

# SHOPPING CAMPAIGN MANAGEMENT DROVE \$800,000 GREATER REVENUE AT A STABLE ROAS

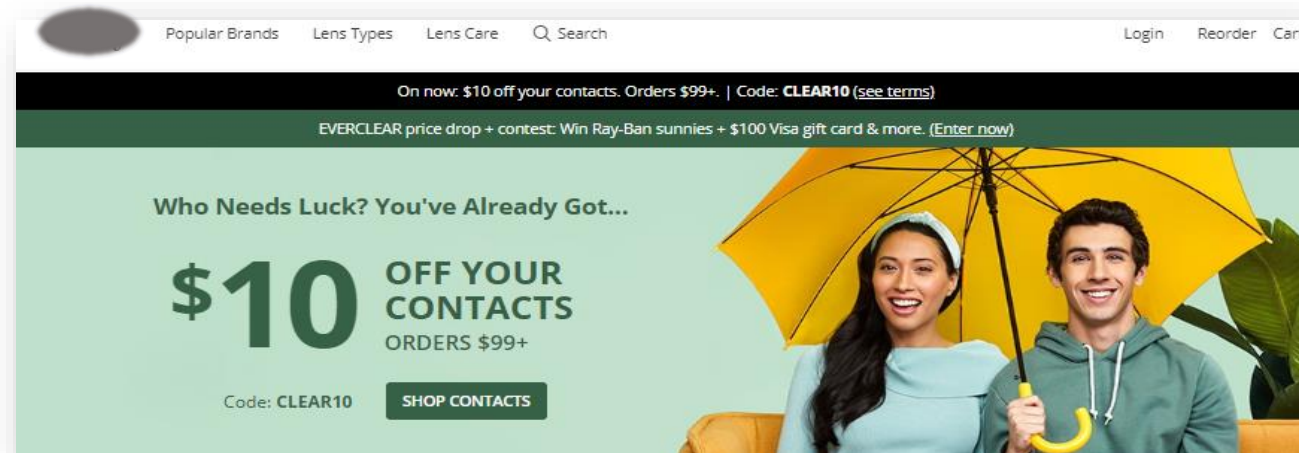
## Business Challenges

- Increasingly competitive landscape
- Google changes to search page & PLA algorithm
- Reduction in low funnel searches

## (un)Common Approach to PPC

- Account structure focused on driving ROI
- Optimized feed & launched dynamic pricing
- Continuously analyzing query data to direct traffic to best performing products

## (un)Common Results



## Year-over-Year Cost & Revenue

