

Hardware Store - Case Study

Service: Hardware

Goal: High ROI

I got this client in January. They were already running ads, but their ROAS was extremely low, considering their ad spend, they were not seeing good results. I conducted a full audit of their account and provided a detailed report with my recommendations. After reviewing my audit, they decided to hand over the account to me.

I restructured the entire account. Since this client had a healthy budget, I created multiple shopping campaigns with separate ad groups for mobile and desktop. As they sell high end products, I leveraged my experience, knowing that desktop users tend to make higher quality purchases. While sales came from mobile, desktop conversions were of higher value, so I allocated a higher bid for desktop traffic, which significantly improved results.

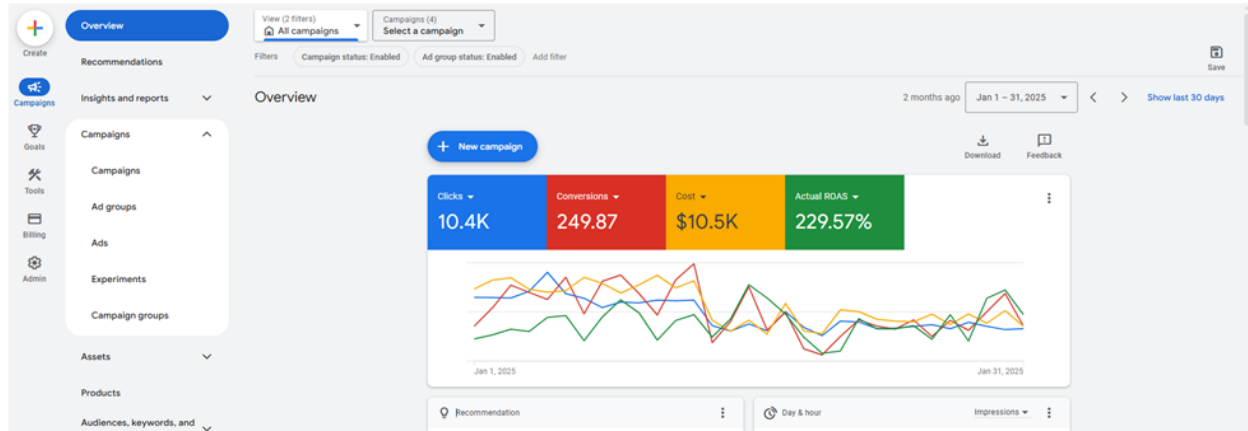
Before launching the campaigns, I identified major issues in their Merchant feed their products were poorly categorized, and no labels were added. I optimized the entire feed from scratch, ensuring better segmentation.

Also, I found that tracking was incorrectly set up, they were tracking checkout initiations as primary conversions instead of actual purchases, which was misleading. I properly configured tracking using GA4, GTM, and Enhanced Conversions directly through Shopify. I set direct purchases as the primary goal and other purchase goals as secondary as a backup.

This complete restructuring improved their ROAS and overall ad performance significantly

January

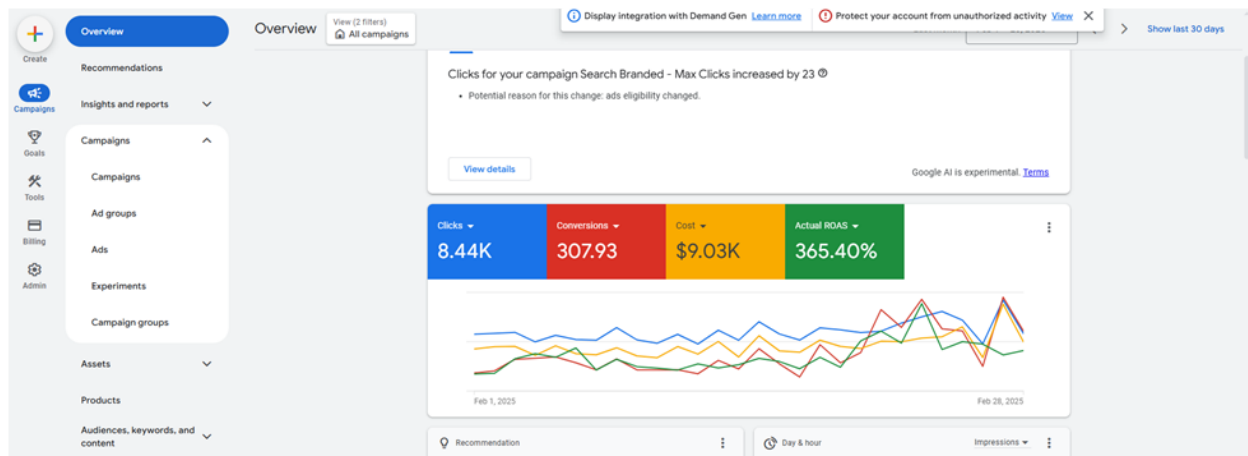
Click	10.4k
Cost	\$10.5k
Conversions	249.87
ROAS	229.57%



February

After implementing all the changes, performance improved in February. We generated more conversions while slightly reducing the cost per conversion. As a result, the ROAS also increased, delivering better returns on ad spend

Click	8.44k
Cost	\$9.03k
Conversions	307.93
ROAS	365.40%



March

In March, we are still getting conversions, but the TROAS is currently at 326%, which is lower than expected. The performance decline was due to an issue where the purchase page was not working for 3–4 days, and neither I nor the dev team initially noticed it.

I discovered the issue after analyzing the data, cart additions and checkouts had increased, but sales suddenly stopped. After checking Google Analytics, I found that users were bouncing from the checkout page due to a broken order confirmation page. Once we fixed this, performance stabilized.

Overall, since I took over this account, campaign performance has consistently improved and continues to get better day by day.

Click	7.35k
Cost	\$8.76k
Conversions	258.20
ROAS	326.75%

