

Industry:

Seafood Industry

Service:

Fresh Seafood & Ready-to-Cook Meal Delivery

Location:

United States



About Client

This is a premium online seafood retailer specializing in fresh, sustainably sourced seafood and chef-prepared meals delivered straight to customers' doors. The client approached us with the goal of increasing high-quality direct purchases while maintaining cost-efficiency within their existing monthly advertising budget.

The main challenge was that their campaigns weren't structured to take advantage of seasonal demand, returning customers, or location-based targeting. Creatives were also getting stale, and they didn't have a proper funnel strategy across Google and Meta platforms.

Solution & Strategic Adjustments

To solve this, we started by restructuring both Google and Meta ad accounts from the ground up. On Meta, we built full-funnel campaigns, separating cold audiences from retargeting. We used strong visuals and copy around freshness, delivery speed, and seasonal relevance.

On Google, we focused heavily on search intent- bidding on keywords related to seafood delivery, specific product names like “fresh lobster delivery,” and high-converting geo terms. We also made use of Google Performance Max for retargeting and cross-network visibility.

Improvements Included:

- Regularly update ad creatives with new offers and featured products
- Ran A/B tests on ad copy and visuals to improve click-through rates
- Allocating budget based on product seasonality and high-performing zip codes
- Monitoring ROAS and adjusting bids or targeting weekly to stay efficient

Google ads

The screenshot displays a Google Ads report for 'Campaigns' from Nov 1, 2023, to Jul 31, 2025. The report is sorted by Cost (descending). The total spend is \$592,579.19, resulting in 14,860 conversions and a total conversion value of \$3,227,488.25, yielding a ROAS of 5.45x. The report includes four individual campaign rows: two Performance Max campaigns and one Search campaign.

Campaign	Clicks	↓ Cost	CTR	Campaign type	Conversion	Conversions (by conv. time)	Conv. value	Conv. value / cost	Conv value/ cost (By time)
Total: Campaigns in your current view	1,082,487	\$592,579.19	1.19%		14,860.47	14,872.00	3,227,488.25	5.45	5.45
[Blurred]	518,793	\$231,793.90	1.07%	Performance Max	5,865.98	5,865.98	1,189,169.32	5.13	5.13
[Blurred]	74,304	\$49,526.47	0.88%	Performance Max	1,299.48	1,304.06	304,926.37	6.16	6.19
[Blurred]	16,753	\$42,504.26	32.27%	Search	1,678.32	1,686.56	375,834.45	8.84	8.88
[Blurred]	38,556	\$28,385.04	1.53%	Performance Max	525.61	528.23	144,947.44	5.11	5.13

From November 2023 to July 2025, Google Ads played a key role in driving consistent revenue growth. With a total spend of \$5,92,579.19, the campaigns delivered 14,860 conversions and \$32,27,488.25 in sales value, achieving a strong 5.45x ROAS through a mix of Performance Max, and brand search campaign.

Meta ads

Off/On	Campaign	Amount spent	Attribution setting	Purchases	Purchases conversion...	Purchase ROAS (return on ad...	Cost per result	Results
<input type="checkbox"/>		\$842.97	7-day click or ...	7	\$972.70	1.15	\$120.42	Purchases (Me
<input type="checkbox"/>		\$17,367.75	7-day click or ...	418	\$71,403.40	4.11	\$41.55	Purchases (Me
<input type="checkbox"/>		\$7,836.14	7-day click or ...	591	\$125,933.34	16.07	\$13.33	Website
<input type="checkbox"/>		\$62,020.90	7-day click	1,511	\$292,903.09	4.72	\$41.13	Website
<input type="checkbox"/>		\$814.55	7-day click, 1-...	3	\$1,300.16	1.60	\$271.52	Website
<input type="checkbox"/>		\$253.73	7-day click, 1-...	4	\$506.36	2.00	\$63.43	Website
<input type="checkbox"/>		\$0.00	7-day click or ...	—	\$0.00	—	—	Landing
<input type="checkbox"/>		\$0.00	7-day click or ...	—	\$0.00	—	—	
Results from 282 campaigns ⓘ Excludes deleted items		\$146,358.15 Total Spent	Multiple attrib...	3,883 Total	\$749,474.84 Total	5.12 Average	— Multiple conversions	Multiple c

Between December 2023 and April 2025, Meta campaigns helped boost sales performance across both new and returning customers. With an ad spend of \$1,46,358.15, we generated 3,883 sales and \$7,49,474.84 in conversion value, maintaining a solid 5.12x ROAS through continuous creative testing and retargeting optimization.

Thank

You