

DROVE HIGHER REVENUE & ROAS DESPITE LOWER DEMAND DURING COVID-19

Business Challenges

- Decreased CVR caused by COVID-19 and lower demand for luxury items
- Maintaining a positive ROAS
- Production shortages due to government restrictions

(un)Common Approach to PPC

- Reduced spend to only top revenue generating campaigns
- Focused on low funnel marketing in search and shopping
- Strategic audience and landing page testing to improve CVR

(un)Common Results

