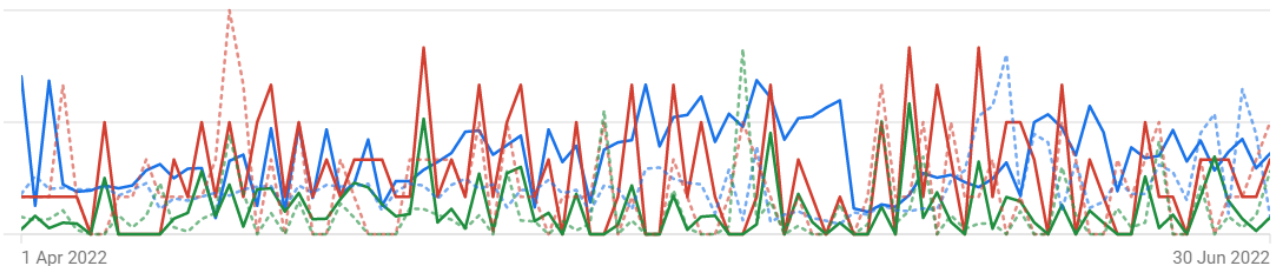


**babysoy** Sustainable & Comfy clothing  
 made with azlon from SOY


INDUSTRY	WEBSITE	CAMPAIGN
eCommerce	www.babysoyusa.com/	Smart Search, Shopping & Performance Max
OBJECTIVE	Sales - Increase sales of all their products (Baby Clothes & Accessories)	

Clicks ▾ <b>12.7K</b> ↑ 4.85K	Conversions ▾ <b>143.00</b> ↑ 31.00	Cost / conv. <b>\$44.61</b> ↓ \$1.30	Conv. value / cost ▾ <b>1.06</b> ↑ 0.23
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### Comparison Stats

— April 2022 to June 2022 — | ..... Jan 2022 to March 2022.....

Month ▾	Clicks ▾	Conversions ▾	Impr. (Top) % ▾	Avg. CPC ▾	Search impr. share ▾	Cost ▾	Cost / conv. ▾
June 2022	3,841	51.00	86.78%	US\$0.59	< 10%	US\$2,264.28	US\$44.40
May 2022	5,461	45.00	81.81%	US\$0.40	16.42%	US\$2,196.87	US\$48.82
April 2022	3,396	47.00	79.87%	US\$0.56	10.79%	US\$1,917.89	US\$40.81
March 2022	3,397	40.00	78.54%	US\$0.55	10.86%	US\$1,860.16	US\$46.50
February 2022	1,995	28.00	91.73%	US\$0.60	< 10%	US\$1,192.85	US\$42.60
January 2022	2,386	43.00	89.89%	US\$0.86	< 10%	US\$2,041.48	US\$47.48
<b>Total</b>	<b>20,476</b>	<b>254.00</b>	<b>86.52%</b>	<b>US\$0.56</b>	<b>&lt; 10%</b>	<b>US\$11,473.54</b>	<b>US\$45.17</b>



## | About Baby Soy

Babysoy is the first company to use azlon from soy fiber to make baby clothes. Babysoy's Baby and Tots line is not only eco-friendly but also cute and comfortable. Babysoy was founded in 2001 by two childhood friends who wanted to provide fellow parents with an affordable, high-quality layette line made of sustainable fabrics. Each piece is designed with an appreciation of our mother nature in mind.

### Campaign Performance Overview - April 2022 - June 2022

Campaign ▾	Impr. ▾	↓ Clicks ▾	CTR ▾	Avg. CPC ▾	Conversions ▾	Conv. value ▾
Branded - Organic + Eco-Friendly	576,349	9,044	1.57%	US\$0.30	62.00	3,363.08
Babysoy - Standard Shopping - Other Products - ST	358,046	2,319	0.65%	US\$0.98	51.00	2,113.74
Standard Shopping - Summer Essentials	92,514	616	0.67%	US\$1.06	21.00	982.08
Standard Shopping - Deals & Discounts - ST	84,911	524	0.62%	US\$1.00	8.00	268.69
Baby Socks Standard Shopping	21,621	145	0.67%	US\$1.13	1.00	4.00
Deals and Discounts - Performance Max - ST	5,455	33	0.60%	US\$1.46	0.00	0.00
<b>Total</b>	<b>1,141,087</b>	<b>12,698</b>	<b>1.11%</b>	<b>US\$0.50</b>	<b>143.00</b>	<b>6,731.59</b>

### Best Performing Shopping Ads

Ad ▾	Campaign ▾	Impr. ▾	Clicks ▾	CTR ▾	Avg. CPC ▾	↓ Conversions ▾	Conv. value ▾
Shopping Ad	Babysoy - Standard Shopping - Other Products - ST	154,320	1,237	0.80%	US\$0.96	28.00	1,277.65
Shopping Ad	Standard Shopping - Summer Essentials	92,514	616	0.67%	US\$1.06	21.00	982.08
Shopping Ad	Babysoy - Standard Shopping - Other Products - ST	126,564	641	0.51%	US\$1.16	11.00	381.29
Shopping Ad	Standard Shopping - Deals & Discounts - ST	84,911	524	0.62%	US\$1.00	8.00	268.69
Shopping Ad	Babysoy - Standard Shopping - Other Products - ST	34,741	208	0.60%	US\$0.86	6.00	241.90



## | Services, Solutions & Outcome

The client's primary goal was to generate a good number of sales at a minimum cost. As our client's goal was to get sales, we decided on a strategy that would help them sell more of their products at a low cost. We created Standard Shopping based on their product categories.

Through the Shopping campaign, we started to receive a good amount of relevant traffic & which helped us to get product sales. Later, we created a Smart Search Campaign to run banner ads with keyword targeting. We added detailed text ads to make it informative for the parents & with some major optimization, we achieved our expected results.

As we conduct weekly/monthly strategy sessions with our team of experts. We analyzed Babysoy website & found that there are some seasonal offers that we can include. So we created a separate standard shopping campaign & advertised only selected seasonal offers while excluding all other products. This help increases overall sales.

Further, We have added our client's domain to Clickcease. Google's advertising platform allows us to run customer acquisition campaigns all over the web, but it's not without risk. If too many of your real users are clicking on our ads, then you can end up wasting money on fake clicks & lift. So this will be about using our experience to help you save time, energy, & money with Clickcease which detects click fraud automatically.

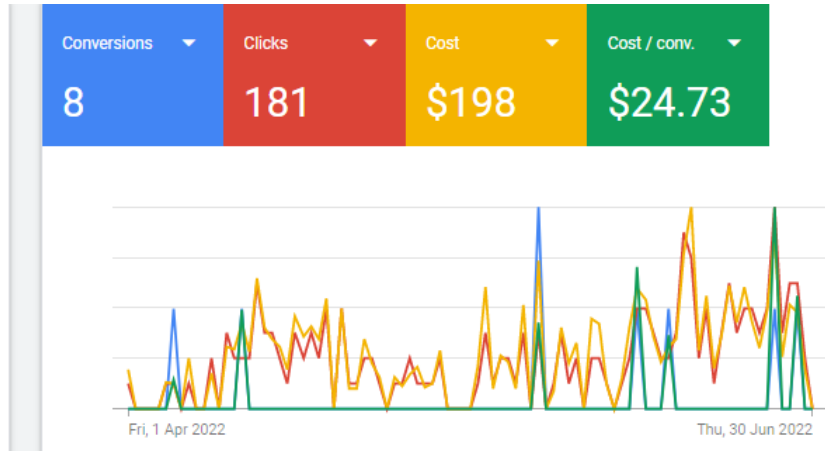
Including all those major campaign creations we have done some basic setting changes in our campaigns so it was quite handy to control the campaign reach & get traffic through the core & convert audience segments. To keep the campaign stable & give us enough exposure to see how the ads are performing, we made some basic bid adjustments. We reduced bids for underperforming metrics & increased bids for converting metrics so that we can get more performance.



### Top 3 Shopping Ads

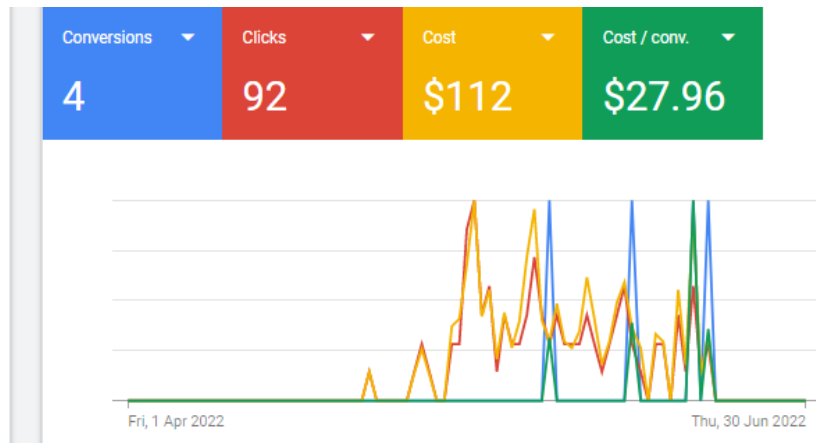
Preview ⓘ

Babysoy Pattern Long Sleeve...  
US\$36.00  
Babysoy



Preview ⓘ

Pattern Tank Walker Sleep...  
US\$28.00  
Babysoy



Preview ⓘ

Clouds Snaps Gown/Sleeper...  
US\$20.00  
Babysoy

