



**CEO:  
JAMES BABSON**

### AREAS OF EXPERTISE

- Google Ads
- YouTube Ads
- LinkedIn Ads
- Facebook/Instagram Ads
- SEO
- Video Production
- Business Consultation

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### BACKGROUND

IT'S AN ONLINE SHOE STORE IN THE USA LOOKING TO BOOST SALES ACROSS STATES. THERE WAS NO ADS HISTORY FOR THIS ACCOUNT, IT WAS A START FROM THE SCRATCH.

### WHAT WE DID

WE DECIDED TO START WITH SHOPPING CAMPAIGNS AS THEY ARE CONSIDERED BEST FOR ECOMMERCE STORES. WE SET UP THE FEED, INTEGRATED IT WITH THE MERCHANT CENTER ACCOUNT, AND GOT ALL THE 30,000 SKUS APPROVED. WE STARTED WITH A BUDGET OF \$50 PER DAY IN NOVEMBER BUT IT QUICKLY JUMPED TO \$200 PER DAY AFTER A WEEK OF LAUNCH.

### THE RESULT

IT WAS JUST OVERWHELMING! SALES IN DECEMBER WERE \$87000 AT A SPEND OF \$6000. IN JANUARY IT DROPPED TO \$70000 AS JANUARY AND FEB ARE USUALLY NOT THE BEST FOR RETAIL. STILL, WE GOT A GREAT START AND THE CLIENT INTENDS TO RAISE THE BUDGET TO \$300 PER DAY STARTING MARCH.

