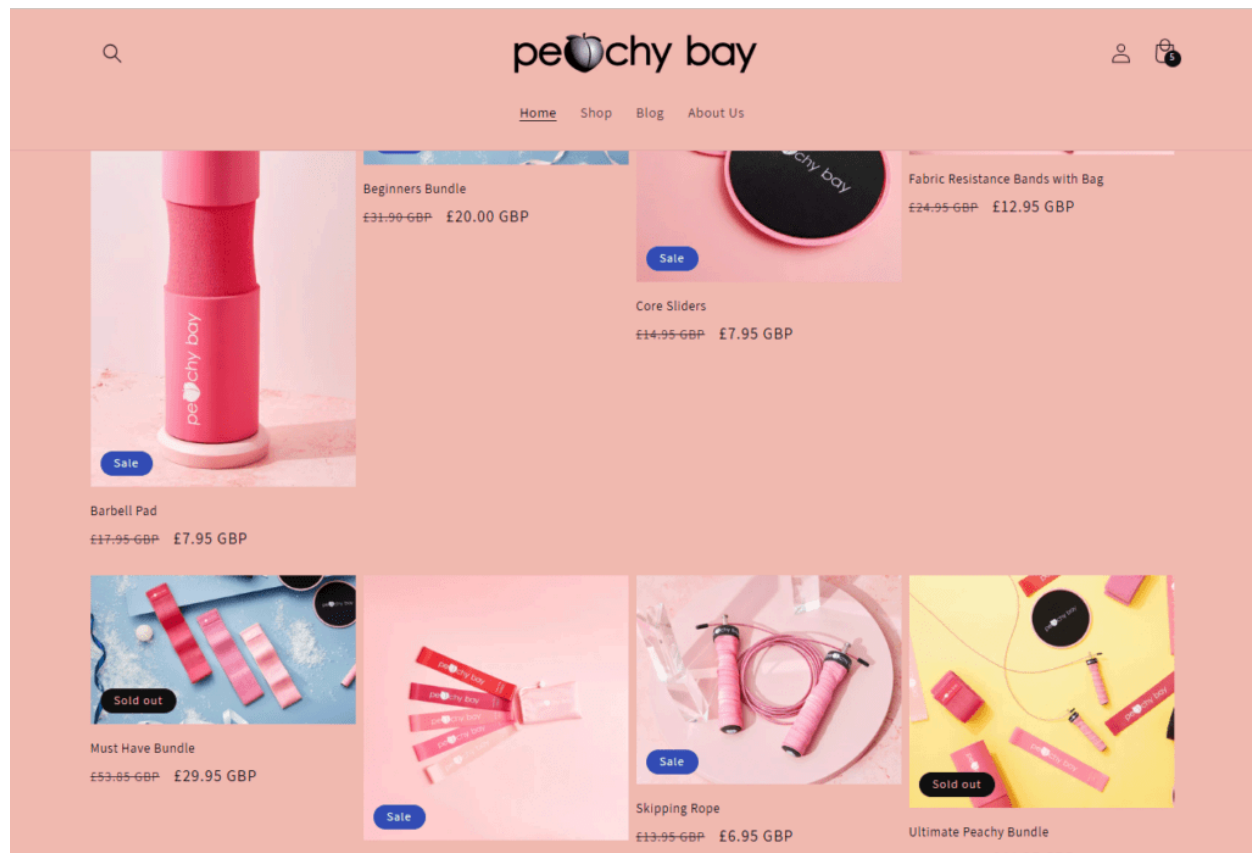


## Case Study: Boosting Sales for Ecommerce Peachy Bay through Google Ads

**Introduction** Peachy Bay, a fitness brand specializing in glute-focused workout accessories, partnered with us to drive consistent daily sales through Google Ads. By implementing a targeted advertising strategy, Peachy Bay achieved a sales volume of 5-10 orders per day, with an average order value of \$60-\$100. This case study outlines the approach, execution, and results of the 30-day campaign.



### Campaign Goals

1. Increase daily sales volume.
2. Maintain a cost-effective return on ad spend (ROAS).
3. Build brand awareness and attract new customers.

### Initial Challenges

- **Competitive Niche:** Fitness products, especially resistance bands and workout accessories, face stiff competition from larger brands.

- **Budget Constraints:** Ensuring a profitable campaign within a limited budget.
- **Target Audience Segmentation:** Identifying and reaching the ideal audience interested in glute-specific workout gear.

Orders Export More actions Create order

Today Orders 0 100% Items ordered 0 100% Returns £0 — Orders fulfilled 0 —

All Unfulfilled Unpaid Open Archived + Q ☰ ↕

<input type="checkbox"/>	Order	Date	Customer	Channel	Total	Payment status	Fulfillment status
<input type="checkbox"/>	#3695	Yesterday at 10:37 pm	Kirsty Macarthur	Online Store	£9.94	Paid	Unfulfilled
<input type="checkbox"/>	#3694	Yesterday at 10:27 pm	Chloe Burtenshaw	Online Store	£9.94	Paid	Unfulfilled
<input type="checkbox"/>	#3693	Yesterday at 6:19 pm	Coral Quayle	Online Store	£10.87	Paid	Unfulfilled
<input type="checkbox"/>	#3692	Yesterday at 3:30 pm	Laura Cooper	Online Store	£18.82	Paid	Unfulfilled
<input type="checkbox"/>	#3691	Yesterday at 9:50 am	Kaitlin James	Online Store	£17.82	Paid	Fulfilled
<input type="checkbox"/>	#3690	Yesterday at 7:48 am	Mrs Judit Etherington	Online Store	£10.94	Paid	Fulfilled
<input type="checkbox"/>	#3689	Thursday at 08:52 pm	Lucy Conn	Online Store	£14.39	Paid	Fulfilled
<input type="checkbox"/>	#3688	Thursday at 04:07 pm	Lydia Marsh	Online Store	£22.99	Paid	Fulfilled
<input type="checkbox"/>	#3687	Thursday at 02:56 pm	Bethany Wigley	Online Store	£9.94	Paid	Fulfilled
<input type="checkbox"/>	#3686	Thursday at 06:36 am	Rhian Mcsheen	Online Store	£14.39	Paid	Fulfilled
<input type="checkbox"/>	#3685	Wednesday at 11:42 pm	Tuula Marriott-Smith	Online Store	£14.39	Paid	Fulfilled
<input type="checkbox"/>	#3684	Wednesday at 10:54 pm	Sofiya Kuzniatsova	Online Store	£14.39	Paid	Fulfilled
<input type="checkbox"/>	#3683	Wednesday at 08:46 pm	Clare Kavanagh	Online Store	£14.39	Paid	Fulfilled
<input type="checkbox"/>	#3682	Wednesday at 02:14 pm	Victoria Friley	Online Store	£10.87	Paid	Fulfilled
<input type="checkbox"/>	#3681	Wednesday at 01:03 pm	Nyah Kane	Online Store	£14.39	Paid	Fulfilled
<input type="checkbox"/>	#3680	Wednesday at 11:56 am	Camilla Smith	Online Store	£10.87	Paid	Fulfilled

## Strategy and Execution

### 1. Keyword Research and Selection

- Conducted extensive keyword research to identify high-intent search terms such as:
  - “Buy resistance bands,”
  - “Best glute workout accessories,”
  - “Fabric resistance bands with bag.”

- Focused on a mix of long-tail keywords and broad match modifiers to balance reach and relevance.

## **2. Ad Copy Creation**

- Crafted compelling ad copy emphasizing Peachy Bay's unique selling points:
  - High-quality, durable workout products.
  - Tailored solutions for glute-focused training.
  - Discounts on bundles and beginner-friendly kits.
- Included clear CTAs like "Shop Now," "Get Yours Today," and "Limited Time Offer."

## **3. Campaign Structure**

- Created separate ad groups for each product category:
  - Resistance bands.
  - Core sliders.
  - Skipping ropes.
  - Bundled packages.
- Implemented both search and shopping ads to maximize visibility.
- Utilized dynamic remarketing ads to re-engage previous website visitors.

## **4. Targeting and Audience Segmentation**

- Defined a target audience based on demographic and behavioral data:
  - Age: 18-34 (primary fitness enthusiasts).
  - Gender: 70% female, 30% male.
  - Interests: Fitness, home workouts, body sculpting.
- Geo-targeting: Focused on regions with high purchasing power, including the UK and nearby European countries.

## 5. Budget Allocation and Bidding Strategy

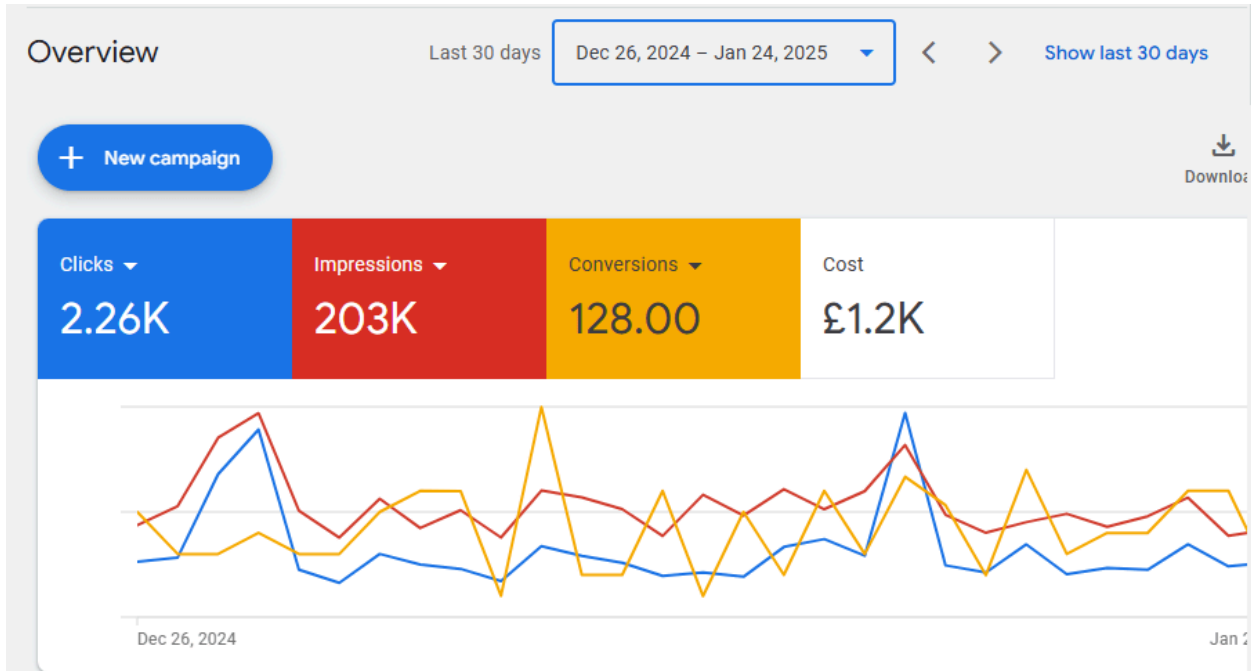
- Daily budget: \$100.
- Bidding strategy: Target ROAS to optimize for conversions.
- Allocated 60% of the budget to high-performing products (resistance bands and barbell pads).

## 6. Landing Page Optimization

- Updated product pages with:
  - Clear product descriptions and high-quality images.
  - Customer reviews and social proof.
  - Simple, fast checkout process.

## 7. Performance Monitoring and Optimization

- Tracked KPIs including CTR, conversion rate, and ROAS.
- Weekly adjustments:
  - Paused underperforming keywords.
  - Increased bids on top-performing search terms.
  - Refined ad copy based on A/B testing results.



## Results After 30 Days

### 1. Sales Performance

- Daily sales: 5-10 orders.
- Total sales volume: 190 orders.
- Average order value per day: \$65.
- Total revenue: \$2,150.

### 2. Ad Spend and ROAS

- Total ad spend: \$1,000.
- Return on ad spend (ROAS): 2.2x.

### 3. Website Traffic

- 2,800 new website visitors.
- Bounce rate: 45% (improved from 55%).
- Average session duration: 2 minutes 30 seconds.

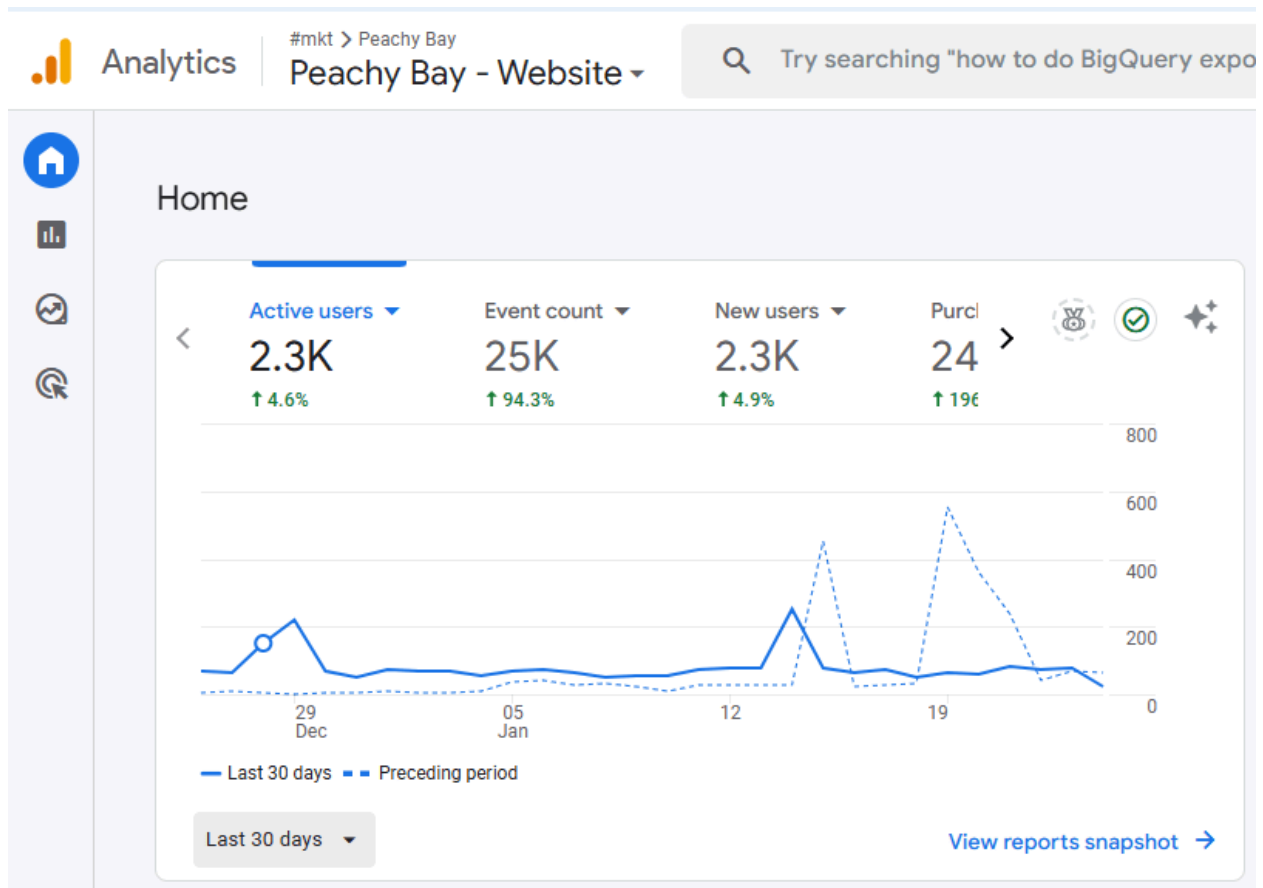
### 4. Customer Insights

- High engagement with bundle offers.

- Positive feedback on ad relevance and product quality.
- Repeat customers accounted for 15% of sales.

### Key Takeaways

1. **Importance of Keyword Targeting:** Precise keyword research and targeting drove qualified traffic to the website.
2. **Effective Ad Copy:** Highlighting Peachy Bay's unique features resonated with the audience.
3. **Dynamic Remarketing:** Re-engaging visitors boosted conversion rates.
4. **Data-Driven Adjustments:** Weekly optimizations ensured continuous improvement in performance.



**Conclusion** The 30-day Google Ads campaign successfully positioned Peachy Bay as a go-to brand for fitness enthusiasts. By driving consistent daily sales and achieving a solid ROAS, the campaign demonstrated the potential of strategic advertising in a

competitive market. With further refinement and scaling, Peachy Bay can continue to grow its customer base and revenue through paid search efforts.

**Contact:**

First Name

Last Name

Email

Message

Submit

The form has been submitted successfully!

There has been some error while submitting the form. Please verify all form fields again.