



ALL THAT Glam

SUCCESS STORY

Shop Crush brand, almost tripled its return on ad spend thanks to its full-funnel approach and through ingenious use of Google Ad Campaigns.

3,40,000
Monthly Ad impressions

4X
return on ad spend

7,000
purchases

85%
of sales in the period
attributed to the
Campaign Adwords Stats:

THEIR STORY

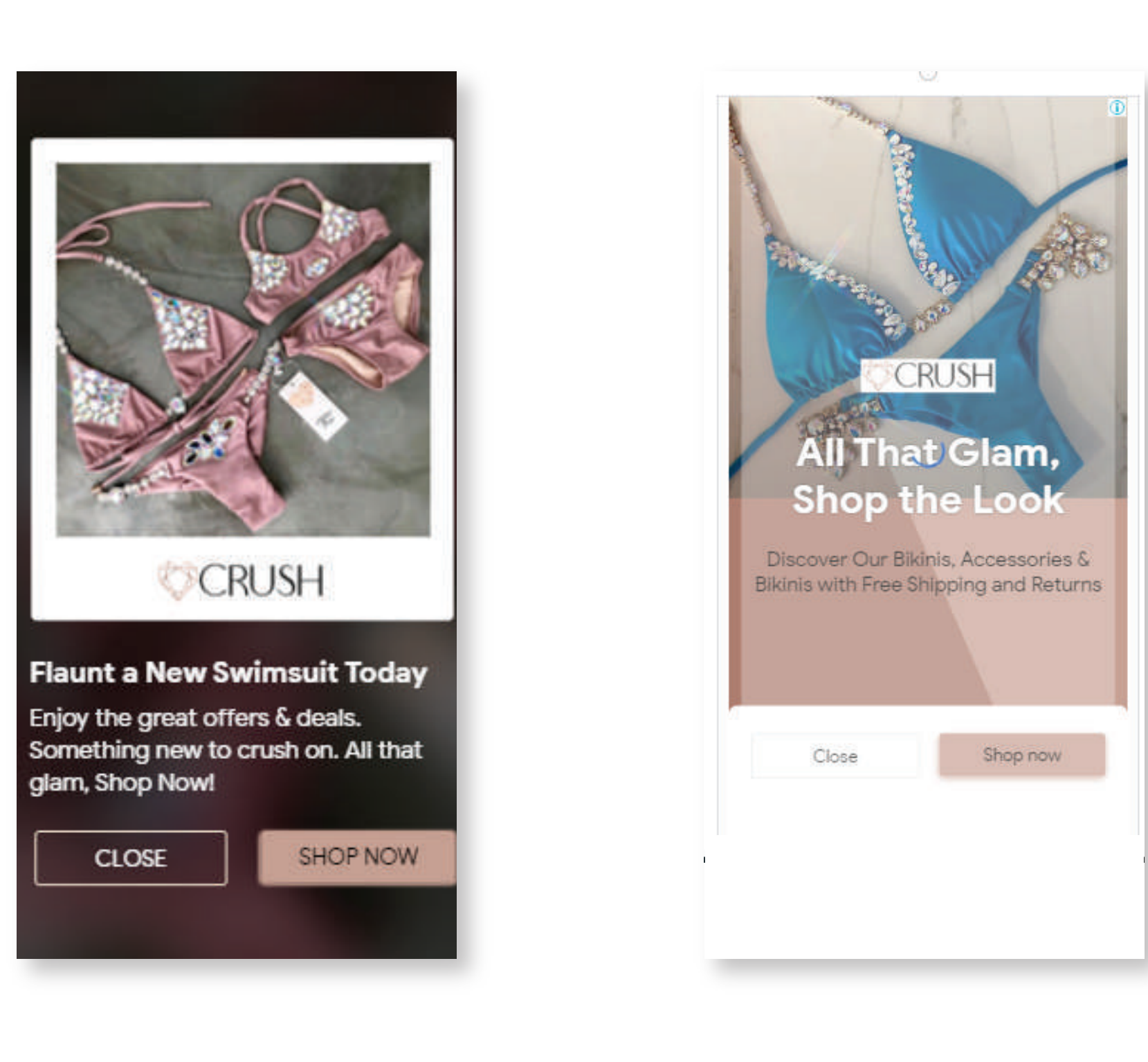
Danielle Marie is a swimwear, beachwear and accessories Guru, designing custom luxury swimwear for over 10 years. She started in New York creating only Bespoke designs for her high end clientele who wanted to stand out against the crowd. Hand making each style one by one. In 2017, she moved to South Florida to expand the company. With this expansion, Danielle was able to create a "quick ship" selection to offer her highly sought after styles to those who did not want custom or a wait time, while keeping her well known custom bespoke experience.



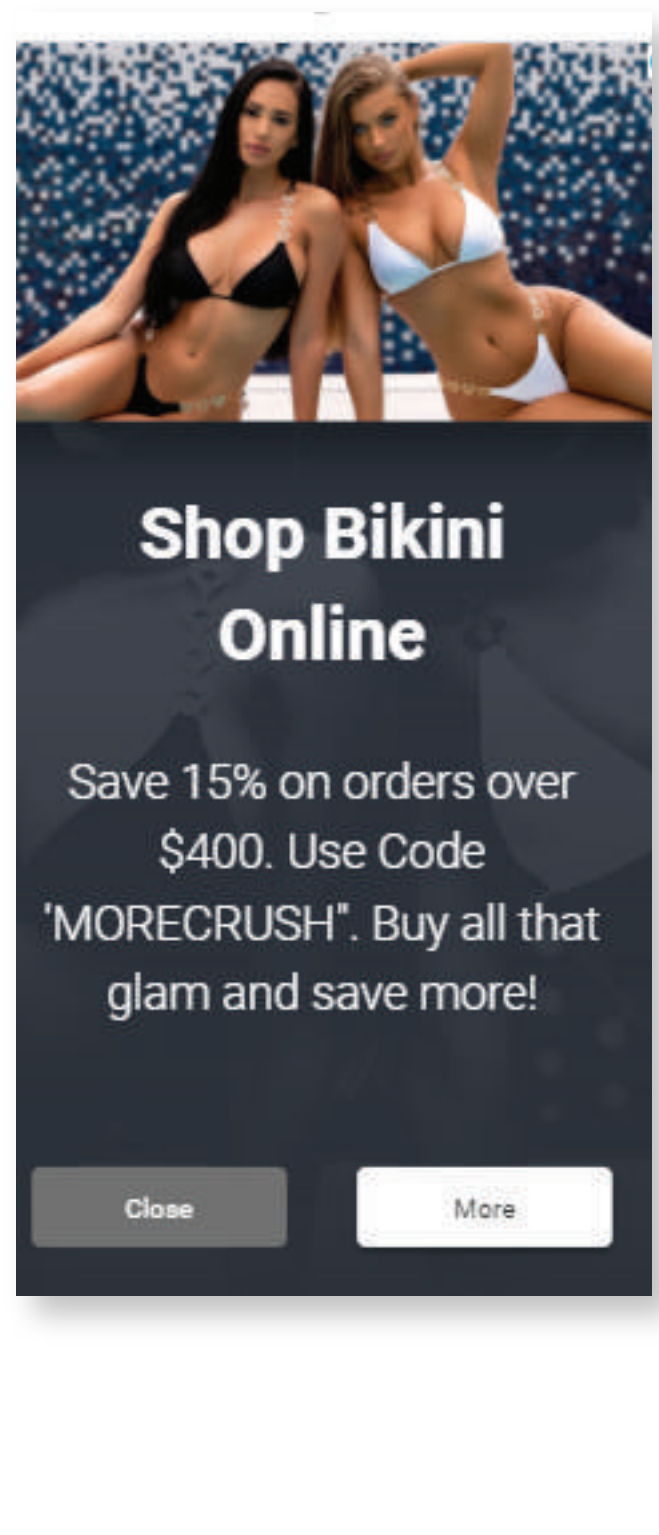
THE GOAL

Shopcrush wanted to attract new customers and increase online swimwear sales and quickly capture the attention of new and interested customers.

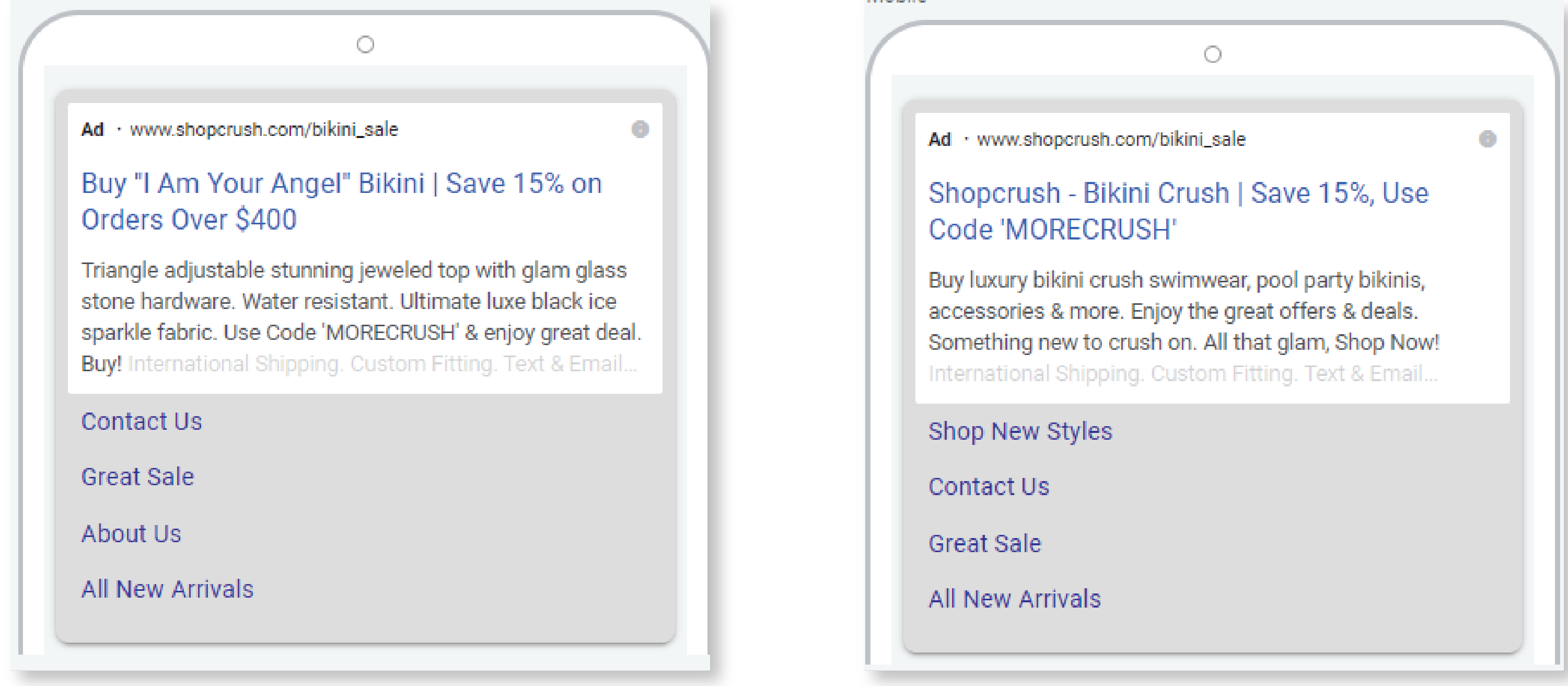
DISPLAY ADS



SMART SHOPPING CAMPAIGN ADS



SEARCH ADS



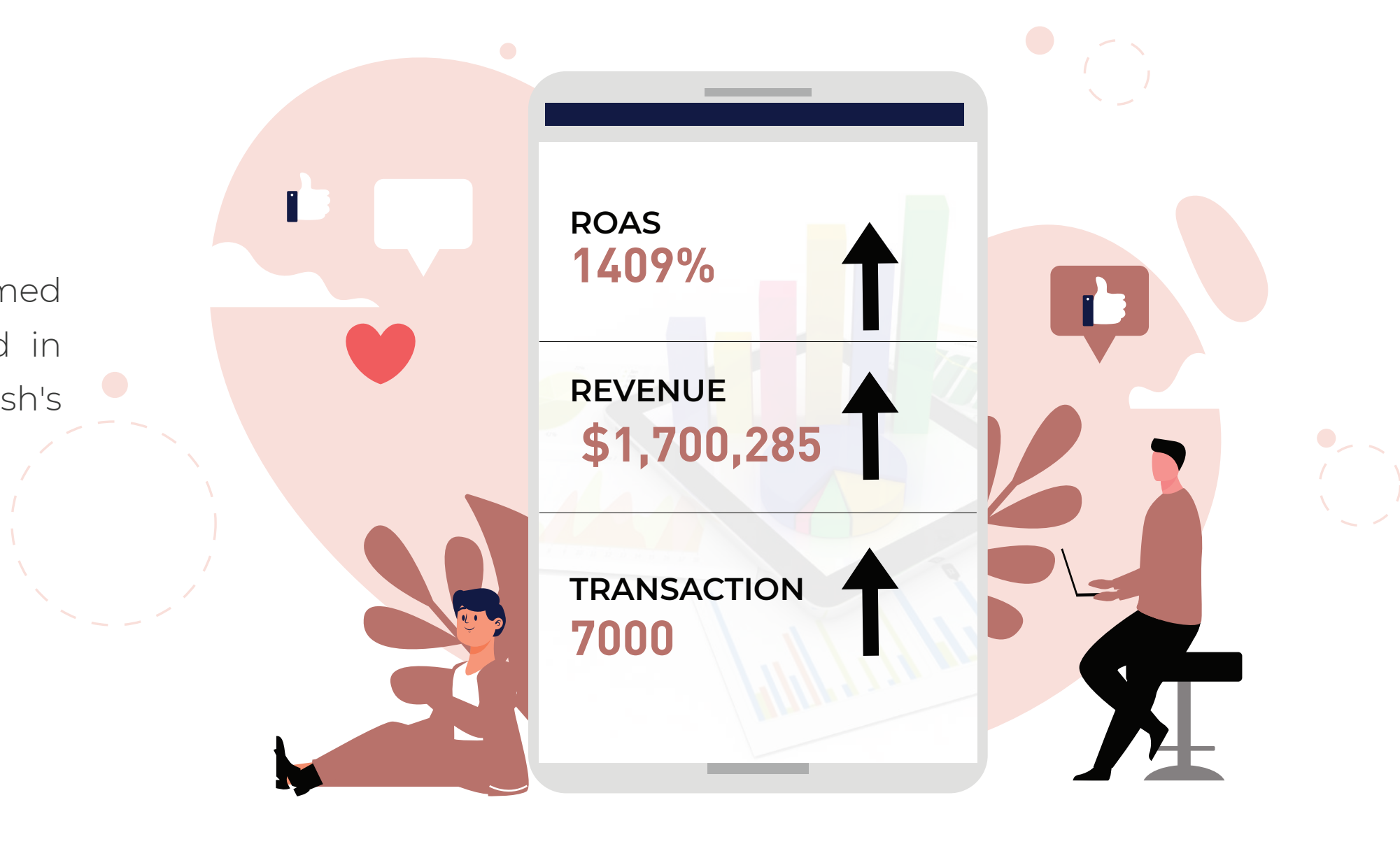
THEIR SOLUTION:

- We came up with a two-fold solution- one was to analyse the Digital media trends and target potential customers and generate leads. The second was to re-market and reach out to users who had previously visited our client's website and encourage them to purchase their products.
- The content and creative images that were created for the Adwords Campaign were to the point, highly attractive, and conveyed a clear message about Shop Crush vision to sell their luxury designer swimwear and bikini online.
- We used an integrated digital marketing strategy to specifically target B2B clients from each specific location.
- Our team implemented the best cost per click strategy based on every device and pin code.
- We also managed to generate maximum leads in minimum cost by optimizing the lead nurturing activity.

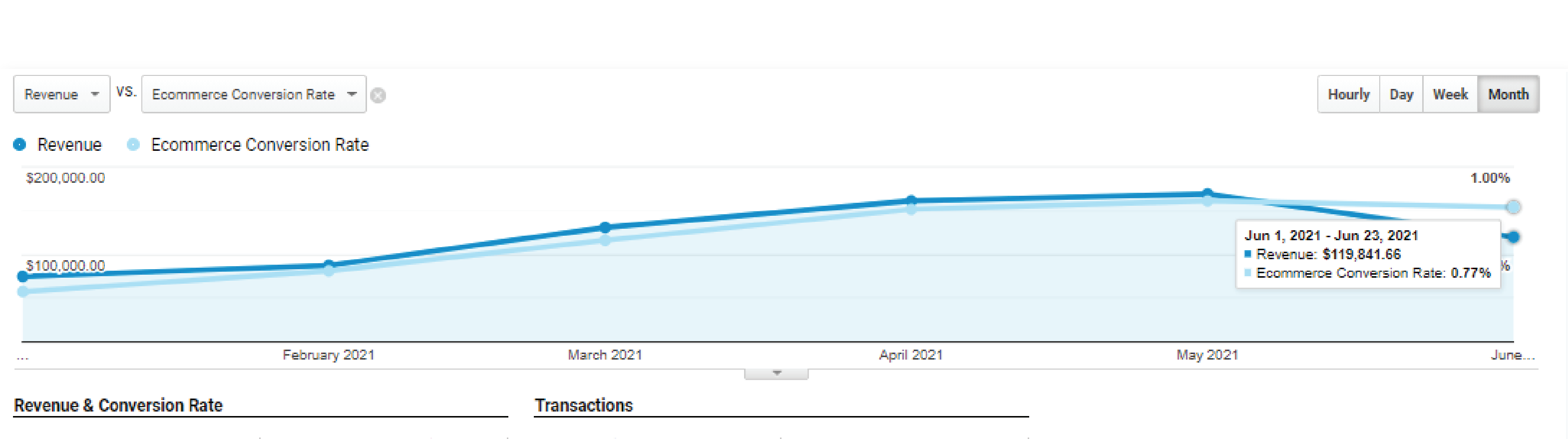
We helped Shopcrush build their brand via a full-service Brand strategy and development service that created a niche and unique identity perfectly positioned in the swimwear & bikini retail marketplace. We created brand awareness and lead generation campaign specifically designed to create constant and consistent awareness that in turn drives sales

THE RESULTS

- The combination of Brand, Search & Shopping Campaigns performed very well. The February & March 2021 sale campaigns resulted in February-March being one of the best sales months in Shop Crush's history. Results included:
- 1409% ROAs exceeding their initial target
- Reached more than 10Lacs unique viewers
- Generated the revenue of \$1,700,285
- 7000 Transactions in a span 3 months
- ROI on Google Ads surged 4x within a month



E-COMMERCE OVERVIEW AND CAMPAIGN PERFORMANCE



Revenue & Conversion Rate		Transactions		Avg. Order Value	
Revenue	\$742,852.23	Ecommerce Conversion Rate	0.58%	Transactions	2,606
Marketing	\$176,066.80 Revenue	Internal Promotion	0 Impressions	Order Coupon Code	\$252,849.32 Revenue
	\$265.56 Avg. Order Value			Affiliation	\$303.54 Avg. Order Value
					\$0.00 Revenue
					\$0.00 Avg. Order Value

Campaign / Campaign ID	Clicks	Cost	CPC	Users	Sessions	Bounce Rate	Pages / Session	Ecommerce Conversion Rate	Transactions	Revenue
	40,214	\$12,833.20	\$0.32	30,321	38,275	67.66%	2.65	0.49%	188	\$49,489.07
1. Shop_Crush_Search_9th Feb. 2021	5,373	\$6,058.47	\$1.13	3,220	4,332	34.53%	5.11	1.94%	84	\$25,279.36
2. Smart Shopping_19th Feb 2021	12,239	\$3,564.69	\$0.29	9,326	12,551	73.98%	2.20	0.37%	46	\$9,075.72
3. 1 Am Your Angel_Search_9th Feb. 2021	0	\$0.00	\$0.00	1,437	1,831	44.84%	4.29	1.26%	23	\$7,095.55
4. Brand Campaign_12th Feb. 2021	590	\$608.48	\$1.03	547	708	42.23%	5.05	1.84%	13	\$3,207.98
5. Experiment_Shop crush_Search_3rd June 2021	473	\$369.40	\$0.78	501	767	24.64%	5.99	1.69%	13	\$3,115.43
6. sag_organic	0	\$0.00	\$0.00	3	10	30.00%	15.60	30.00%	3	\$848.19
7. Shopping_Campaign_ND	0	\$0.00	\$0.00	399	506	66.80%	3.47	0.59%	3	\$508.87
8. // Top_18th May	15	\$4.04	\$0.27	15	31	64.52%	5.52	9.68%	3	\$357.99

PRODUCT USED

- Dynamic Ads**
Personalise your ads without any manual work
- Search ads**
Bid on the right keywords to attract customers that are interested.
- Remarketing ads**
Improve your brand recall and conversion rates.
- Display ads**
Reach your ideal customers with Display ads.
- Shopping ads**
Place your products in front of millions of online shoppers and bring in more qualified clicks.

Find Out How We Can Put Solutions Like These To Work For You.

GET IN TOUCH