

Case Study

BOB'S (Google Ads) WATCHES

1 About Bob's Watches...

Bob's Watches sells used luxury watches such as Rolex, Omega, Oris, Longines, and more. All watches are certified original.

Located in the USA, they ship nationwide.

We started working with them in March 2023.

2 Problem

When they reached out to us, they had one objective in mind: to increase performance. They wanted a higher ROAS, more sales, and more revenue while maintaining the same budget.

3 Strategy

We removed search and display networks from Pmax campaigns because the ad headlines and descriptions weren't matching the specific product. We shifted budgets to accommodate campaign performance. We also created separate search campaigns focused on exact long-tail keywords to ensure the traffic was better qualified. Finally, we did significant negative keyword work to exclude other brands, general terms, and informational terms.

4 Results



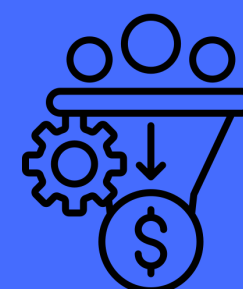
ROAS
Increased by
210%

Spend
Maintained steady
Only increasing by
0.83%



Revenue
Increased by
211%

Purchases
Increased by
306%



*Compared to the same time period from the year before (March 2021 - March 2022 Vs March 2023 - March 2024)

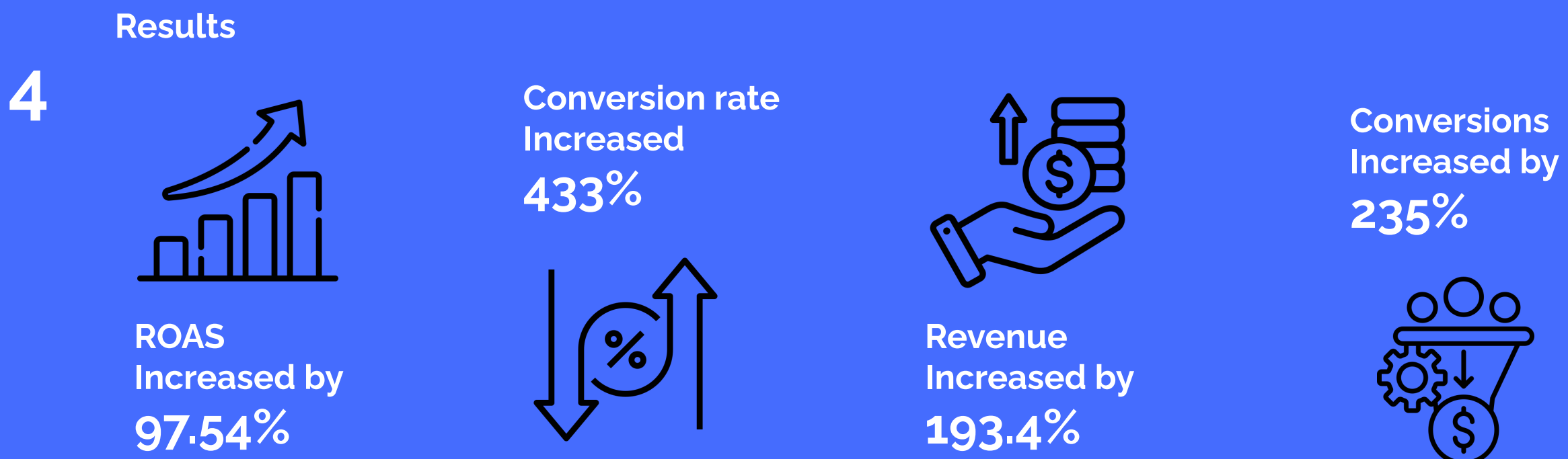
Case Study

BOB'S (Microsoft Ads) WATCHES

1 About Bob's Watches...
Bob's Watches sells used luxury watches such as Rolex, Omega, Oris, Longines, and more. All watches are certified original.
Located in the USA, they ship nationwide.
We started working with them in March 2023.

2 Problem
When they reached out to us, they had one objective in mind: to increase performance. They wanted a higher ROAS, more sales, and more revenue.

3 Strategy
We updated the strategy to focus on exact long-tail keywords to ensure the traffic was better qualified in search campaigns. We did significant negative keyword work to exclude other brands, general terms, and informational terms. We began to increase budgets as we saw better performance.



*Compared to the same time period from the year before (March 2022 - Feb 2023 Vs March 2023 - Feb 2024)