PERSONAL PROFILE

OHANA Advertising and Business Consultancy
CEO: James Babson
Ohanameansbusiness@gmail.com
+15182906094

OHANA
Advertising and Brand Consultancy

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

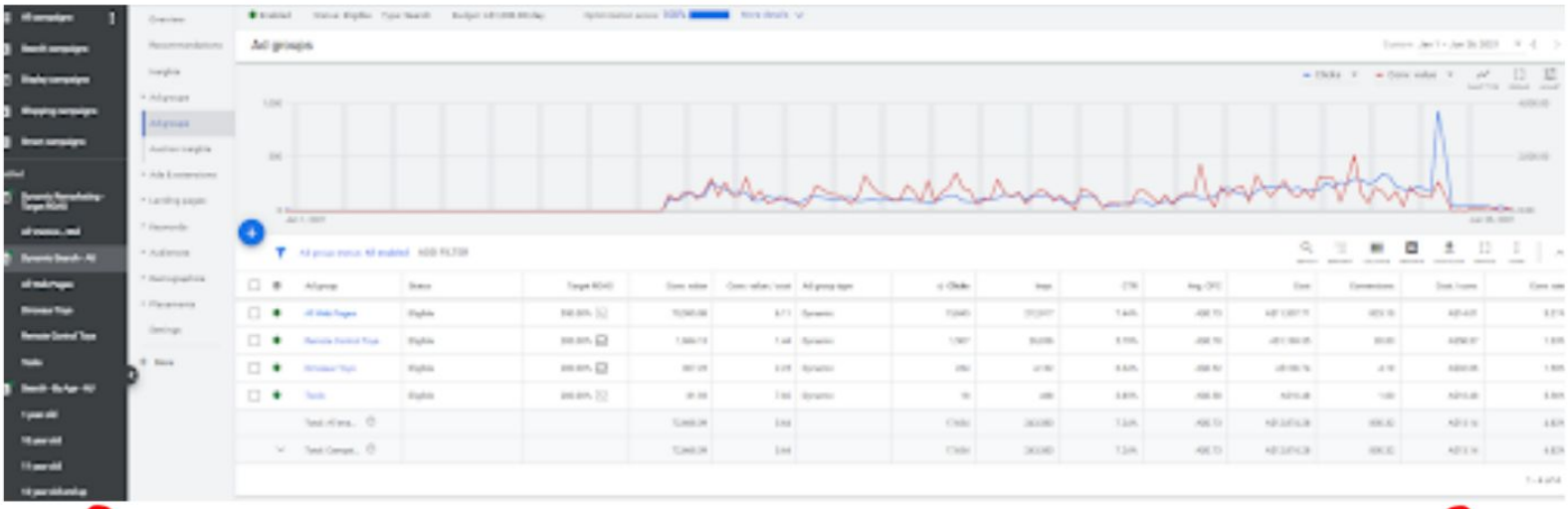
E-COMMERCE STORE KIDS TOYS 2021

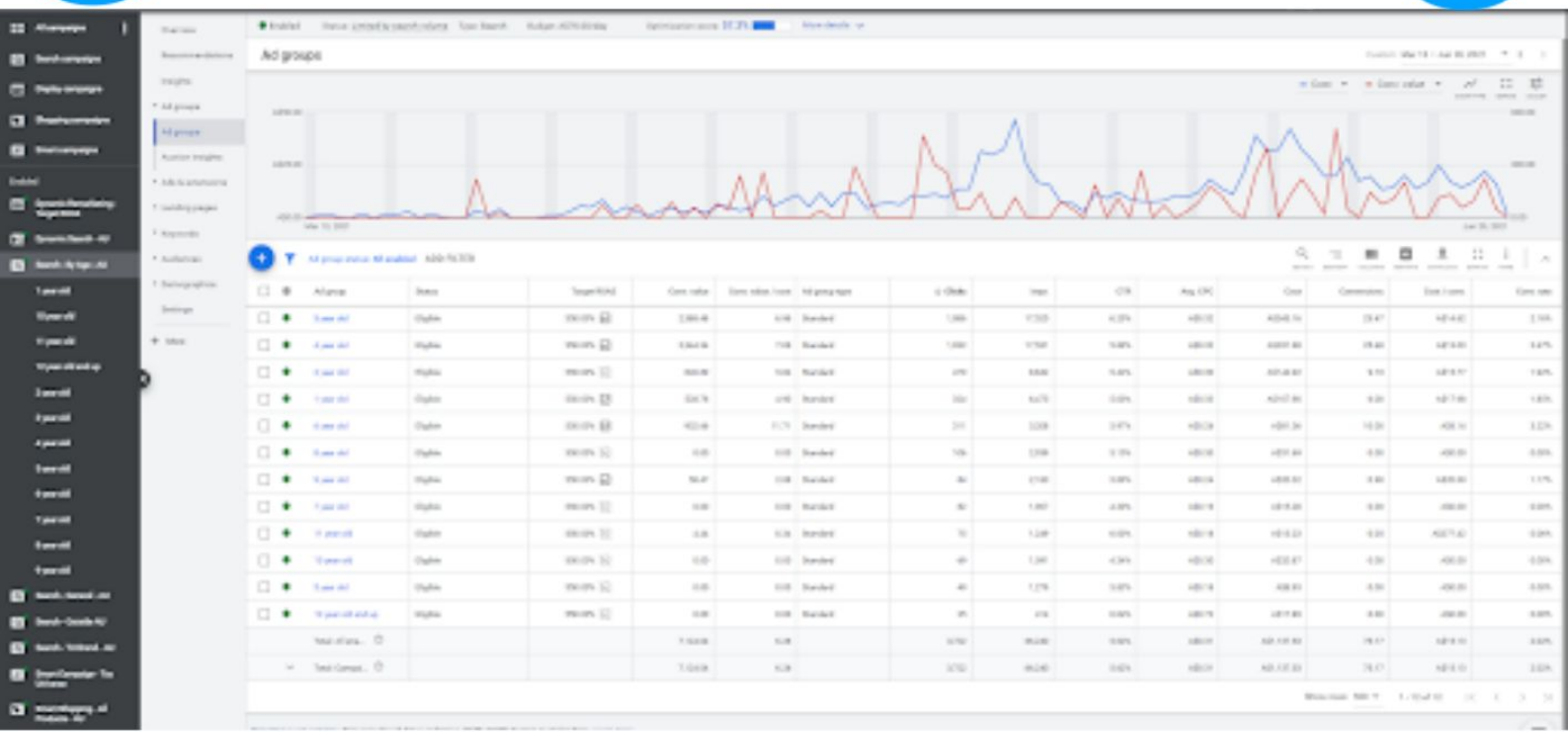
BACKGROUND

An E-commerce store selling Children's Toys. This is an account taken over in February 2021. Multiple campaigns being run together- organically. They weren't converting enough and ROAS was very low.

WHAT WE DID

Went in and started a campaign from day 1 and managed it for 2 months. New Ad groups, new ads and all new Keywords relevant to their industry.



RESULTS

After the first two weeks., ROAS increased to 6:1 and after first month they reached 7:1 ROAS