

Case Study

Google Ads: E-commerce Restructure

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Google Ads

Challenge

Discovered before starting the program:

- Company sales were declining 20-25% since 2023
- SEO was a -30% YOY drag on performance
- PPC sales were down -20% since 2024
- Referrals and other channel sales were insignificant
- Email program was driving few direct sales
- Previous agency set up basic automated campaigns with no strategy targeting the entire catalog
- Poor ads tracking metrics were inflating ROAS and other key performance indicators

Solution

Goals & New Strategy:

- Improve sales 20% or better
- Improve account spend effectiveness through an ad account restructure
- Restructure the product catalog
- Leverage past data for better customer targeting
- Refine generic targeting
- Remove heavy automation & AI assets
- Fix ads tracking metrics inflating ROAS and other key performance indicators
- Reduce waste with refined demographics

Results

- 59% increase in Google Ads shopping sales (Q1-Q3 2026 vs Q1-Q3 2025)
- Overall a slight 2% increase in total online orders due to continued 15% drop in SEO and Direct channel performance
- Client increased prices in June which had a slight negative impact on total order conversions but order value was higher

Thank You

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