ECOMMERCE CASE STUDY WITH GROWTH MARKETING PRO

How Leveraging PMax & Profitable Product Types Unlocked 54% Profit for a Healthy Pet Food Brand in 8 Months
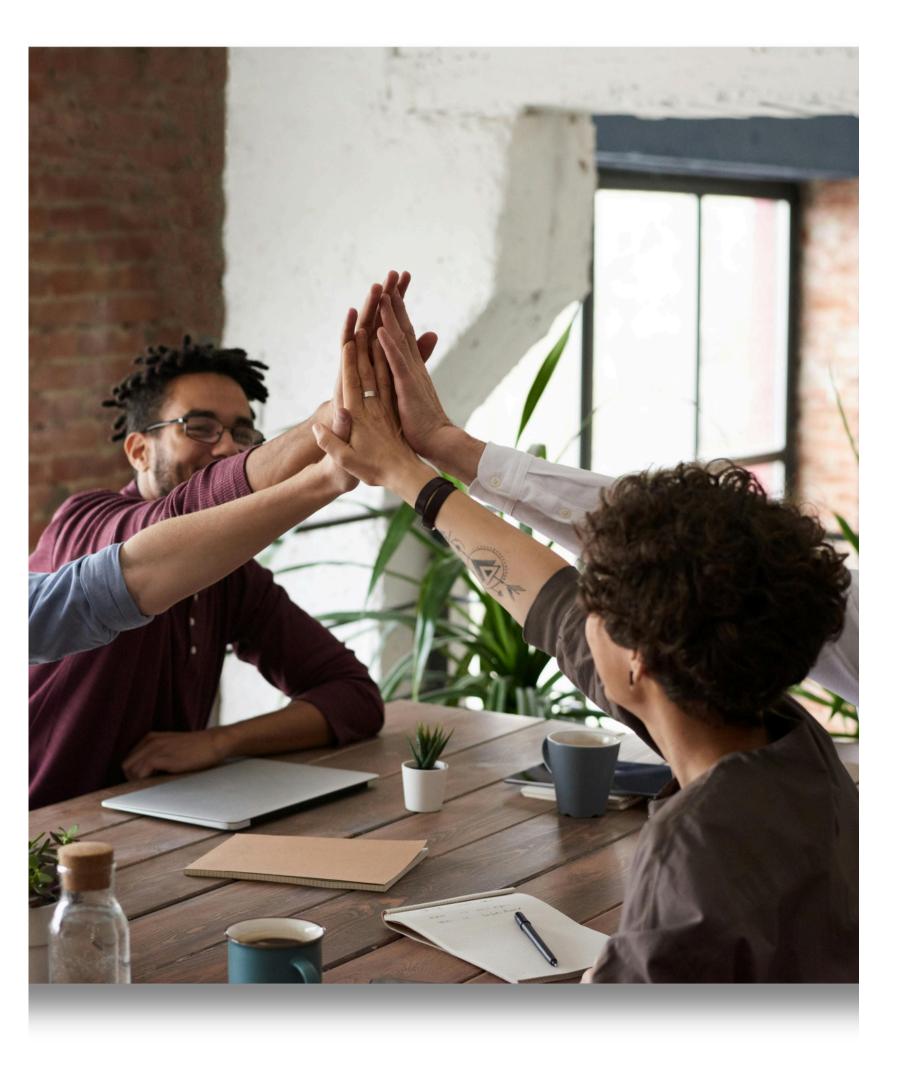
Alex Horrocks

Overview

Summary

Goals

- Lift ROAS and increase efficiency
- Lift ad profitability
- Increase average order value

Obstacles

- Really high traffic but inefficient
- Unoptimized Product Feed.
- Low cart value and product count

Results

- Costs Reduced by 27%
- Revenue Increased by 27%:
- ROAS Improved by 74%

Introduction

When Growth Marketing Pro approached Alex on behalf of a small healthy pet food brand, they sought a strategic boost to drive growth and optimize their Google Ads performance. The brand, committed to quality but limited by tighter margins, had struggled to achieve profitability. Together, we identified untapped potential in high-performing, low-visibility products, realizing that a shift in campaign structure could unlock significant gains.

In partnership, Alex helped implement a focused strategy that would deliver reduced costs, increased efficiency, and increased revenue. This partnership really made a difference, helping the brand hit new highs in profitability and growth–proof that the right strategy can drive lasting impact.
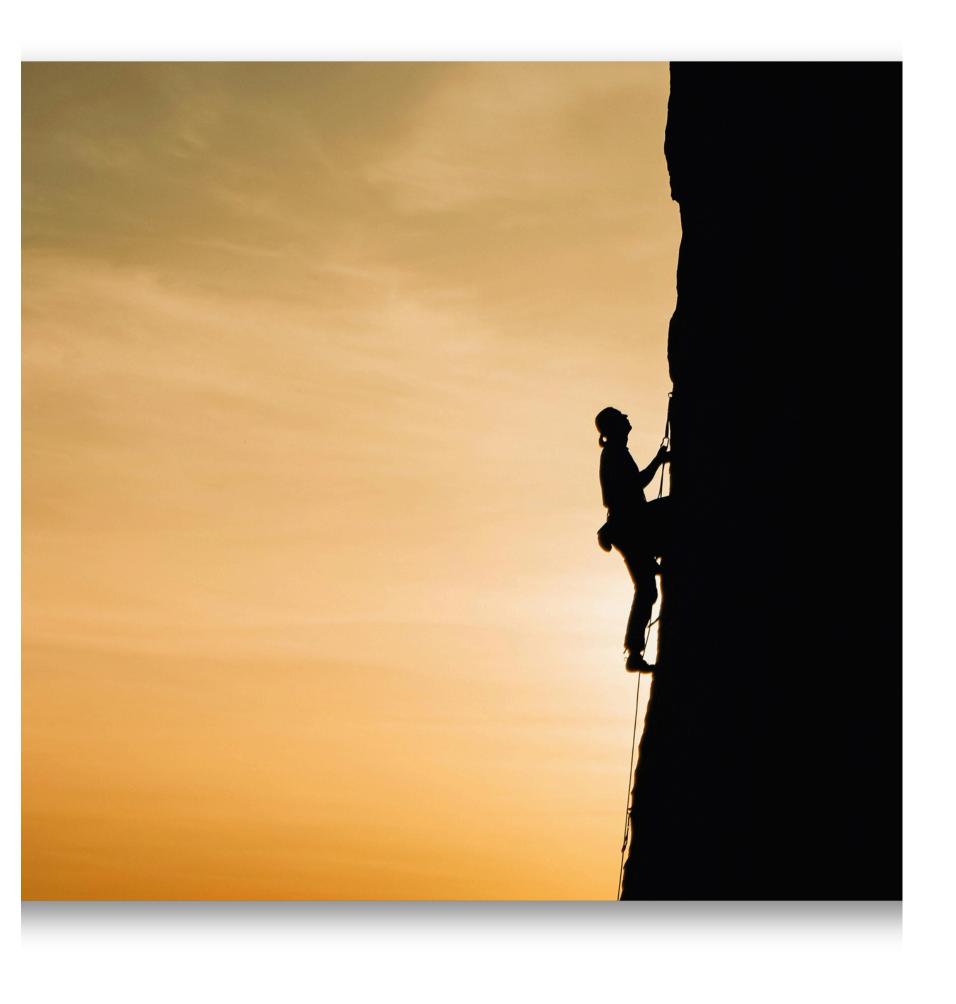
The Strategy

01 **Initial Assessment of Challenges and Objectives**

02 **How I Responded**

03 **Tailored Approach**

04 **Key Adjustments & Ongoing Optimizations**

1. Initial Assessment of Challenges and Objectives

This pet food brand faced significant challenges in optimizing their Google Shopping campaigns, including:

- An underperforming shopping ad structure that lacked organization by product type.
- Limited visibility into which SKUs were driving profitability.
- A disorganized product feed tool that made optimization efforts cumbersome.

Their primary objective was to improve the return on ad spend (ROAS) while reducing wasted ad spend on underperforming products. Additionally, they sought to capitalize on high-performing SKUs to increase overall revenue.

2. The Response

To address these challenges, Alex began with a comprehensive analysis of historical shopping ad performance. Key insights included:

- Product type labels consistently delivered the highest ROAS, suggesting that organizing campaigns around product types could yield better results.
- A lack of differentiation between high- and low-performing SKUs resulted in wasted budget and poor overall campaign efficiency.

Armed with this data, Alex developed a strategic plan to restructure the client's campaigns and streamline their product feed.

3. Tailored Approach

To maximize visibility and test the latest campaign features, Alex transitioned the client's campaigns to Performance Max. Key actions included:

1. **Breaking Down the Product Feed**:
   a. Alex reorganized the product feed to group products by type, allowing for better control over budget allocation and visibility across specific categories.

2. **Segmentation for Testing and Growth**:
   a. Using the Performance Max framework, Alex set up separate campaigns to test different product categories, ensuring to identify and scale the most profitable products.

This approach provided granular insights into product performance and allowed for real-time adjustments.

4. Key Adjustments and Ongoing Improvements

Tackling Product Feed Challenges:
The client's product feed tool was poorly managed and overly complex. Instead of overinvesting time in fixing the tool itself, Alex focused on working with their most important SKUs. by poor-performing SKUs to their own campaigns with reduced budgets to minimize waste.
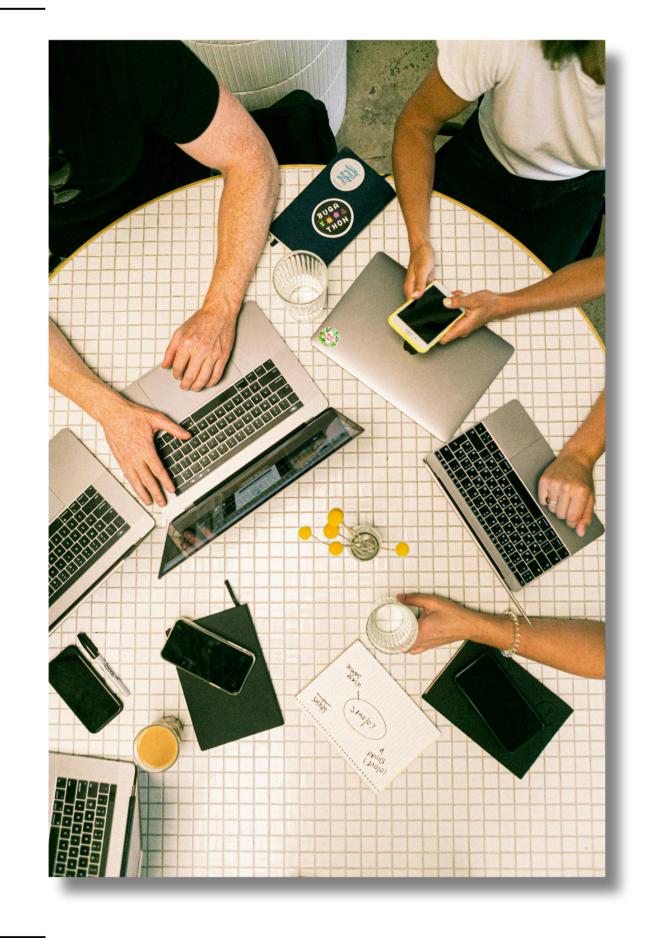
Iterative Campaign Refinements:
Over time, Alex implemented a consistent process of:

- <u>Pulling Back on Under-Performers</u>: SKUs that failed to meet profitability benchmarks were either removed or allocated to low-priority campaigns.
- <u>Scaling Up Top Performers</u>: High-performing SKUs received additional budget and strategic focus, enabling the client to capitalize on their strongest products.

Data-Driven Adjustments:
Leveraging campaign insights, Alex continuously optimized bidding strategies and audience signals to ensure the campaigns evolved with consumer behavior and market conditions.

Overall Impact & Results in 8 months

- More efficient budget allocation drove higher margins.

- Focus on top-performing SKUs minimized wasted ad spend.

- Improved visibility and campaign segmentation led to higher sales.

- A data-driven structure ensured sustained profitability.

- Better targeting and SKU prioritization lowered the cost of acquiring a customer

Success Metrics

+54% Profit

-27% Costs

+27% Revenue

+74% ROAS

-30% Cost/Conv (CAC)

A message from Alex:

"Achieving e-commerce results like these begins with truly understanding your unique business goals and challenges.

That's why I offer a ***completely free audit*** of your current campaigns, along with a ***personalized strategy deck*** tailored specifically to your needs.

My goal is simple: to **earn your trust**. And if it's not the right fit? No problem at all—there's absolutely no risk in giving it a try!

This isn't just a generic plan—it's a focused, in-depth analysis designed to uncover actionable insights and strategies that can make an impact for your business."

Get Your Free Audit & Strategy Deck Today