

GOOGLE ADS CASE STUDY (E-COMMERCE)

PERFORMANCE MAX THAT SCALED PROFITABLY

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Campaign Overview

- Performance Max for an E-commerce store
- Goal: Scale sales while cutting costs

The Challenge

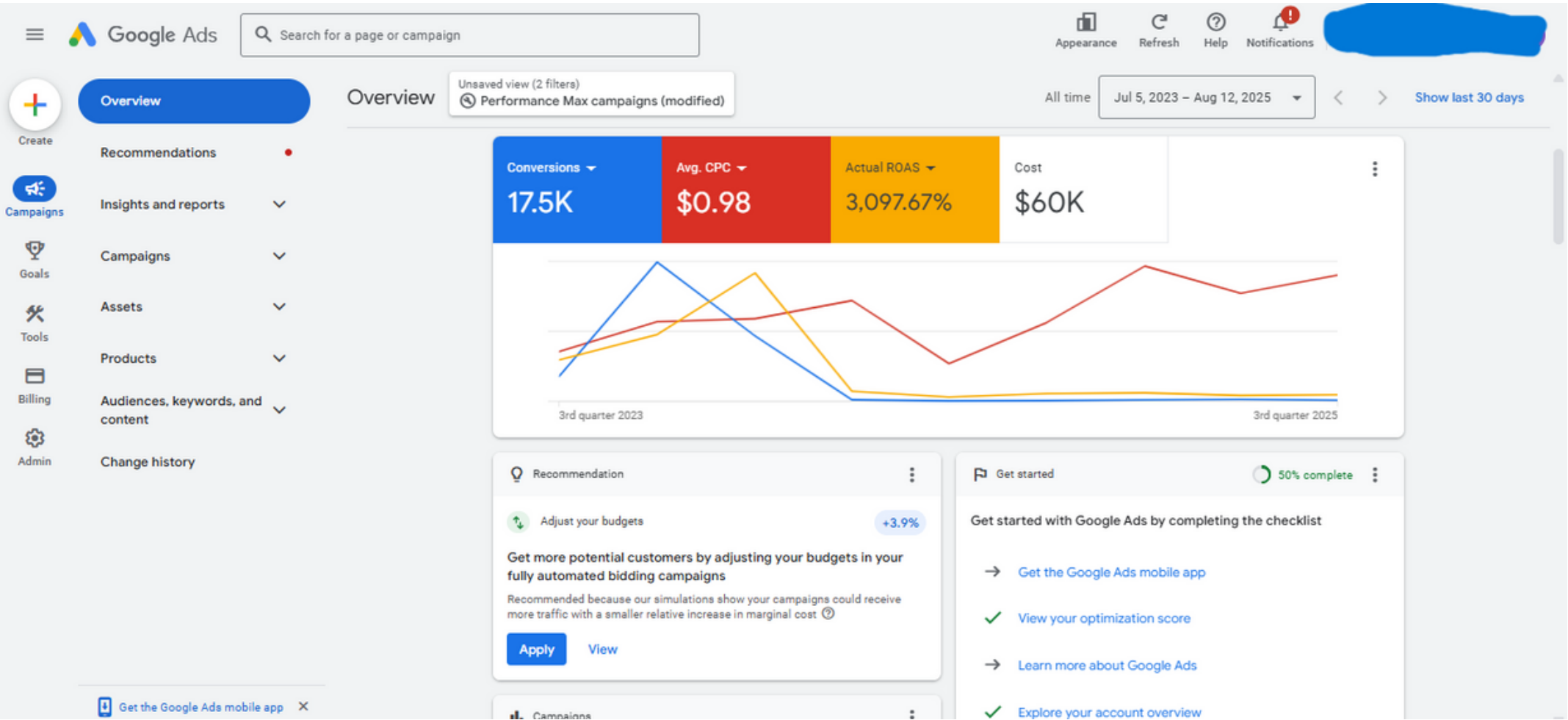
- Low ROAS in past campaigns
- Limited ad creatives
- Weak audience targeting

**CAMPAIGN
OVERVIEW &
CHALLENGE**



Results

3



17,500 Conversions

\$0.98 Avg CPC

3,097% ROAS

\$60,000 Ad Spend



Audit



Creatives



Targeting



Optimization



Tracking

My Approach

- Deep campaign audit
- New asset groups by product category
- Geo & audience targeting
- Optimized bidding + daily monitoring
- Enhanced conversion tracking

This campaign proved that with structured setup + asset diversity + optimization, E-commerce brands can grow profitably

Want similar results?

jawadsultanmarth@gmail.com  Free Audit

