MORE THAN SCALING

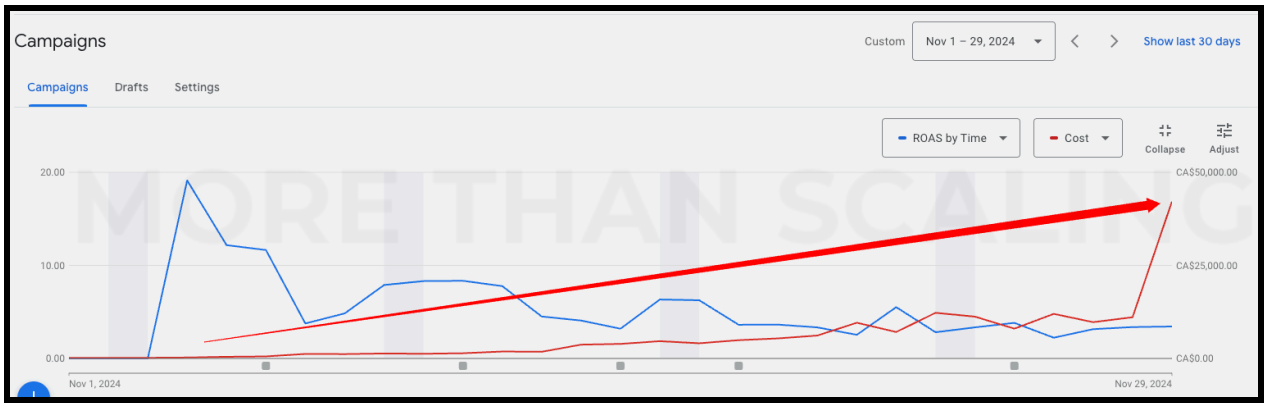


How We Scaled a Automobile Accessory Brand from $0 to $100K/day in 50 Days from PMAX

Our Services

Book A Call With Us





Introduction

In the last week of October, we took over a Google Ads account for a vacuum cleaner brand. This was a new account, and we built it from scratch. The brand sells Mini vacuum cleaners and air dusters, which are useful for cleaning narrow and confined areas like car interiors, laptop keyboards, and other home appliances that cannot be cleaned with other devices. The target location was the USA.

1. Laying the Foundation

To achieve aggressive scaling, we first ensured all foundational elements were in place. Here's what we focused on:

- **Essential Tracking Setup:** Implemented Google Tag Manager, dynamic remarketing tags, enhanced conversions, and other key tracking mechanisms. This allowed us to track and optimize performance effectively, ensuring accurate attributionx and data-driven decision-making.
- **Optimized Google Merchant Center (GMC):** Refined product titles, descriptions, and imagery to align with high-performing keywords. Added all necessary attributes such as GTIN, MPN, and detailed product categories. Ensured shipping and tax information were accurate to avoid disapprovals. This step was critical in setting a strong foundation for Shopping campaigns.

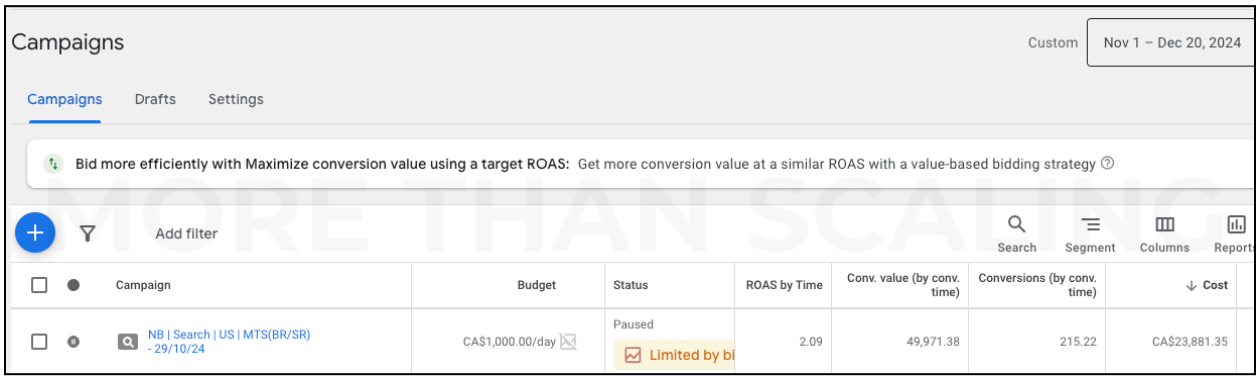
---

2. Building the Strategy to Scale

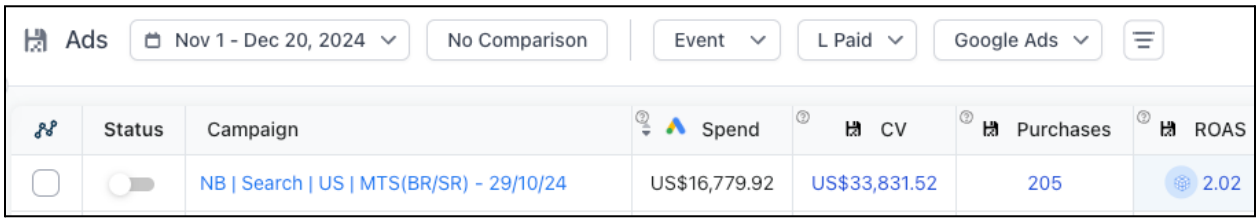
Scaling wasn't random; it was strategic and methodical. Here's how we approached it:

- **Non-Brand Search Campaigns:**
    - Conducted in-depth keyword research using tools like Google Keyword Planner, SEMrush, and competitor analysis.
    - Grouped keywords into tightly themed ad groups to ensure relevance between search queries, ads, and landing pages.
    - Crafted high-converting ad copies by leveraging emotional triggers, USPs, and competitor gap analysis.

    Here is the Non-Brand Search campaign result



MORE THAN SCALING



- **Standard Shopping Campaigns:**
  - Launched after ensuring GMC was optimized and ready.
  - Segmented products into high-priority and low-priority groups to allocate budgets more efficiently.
  - Implemented negative keywords to prevent wasteful spending on irrelevant searches.

- **Branded Campaigns:**
  - Safeguarded brand visibility by launching branded search and shopping campaigns.
  - Monitored impression share and adjusted bids to prevent competitors from siphoning traffic.

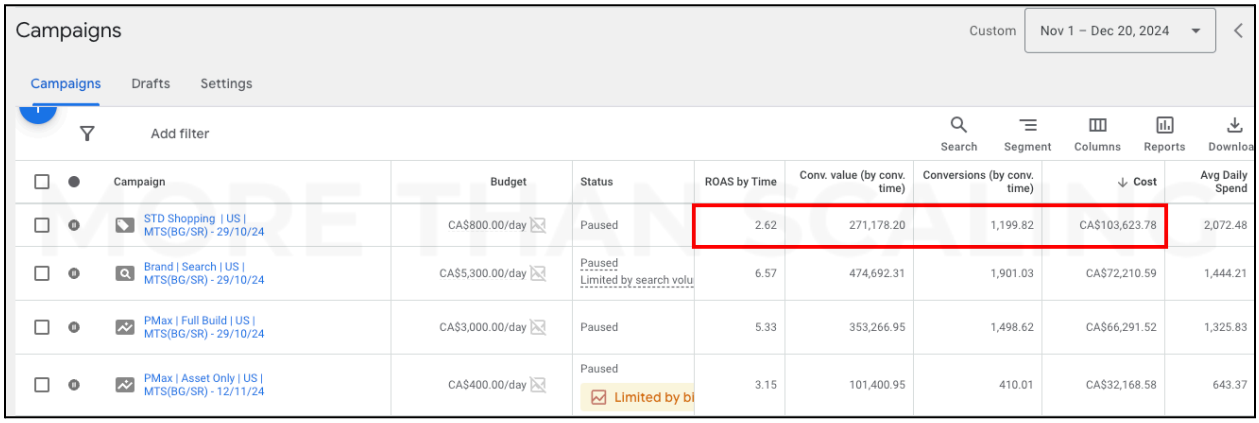
---

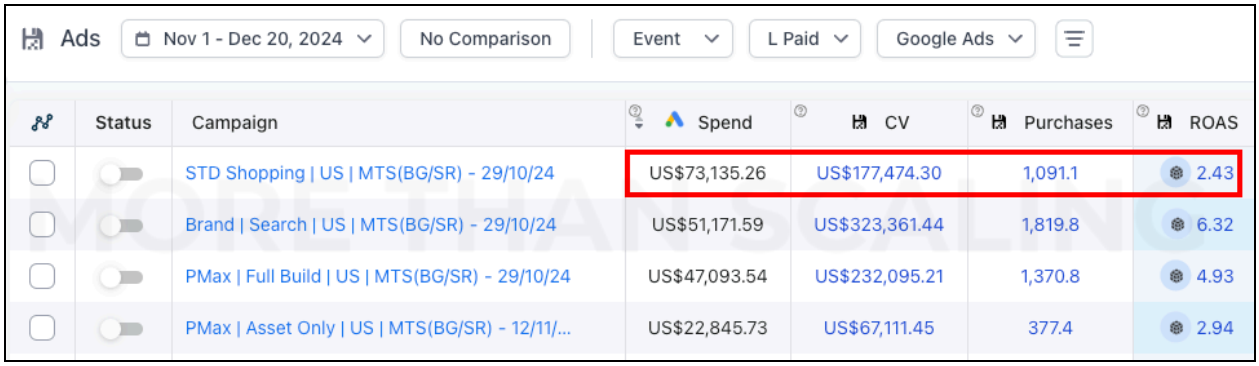
3. Testing & Optimizing

Optimization was a continuous process, and it drove our ability to scale rapidly. Key strategies included:

- **Duplicating & Optimizing Products:**
  - Expanded the product catalogue by creating multiple variants of existing products, each optimized for a specific keyword theme. We found some high search volume keywords for vacuum cleaners and optimized product titles for each duplicate variant. For example, a single product was optimized for “Hand Held Vacuum,” “Air Duster”, “mini vacuum” etc keyword variations.
  - Monitored the performance of each campaign variant and allocated more budget to the highest-performing ones.

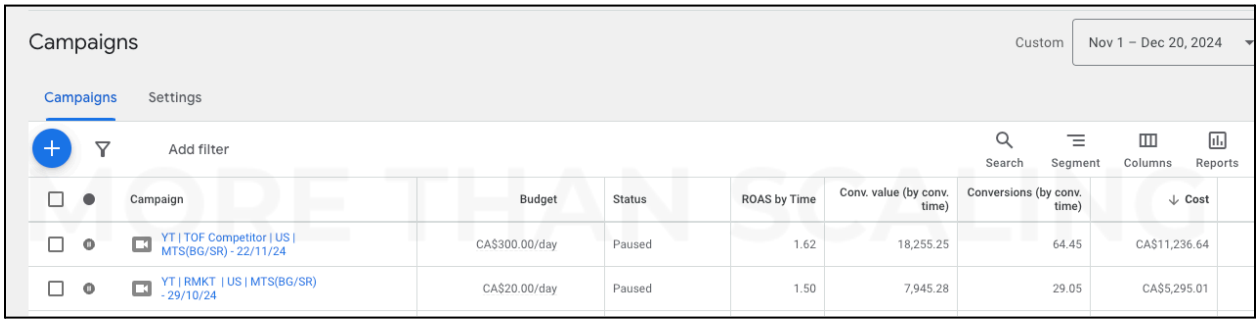
  This strategy was very successful and the standard shopping campaign was the highest-performing campaign

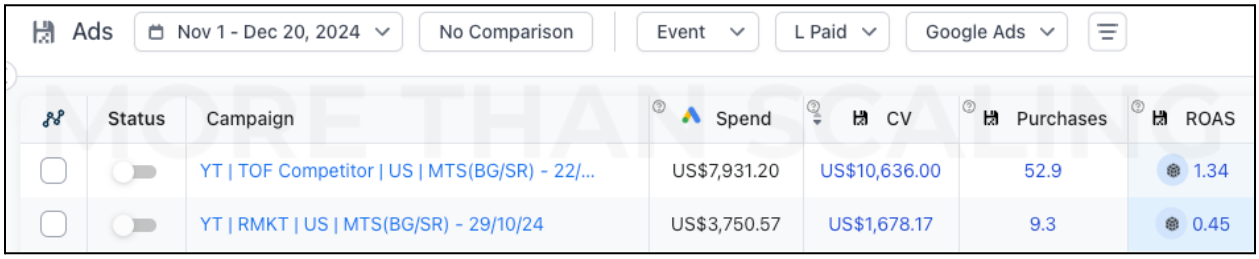




- **YouTube Prospecting & Remarketing:**
  - **Prospecting Campaigns:** Targeted Custom Keyword Audiences, Affinity Audiences, and In-Market Segments.
  - **Remarketing Campaigns:** Created video ads tailored to different user touchpoints, such as abandoned carts or product page visits, to re-engage potential buyers.

Here is the YouTube campaign result

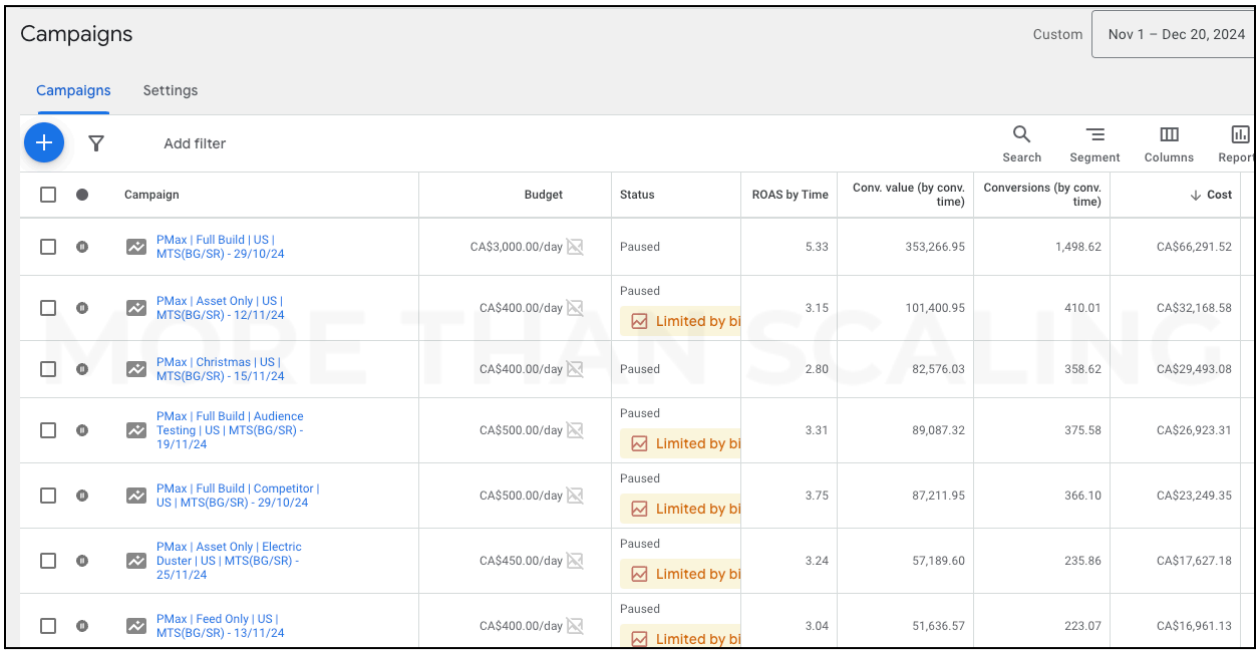




Status	Campaign	Spend	CV	Purchases	ROAS
	YT | TOF Competitor | US | MTS(BG/SR) - 22/...	US$7,931.20	US$10,636.00	52.9	1.34
	YT | RMKT | US | MTS(BG/SR) - 29/10/24	US$3,750.57	US$1,678.17	9.3	0.45

- **Performance Max (PMax) Campaigns:**
  - Initially launched a general PMax campaign to gather conversion data.
  - Expanded into Asset-Only and Feed-Only campaigns to isolate performance and better understand which assets and products resonated with audiences.
  - Tested multiple audience signals through separate campaigns, including first-party data, competitor audiences, and affinity groups, to refine targeting.

Here are the PMax campaign reault



Campaign	Budget	Status	ROAS by Time	Conv. value (by conv. time)	Conversions (by conv. time)	Cost
PMax | Full Build | US | MTS(BG/SR) - 29/10/24	CA$3,000.00/day	Paused	5.33	353,266.95	1,498.62	CA$66,291.52
PMax | Asset Only | US | MTS(BG/SR) - 12/11/24	CA$400.00/day	Paused Limited by bi	3.15	101,400.95	410.01	CA$32,168.58
PMax | Christmas | US | MTS(BG/SR) - 15/11/24	CA$400.00/day	Paused	2.80	82,576.03	358.62	CA$29,493.08
PMax | Full Build | Audience Testing | US | MTS(BG/SR) - 19/11/24	CA$500.00/day	Paused Limited by bi	3.31	89,087.32	375.58	CA$26,923.31
PMax | Full Build | Competitor | US | MTS(BG/SR) - 29/10/24	CA$500.00/day	Paused Limited by bi	3.75	87,211.95	366.10	CA$23,249.35
PMax | Asset Only | Electric Duster | US | MTS(BG/SR) - 25/11/24	CA$450.00/day	Paused Limited by bi	3.24	57,189.60	235.86	CA$17,627.18
PMax | Feed Only | US | MTS(BG/SR) - 13/11/24	CA$400.00/day	Paused Limited by bi	3.04	51,636.57	223.07	CA$16,961.13

Ads | Nov 1 - Dec 20, 2024 | No Comparison | Event | L Paid | Google Ads

Status	Campaign	Spend	CV	Purchases	ROAS
	PMax | Full Build | US | MTS(BG/SR) - 29/10/24	US$47,093.54	US$232,095.21	1,370.8	4.93
	PMax | Asset Only | US | MTS(BG/SR) - 12/11/...	US$22,845.73	US$67,111.45	377.4	2.94
	PMax | Christmas | US | MTS(BG/SR) - 15/11/...	US$20,964.94	US$57,701.58	325.4	2.75
	PMax | Full Build | Audience Testing | US | M...	US$19,092.42	US$59,971.68	352.7	3.14
	PMax | Full Build | Competitor | US | MTS(BG/...	US$16,478.33	US$51,635.70	308.1	3.13
	PMax | Asset Only | Electric Duster | US | MT...	US$12,433.50	US$3,398.79	20.3	0.27
	PMax | Feed Only | US | MTS(BG/SR) - 13/11/...	US$12,033.44	US$35,002.12	210.8	2.91
	PMax | Full Build | CA | MTS(BG/SR) - 26/11/24	US$7,983.90	US$12,279.53	70.9	1.54
	PMax | Feed Only | Air duster| US | MTS(BG/...	US$7,115.24	US$8,142.13	51.4	1.14
	PMax | Full Build | Electric Duster | US | MTS(...	US$6,869.49	US$14,181.26	88.5	2.06

- **Competitor Targeting:**
  - Developed campaigns targeting users searching for competitor brand names or visiting competitor websites.
  - Optimized duplicated products as “competitor alternatives” and created separate Shopping campaigns for these items. For instance, “Alternative to [Competitor Product]” became a theme for product descriptions and ad copies.

Here is the Competitor campaign result

Campaigns | Custom | Nov 1 – Dec 20, 2024

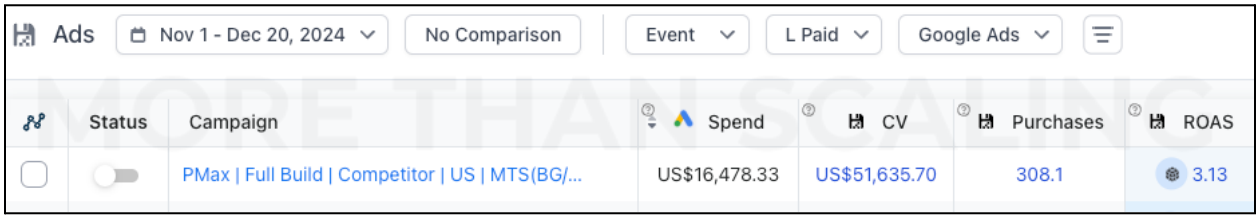
Campaigns | Drafts | Settings

Add broad match keywords: Get more conversions at a similar or better ROI by adding broad match versions of your existing keywords

Campaign name contains comp | Add filter | Search | Segment | Columns

Campaign	Budget	Status	ROAS by Time	Conv. value (by conv. time)	Conversions (by conv. time)	Cost
PMax | Full Build | Competitor | US | MTS(BG/SR) - 29/10/24	CA$500.00/day	Paused Limited by bi	3.75	87,211.95	366.10	CA$23,249.35

MORE THAN SCALING

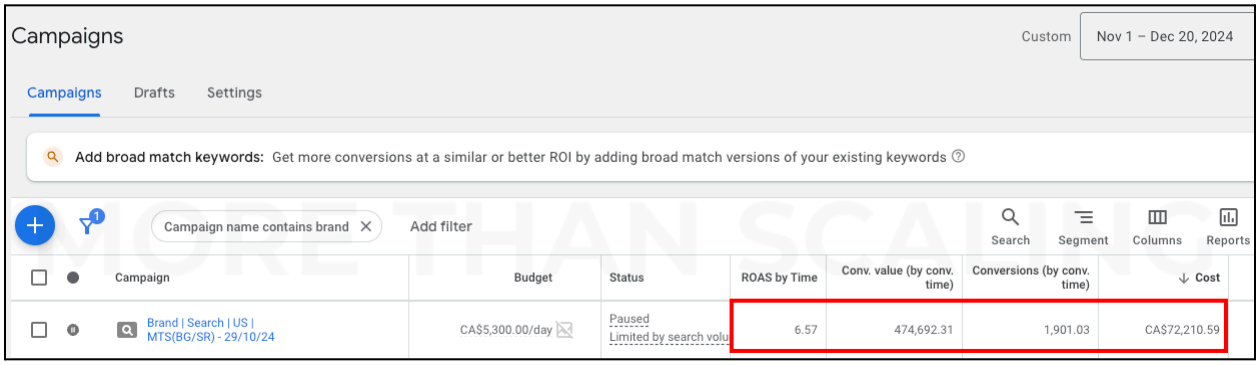


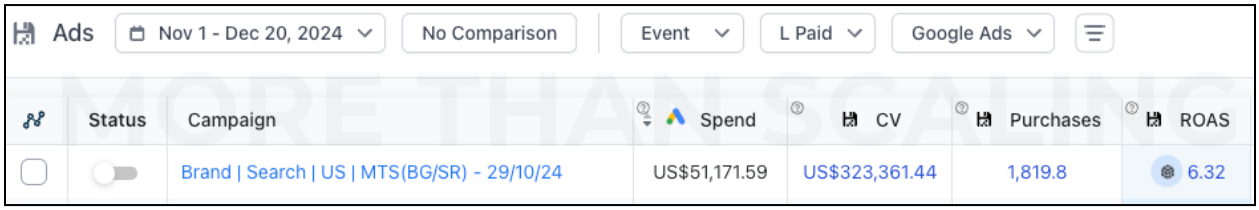
---

4. Boosting The Brand Through TOF Campaign Strategy

- **Demand Gen Campaigns:** Leveraged video and image assets to build brand awareness and foster emotional connections with audiences further up the funnel. These campaigns were designed to educate potential customers and establish trust before they initiated their product searches.
- **Multi-Campaign Product Targeting:** Ran multiple campaigns targeting the same product but tailored for different keyword themes and audience signals. This ensured comprehensive search coverage and minimized missed opportunities.

Here is how the performance of brand campaign



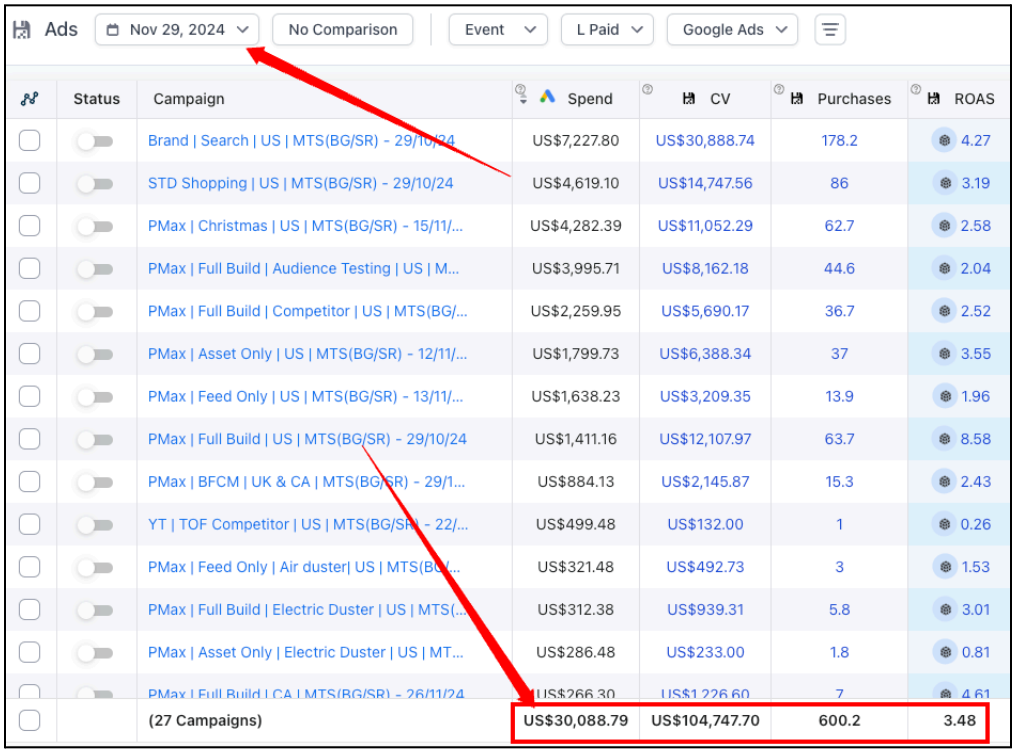


5. Scaling Aggressively for Black Friday & Cyber Monday (BFCM)

The scaling strategy was tailored to handle the BFCM surge while maintaining performance:

- **Hourly Budget Increases:** Instead of a single budget increase, we closely monitored metrics such as CTR, CPC, and conversion rate in real time. Based on performance trends, budgets were incrementally increased hourly to optimize spend efficiency. This allowed us to scale from $10K/day to $30K/day without compromising ROAS on that single day.
- **Real-Time Adjustments:**
    - Dynamically adjusted max CPC bids to maintain competitiveness during peak traffic periods.
    - Refined audience targeting to focus on the highest-converting segments.
    - Utilized automated rules for ad rotation to ensure the best-performing creatives remained active.

Here is the BFCM Result:



Status	Campaign	Spend	CV	Purchases	ROAS
	Brand | Search | US | MTS(BG/SR) - 29/10/24	US$7,227.80	US$30,888.74	178.2	4.27
	STD Shopping | US | MTS(BG/SR) - 29/10/24	US$4,619.10	US$14,747.56	86	3.19
	PMax | Christmas | US | MTS(BG/SR) - 15/11/...	US$4,282.39	US$11,052.29	62.7	2.58
	PMax | Full Build | Audience Testing | US | M...	US$3,995.71	US$8,162.18	44.6	2.04
	PMax | Full Build | Competitor | US | MTS(BG/...	US$2,259.95	US$5,690.17	36.7	2.52
	PMax | Asset Only | US | MTS(BG/SR) - 12/11/...	US$1,799.73	US$6,388.34	37	3.55
	PMax | Feed Only | US | MTS(BG/SR) - 13/11/...	US$1,638.23	US$3,209.35	13.9	1.96
	PMax | Full Build | US | MTS(BG/SR) - 29/10/24	US$1,411.16	US$12,107.97	63.7	8.58
	PMax | BFCM | UK & CA | MTS(BG/SR) - 29/1...	US$884.13	US$2,145.87	15.3	2.43
	YT | TOF Competitor | US | MTS(BG/SR) - 22/...	US$499.48	US$132.00	1	0.26
	PMax | Feed Only | Air duster| US | MTS(BG/...	US$321.48	US$492.73	3	1.53
	PMax | Full Build | Electric Duster | US | MTS(...	US$312.38	US$939.31	5.8	3.01
	PMax | Asset Only | Electric Duster | US | MT...	US$286.48	US$233.00	1.8	0.81
	PMax | Full Build | CA | MTS(BG/SR) - 26/11/24	US$266.30	US$1,226.60	7	4.61
	(27 Campaigns)	US$30,088.79	US$104,747.70	600.2	3.48

Results

Within one month, we successfully scaled the account from $0 to $35K/day in ad spend while maintaining profitability. This was achieved through a combination of strategic planning, rigorous optimization, and dynamic scaling tailored to performance metrics.

- **Key Metrics:**
  - **Daily Spend:** $30,000
  - **ROAS:** Consistently maintained above 3x during the scaling phase.
  - **New Customers Acquired:** Over 10,000 within the first month.

Key Takeaways:

1. **Foundation First:** Laying a strong foundation with accurate tracking and GMC optimization is critical for scaling success.
2. **Strategic Campaign Launches:** Start small and scale methodically by expanding into new formats, keywords, and audiences.
3. **Test & Optimize:** Continuously test new strategies, creatives, and targeting methods to uncover the best opportunities.
4. **Dynamic Scaling:** Monitor performance in real-time and adjust budgets and bids dynamically to maximize ROI during peak periods.
5. **Comprehensive Targeting:** Utilize multi-campaign targeting to ensure no opportunities are missed, from cold audiences to high-intent customers.

Want Results Like This? **Book a Strategy Call With Our Team Today.**