark.
- 3. Improved Brand Awareness:** The store's brand recognition improved, with more customers recognizing its brand and products.







## CONCLUSION:

In conclusion, the online contact lens store faces a number of challenges but can overcome them by implementing solutions such as optimizing its Google Ads campaigns, improving its website user experience, and providing excellent customer service. By focusing on these solutions and consistently delivering high-quality products and services, the online contact lens store can attract and retain loyal customers and grow its business.

With the increasing demand for contact lenses, an online presence can provide a significant competitive advantage and allow the store to reach a wider audience. By staying on top of industry trends and continuously adapting to changes in the market, the online contact lens store can position itself for long-term success.

