

Generated **\$149K**
on an Ad Spend of
\$27.7K for an **Australian**
Pet Snacks Store in 3 Months

BUSINESS OVERVIEW:

An Australian Pet Snacks Store is an online retailer specializing in high-quality pet snacks for various animals. Their website offers a wide range of products, including treats for dogs, cats, and other pet animals. With a focus on quality ingredients and customer satisfaction, they aim to provide pet owners with a convenient and reliable source for all their pet snack needs.

All natural, healthy Australian made dental chews your dog will love

We make chews and treats that help your pups live better happier lives (with fresher breath and brighter smiles)

ORDER SAMPLE PACK

★★★★★ 7000+ reviews!

Join Thousands of Satisfied Pets in Australia!

 Rewards



OBJECTIVE:

The business objective behind investing in the Google Ads campaign was to increase their online visibility, drive targeted traffic to the website, and boost sales of pet snacks within the market.



CHALLENGES:

Growing a pet snacks store through Google Ads presents a unique opportunity to reach a wide audience and drive targeted traffic to the website. But, there were several challenges we needed to overcome to ensure a successful campaign for that business.

1. Limited Online Visibility and Brand Awareness:

The fashion industry is highly competitive, with numerous brands vying for consumer attention. This makes it challenging to stand out and reach the right target audience.



- 2. Targeting the Right Audience:** Identifying and reaching the target audience of pet owners who are actively seeking high-quality snacks for their pets was crucial for driving relevant traffic to the website.
- 3. Cost-Effective Advertising:** The store had a limited marketing budget and needed to ensure that the advertising efforts generated a positive return on investment.

Solutions:

To overcome the challenges, the following solutions were implemented:

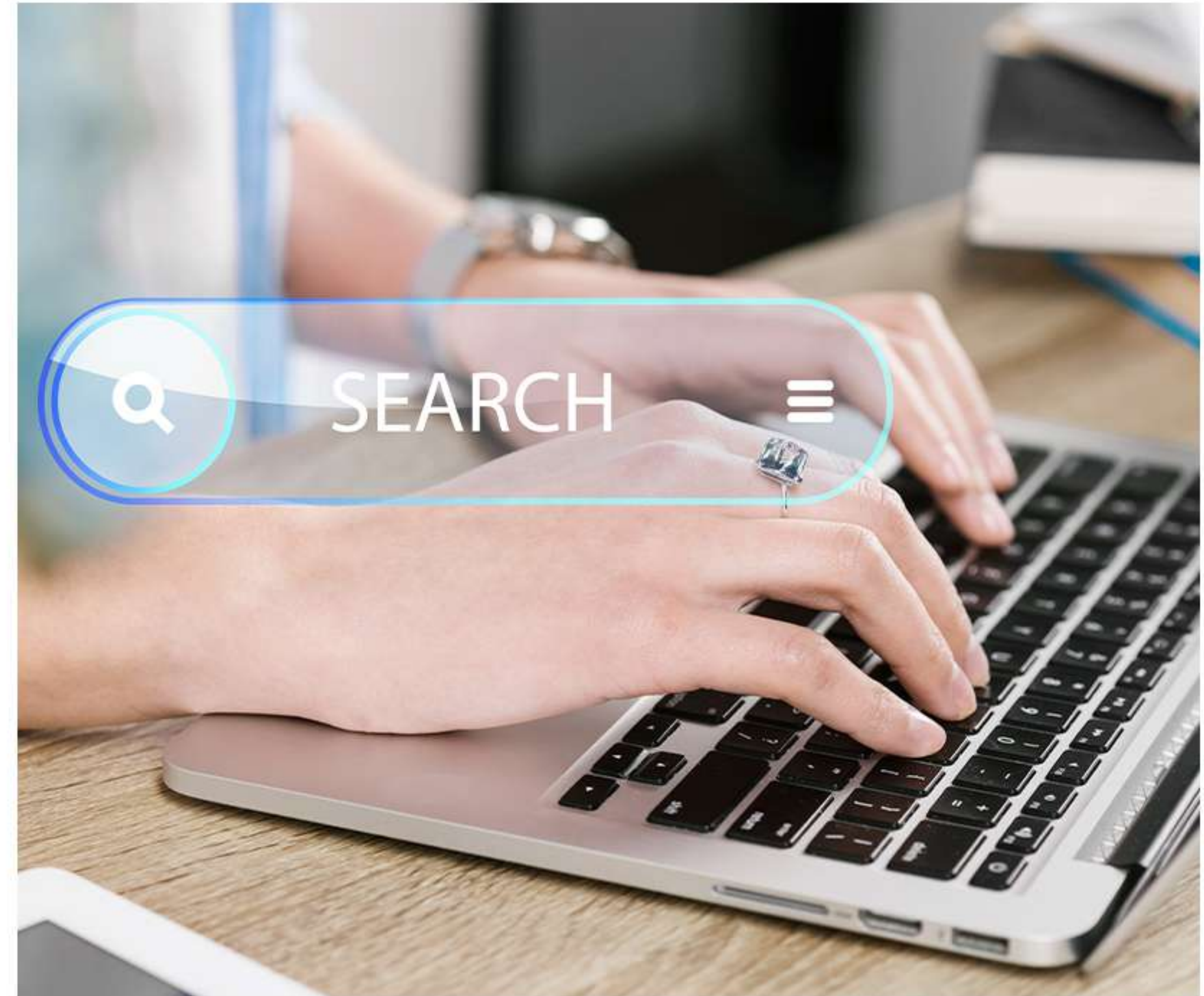
1. Google Ads Account Setup:

A Google Ads account was created, and the campaign structure was organized into ad groups based on product categories, such as dog treats, cat treats, bird treats, and small animal treats.



2. Keyword Research and Targeting:

A Google Ads account was created, and the campaign structure was organized into ad groups based on product categories, such as dog treats, cat treats, bird treats, and small animal treats.



3. Compelling Ad Creatives:

Engaging ad copy was developed to highlight the store's unique selling points, such as the quality of ingredients, the variety of flavors, and the health benefits of the snacks.

Ad extensions, including site links and callout extensions, were used to provide additional information and drive clicks.



4. Ad Scheduling and Geographic Targeting:

Ad scheduling was implemented to display ads during peak browsing hours when pet owners are more likely to search for pet snacks.

Geographic targeting was used to focus on specific regions within Australia where the store aimed to expand its customer base.



Results:

Our Google Ads campaign yielded the following results:

Revenue: **\$149K**

Return on ad spend (ROAS): **5.38**

Click-through rate (CTR): **3.2%**

Conversion rate: **8.1%**

Cost per acquisition (CPA): **\$3.42**



Analysis of Results:

The campaign achieved significant success in terms of revenue generation, with a **ROAS** of **5.38**. The targeted keywords and compelling ad creatives effectively attracted the intended audience, resulting in a high conversion rate. The **CTR** of **3.2%** indicates the relevance of the ads to the users' search queries. The low **CPA** of **\$3.42** indicates cost-effective advertising, with each acquisition resulting in a positive return on investment.

Conclusion:

Our Google Ads campaign played a pivotal role in growing the Australian Pet Snacks Store's online presence and driving revenue. By utilizing targeted keywords, compelling ad creatives, and strategic ad scheduling, the store successfully reached its target audience and achieved a **ROAS** of **5.38**.

The campaign's success highlights the effectiveness of Google Ads as a cost-effective marketing channel for e-commerce businesses. Moving forward, continued optimization and expansion of the campaign can further fuel the growth of the pet snacks store.

Overview

Custom [Date Range] < > Show last 30 days

Campaign status: All Ad group status: All Add filter

+ New campaign

Download Feedback

Cost ▾	Conversions ▾	Conv. value / cost ▾	Purchases/Sales ▾	⋮
\$27.7K	1.5K	5.38	149K	

