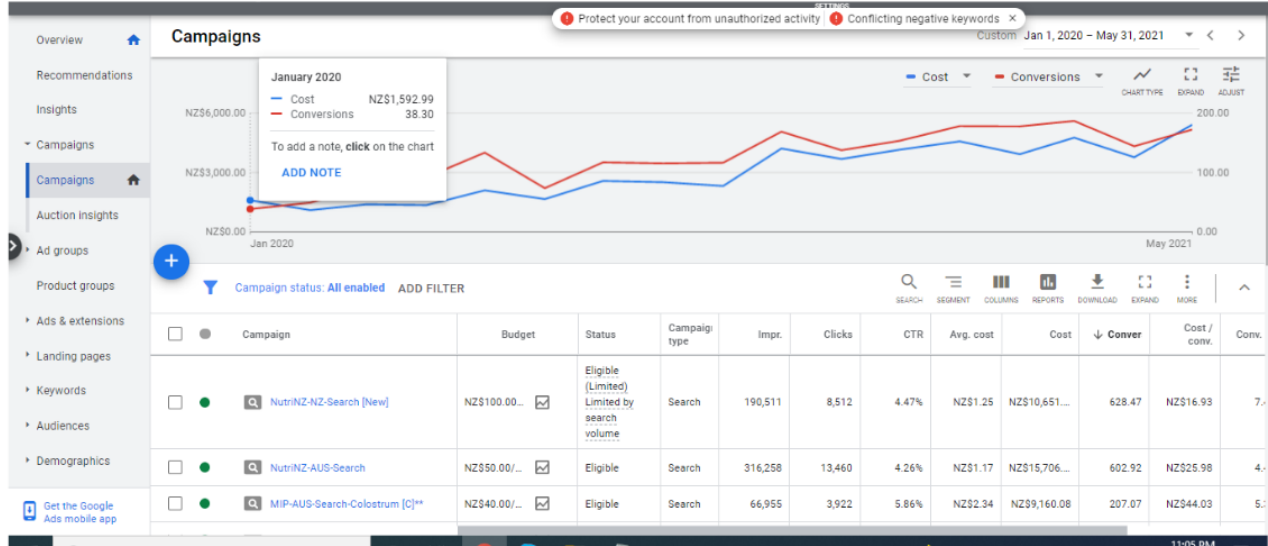


## E-COMMERCE STORE AUSTRALIA AND NEW ZEALAND



## BACKGROUND

This is an account I took over in Jan 2020, it was a total mess then! They were operating two websites-each one targeting NZ and Australia. The websites were selling health products-which created additional policy issues with Google. In Jan 2020 there were 38 conversions with Ad spend around \$1500.

### PERSONAL PROFILE

OHANA Advertising and Business Consultancy

CEO: James Babson

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## WHAT WE DID

We went in and audited the entire account. located main issues that were causing friction. Implemented new keywords that were more relevant which lowered the CPC. A complete rehaul of their ad structures and set up new ad campaigns.

### AREAS OF EXPERTISE

- Google Ads certified crew: shopping, Ad Search and Analytics
- Business Consultation: Business structure, Brand development.
- Over 200 projects completed successfully
- Landing page development

## RESULTS

WELL, IN JANUARY 2020 THEY HAD ONLY **38 CONVERSIONS** WHILE SPENDING **\$1500** ON ADS. WITH THE NEW STRATEGY IMPLEMENTED. IN FEBRUARY ONLY 1 MONTH LATER, THEY WERE ABLE TO REACH 186 CONVERSIONS WITH AN AD SPENT COST OF **\$4500!**