

## **Industry:**

Moving Equipment & Packing Supplies

## **Service:**

Moving Boxes, Packing Supplies, and Equipment

## **Location:**

United States



## **About Client**

The client is a leading U.S.-based e-commerce brand that provides high-quality moving equipment and packing supplies — from boxes and bubble wraps to hand trucks and storage essentials. Their products cater to both individual customers planning home relocations and small businesses managing logistics.

Despite having a steady customer base, the brand was struggling with declining performance due to inefficient campaign setup and growing competition from industry giants like Amazon and Walmart. They wanted to scale online sales profitably while improving tracking accuracy and conversion efficiency across channels.

## Goals & Challenges

- Improve tracking accuracy and fix double-counted conversions
- Optimize product feed for better visibility in Google Merchant Center
- Reverse declining ROAS and stabilize performance
- Enhance website conversion rate (CRO) through better user experience
- Compete efficiently in a high-cost auction space against major retailers

## Solution & Strategic Adjustments:

- We started by restructuring Google Ad accounts for data accuracy and scalability. Server-side tracking was implemented to eliminate conversion duplication, and the product feed was optimized with correct SKUs and categories.
- On Google, we launched product-based campaigns using Performance Max for full-funnel reach, while on Awareness Campaigns, we focused on visual storytelling and remarketing audiences. Parallel CRO adjustments improved user journey and checkout flow.
- Together, these actions increased conversion accuracy, improved campaign efficiency, and lifted ROAS from 2.1x to 4.3x, helping the brand regain profitability in a competitive market.

# Google ads ( July 2024 - October 24 )

Google Ads interface showing a table of campaign performance metrics for July 2024 to October 24, 2024. The table includes columns for Cost, Purchases, Conversion value, Conversion value (current model, by conv. time), Conversion value / cost, Conversion Value (by time) / Cost, Conversion rate, Cost / conversion, Phone calls, and Purchases conversion. The 'Total: Account' row shows a total cost of \$28,617.59, 437.30 purchases, and a total conversion value of 203,631.29, with a conversion rate of 7.12%.

	Cost	Purcha:	↓ Conv. value	Conv. value (current model, by conv. time)	Conv. value / cost	Conv Value (by time) / Cost	Conv. rate	Cost / conv.	Phone calls	Purcha: conversion	Optim
Drafts in progress: 2											
	\$12,208.28	267.61	124,831.94	125,756.65	10.23	10.30	2.33%	\$45.62	117	267.61	
	\$3,882.53	47.00	39,382.63	39,863.48	10.14	10.27	2.54%	\$82.61	30	47.00	
Total: All enabled campaigns...	\$16,090.81	314.61	164,214.57	165,620.13	10.21	10.29	2.36%	\$51.15	147	314.61	
Total: Account	\$28,617.59	437.30	203,631.29	203,858.23	7.12	7.12	1.94%	\$65.44	164	437.30	

# Google ads ( November 2024 - February 25 )

	Cost	Purcha:	↓ Conv. value	Conv. value (current model, by conv. time)	Conv. value / cost	Conv Value (by time) / Cost	Conv. rate	Cost / conv.	Phone calls	Purcha: conversion	Optim
Drafts in progress: 2											
	\$10,738.71	215.69	129,459.69	119,130.29	12.06	11.09	2.09%	\$49.79	117	215.69	
	\$2,649.41	34.04	33,428.85	21,609.85	12.62	8.16	3.06%	\$77.84	21	34.04	
Total: All enabled campaigns...	\$13,388.12	249.73	162,888.53	140,740.14	12.17	10.51	2.19%	\$53.61	138	249.73	
Total: Account	\$22,234.19	347.81	198,208.91	177,105.76	8.91	7.97	1.78%	\$63.93	158	347.81	

Comparing July–Oct 2024 to Nov 2024–Feb 2025, both cost and conversion value improved dramatically. Ad spend dropped from \$28,617.59 to \$22,234.19, while sales value stayed high (\$203,631.29 vs \$198,208.91) and ROAS increased from 7.12 to 8.91. These results highlight how strategic optimizations delivered higher returns and greater efficiency, even with reduced budgets.

**Thank**

**You**