

Google Ads

CASE STUDY

Carlo's Bakery

Targeting: USA

Goal: E-commerce Sales





| About Carlo's Bakery

[Carlo's bakery](#), featured on the TLC television series - Cake Boss, is known for Delicious Cakes, Pastries, Desserts, and Cookies. They sell their products nationwide – California | Connecticut | Florida | Minnesota | New Jersey | New York | Nevada | Pennsylvania | Texas. Customers can order cakes, pastries, slices, cookies & more for their special occasions like Weddings, Birthdays, Housewarmings, Anniversaries, and more.

*What did they achieve in just **3 months**?*



| Campaign Goal

- The primary goal of the project was to increase the number of order but at a minimum cost which will improve the overall ROI. Motive was to emphasize more on Famous Rainbow Cake, Pastry and Other Cakes & Cookies.
- To increase ad visibility & engage with highly relevant searchers.

| Project Execution

- Initially, we chose a search campaign to target audiences looking to order cakes online. We tested the top relevant keywords & the most visited product category - birthday cakes, anniversary cakes, customized cakes & more.
- We are running the “Performance Max Campaign” as these campaigns are working very well these days. So to dynamically remarket the Past Buyer we have created the Performance Max Campaign.



- We have also created a “Smart Shopping Campaign” to effectively expand Carlo's reach. While standard Google Shopping campaigns are limited to the Google Search Network, Smart Shopping reaches customers across the Google Display Network, YouTube, and Gmail, as well, thereby dramatically increasing the number of ad placement opportunities.
- We covered all the festivals, events & days to maximize all opportunities to convert potential customers. We created separate Campaigns for Christmas, New Year’s & Valentine’s.
- We optimized the campaigns on the micro-level in order to reduce the cost & get more conversions.

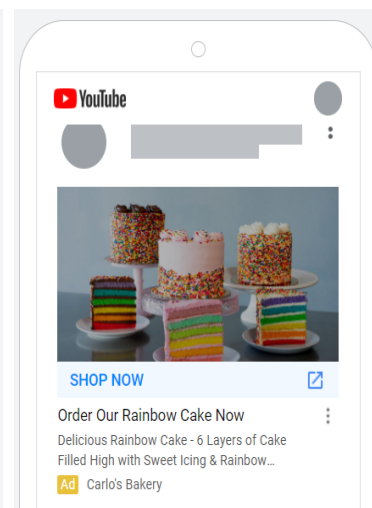
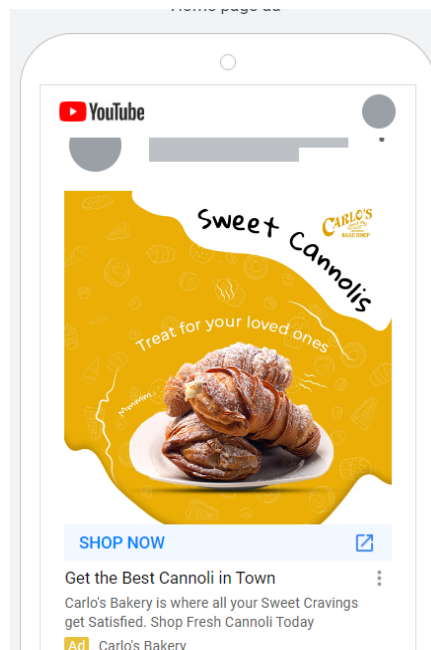
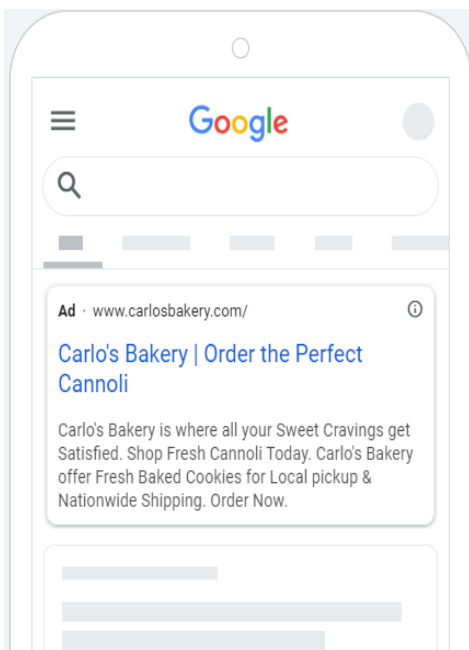
| Success Factor

With increased reach resulted in increased brand awareness, exposing new audiences to Carlo's brand & driving an improvement in top-of-funnel traffic. This will help in re-engagement & converting new visitors.

Monthly Performance Stats: November 2022 to January 2023

Month ↑	Conversions ▼	Avg. CPC ▼	Conv. value / cost ▼	Cost ▼	Cost / conv. ▼	Conv. value ▼
November 2022	900.61	US\$0.45	3.60	US\$23,765.76	US\$26.39	85,591.03
December 2022	1,732.80	US\$0.44	5.84	US\$27,248.57	US\$15.73	159,176.39
January 2023	839.57	US\$0.38	3.14	US\$23,626.52	US\$28.14	74,108.75
Total	3,472.98	US\$0.42	4.27	US\$74,640.85	US\$21.49	318,876.17

Performance Max Ad





Search Campaign Performance

Campaign	Budget	Bid strategy type	Status	Campaign type	Clicks	CTR	↓ Conversions	Cost / conv.	Conv. value / cost	Conv. rate	Conv. value	Avg. CPC	Cost
Carlos - Cakes - Smart Search - ST	\$500.00/day \$15,200.00...	Maximize clicks	Eligible	Smart	58,047	14.11%	1,690.68	\$6.67	11.64	2.91%	131,270.83	\$0.19	\$11,273...
Carlo's Bakery Brand - Search - ST	\$300.00/...	Maximize conversions (Target CPA)	Pause	Search	74,021	17.59%	694.61	\$51.87	1.42	0.94%	51,021.61	\$0.49	\$36,031...

Monthly Performance Reports

January 2023 performance report:

https://drive.google.com/file/d/1-hGWiTKRZaL_jefMfigE3sgem32Q8kx_/view?usp=share_link

December 2022 performance report:

https://drive.google.com/file/d/1-i8WMqGTdmGJk-vfF2_kML6fpLTFdNAB/view?usp=share_link

November 2022 performance report:

https://drive.google.com/file/d/1-rH1fbUuvARjqlL6fPlrSvU-s9JsmBPT/view?usp=share_link