

## E-COMMERCE:SKIN CARE

# COMPANY CASE STUDY



- 23 Employees | U.S. focused
- \$4.2M annual revenue | Budget: \$9k-12k
- Google Ads Performance Max: Online sales

**2.7x's MORE Sales in just 2 weeks**

### Overview

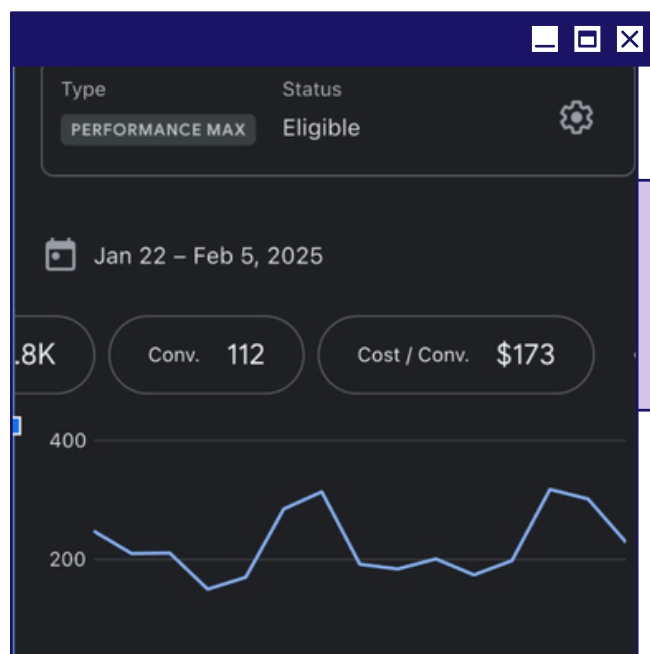
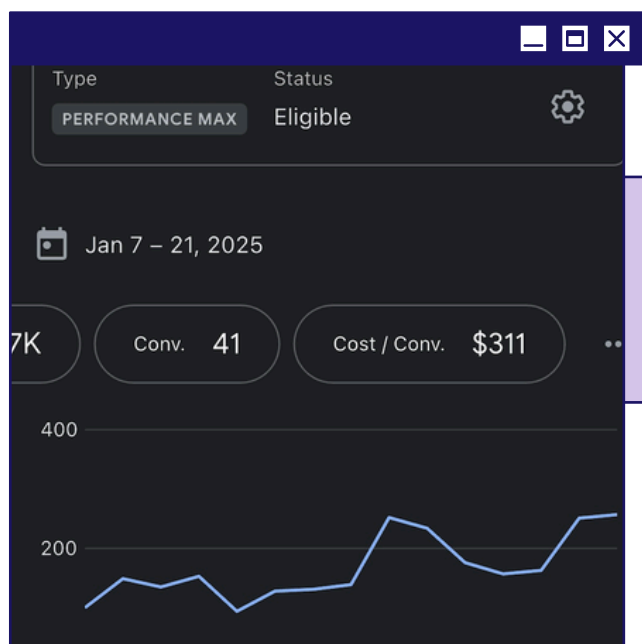
The brand's existing Performance Max campaign was underperforming with high CPAs and inconsistent purchase volume.

They had mixed creative, no audience signals, and no product feed segmentation - so Google was basically guessing what to show and to whom.

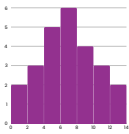
### Objectives

- Increase total online sales of flagship skincare products.
- Lower Cost per Acquisition (CPA) to under \$200.
- Improve ROAS without sacrificing conversion volume.
- Scale PMAx spend.

## Outcome



*"Dii Pooler transformed how we managed our Google Ad campaigns. Our sales more than doubled in just a few weeks, and our CPA dropped fast. Her strategy gave us control & clarity"*



E-COMMERCE:SKIN CARE

# COMPANY CASE STUDY



**2.7x's** MORE Sales in just 2 weeks

## The Strategy

1

Segmented their top 3 product categories into separate PMAX campaigns to control budget by SKU. Created new audience signals using high LTV customers, site visitors, and past purchases.

2

**Rebuilt creative assets** - UGC-style videos, branded static images, and life style imagery for Display + YouTube placements. Updated low performing headlines with new copy. Added final URL expansion exclusions to cut wasted traffic to non-commercial pages.

3

**Synced feed titles** and descriptions with top-searched terms from search console. Added dynamic landing pages to link to their ads.

*"Dii Pooler transformed how we managed our Google Ad campaigns. Our sales more than doubled in just a few weeks, and our CPA dropped fast. Her strategy gave us control & clarity"*