Rebuilding Google Shopping around sales

Google Ads · UK fashion retailer

THE CHALLENGE

The retailer had overlapping campaigns and return on ad spend below 2×.

THE WORK

We restructured Shopping campaigns, introduced Performance Max and compared Google Ads conversion reporting with the retailer’s ecommerce revenue records.

REPORTED CAMPAIGN RESULTS

250%	68%	3.2×
Increase in reported ROAS	Lower reported cost per acquisition	Reported revenue growth

HOW TO READ THE FIGURES

Spires Digital group case study. Figures compare trading periods following the restructure. Seasonality, promotions, demand and spend can influence the comparison. Exact dates are confidential.