

From \$96K to \$350K

Revenue — In Just 7 Months

A real story of how smart Google Ads management turned a struggling shoe brand into a revenue machine.

+264%

Revenue

8.66x

ROAS

+305%

Conversions



Here's What Was Going Wrong

(Think of it like a shoe store that's open but nobody's buying)



Money Was Being Wasted 💸

They were spending \$21,000 on ads every month. But the ads were showing to the **WRONG** people — people who would never buy shoes online.



Low Returns (Low ROAS) 📉

For every \$1 they spent on ads, they only got \$4.55 back. That sounds okay, but in the shoe business, you need at least \$6–8 to stay profitable.



Wrong Keywords 🔍

Their ads appeared when people searched for random things. Imagine showing a running shoe ad to someone who searched for 'how to cook pasta' — that's how bad it was.



Campaigns Were a Mess 🗑️

The Google Ads account had no structure. Products were dumped into one big campaign with no strategy — like putting all shoes in one giant pile with no labels.

□ Here's Exactly What We Fixed

We treated their Google Ads account like a broken car engine — took it apart, fixed every part, and rebuilt it.



Deep Account Audit

We read every campaign, every keyword, every ad — like a doctor checking every bone. Found 40+ things wrong.



Laser-Sharp Targeting

We only showed ads to people actively searching for shoes to BUY — not just browse. Right people, right time.



Performance Max Campaigns

Launched Google's smartest ad type — it shows your ads on Search, YouTube, Gmail & Maps all at once. Like 4 billboards for the price of 1.



Shopping Feed Fix

Rewrote product titles & descriptions so Google understood exactly what each shoe was. Better descriptions = better shoppers.



Smart Bidding Strategy

Switched to Target ROAS bidding — Google's AI now automatically bids more for people likely to buy, less for browsers.

Before vs After — See The Difference

Same brand. Same products. Just smarter ads.

 BEFORE (Feb–Apr 2025)

 Total Revenue

\$96,200

 ROAS

4.55x

 Conversions

577

 Ad Spend

\$21,100



 AFTER (Jul–Sep 2025)

\$350,000

+264%

8.66x

+90%

2,340

+305%

\$40,400

+91%

Real Screenshot — Phase 1

This is what the account looked like when we STARTED. Not great — but honest.



⚠️ 4.55x ROAS — needs improvement

📅 Feb 1 – Apr 30, 2025

💰 \$96.2K Revenue

Real Screenshot — Phase 2

Just 90 days in — the numbers are already climbing. Revenue almost DOUBLED. 📈



📈 Revenue jumped to \$189K!

📅 May 1 – Jul 28, 2025

📈 ROAS now 6.98x — growing

Real Screenshot — Phase 3 🏆

This is where it gets AMAZING. \$350K revenue. 8.66x ROAS. The brand is now printing money. 💪



🏆 \$350K Revenue — Peak!

📅 Jul 29 – Sep 23, 2025

🔥 8.66x ROAS — Best Ever!

Revenue & ROAS — Month by Month

Watch how the numbers grew step by step — this is real data from the account

Phase 1
Feb–Apr 2025

\$96.2K
4.55x ROAS

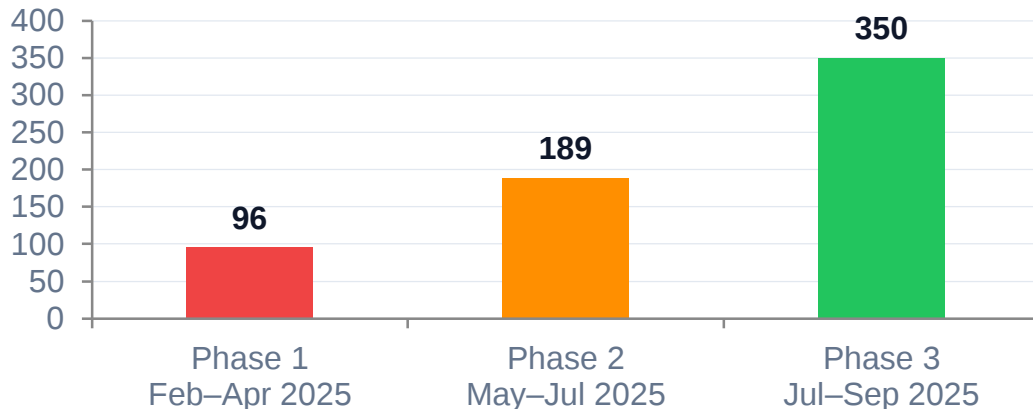
Phase 2
May–Jul 2025

\$189K
6.98x ROAS

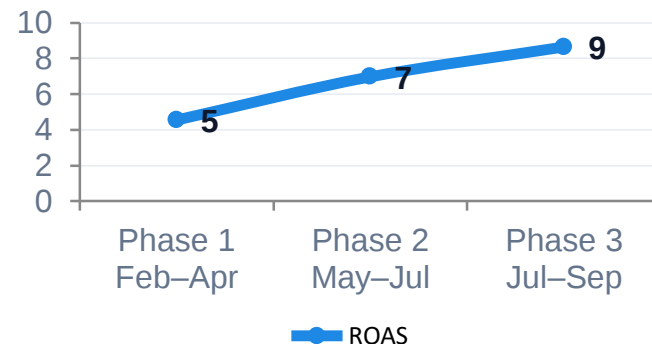
Phase 3
Jul–Sep 2025

\$350K
8.66x ROAS

Revenue Growth (USD \$K)



ROAS Growth (Return on Ad Spend)



The Big Wins — Numbers That Matter

Everything you need to know about this campaign's success — in plain English



+264%

Revenue Growth

They went from making \$96K to \$350K — that's like going from a small shop to a big store chain, in just 7 months.



8.66x

ROAS Achieved

For every \$1 they spent on ads, they got \$8.66 back! That means for every \$10 bill they put in, they got \$86 out.



+305%

More Conversions

Conversions are real sales. They went from 577 sales to 2,340 sales — that's 4x more shoes sold every month!

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+264%

Revenue Growth

8.66x

Best ROAS

+305%

More Sales