

# How Strategic Targeting Skyrocketed Sales For An Online Kids Clothing And Accessories Store



STARTUP & MARKETING

## The Client

Online Kids Clothing and Accessories Store based in UAE.

## PPC Management

### Overview Client's Challenges



The Kids Clothing and Accessories was struggling with unqualified traffic due to poor audience targeting. They were **seeking to enhance both the quality and volume of sales.**

### Goals Business Objectives



Our main goal was to **fine tune the targeting strategy** to increase the number of sales generated through Google Ads efforts.

### Our Approach PPC Strategy



We implemented the following strategies to optimize our campaigns:

- **The Performance Max Campaigns were revamped to improve segmentation** based on our PPC blueprint.
- **Narrow down** the target audience to show ads only to users who were more likely to become clients.
- **Added new high intent keywords** and comprehensive negative keyword lists.
- **Included relevant audiences** based on website traffic data.

### Outcome Results from PPC Strategy



Our team **increased conversions by 80%** resulting in an increase of business and ad exposure, which ultimately let them to invest more in different Google Ads properties.

## Data Comparison

Date	Impressions	Clicks	Conversion value	Cost / Conv	CPC
June	1800	100	0	AED0	AED3.75
August	88,342	1,029	13.4K	AED19.80	AED0.89

Conversions  
**46.00**

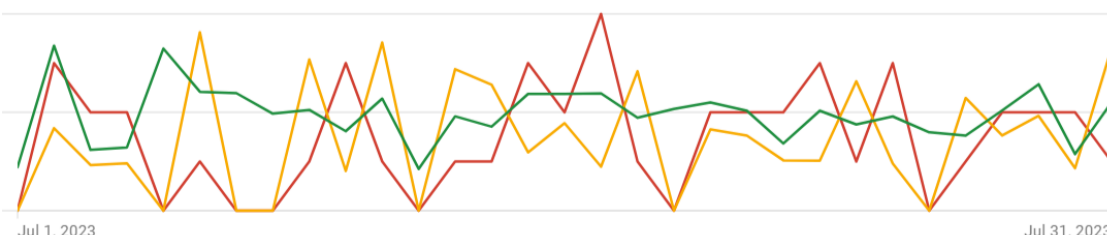
Cost / Conv.  
**dh19.80**

Google Shopping App Purcha..  
**13.4K**

Cost  
**dh911**

### Compared METRIC ANALYSIS

- Impressions grew by **+4907%**
- Click grew by **+1029%**
- Boosted conversions by **+4600%**
- Avg CPC decreased by **-23%**



## Advantages of Utilizing PPC Advertising for Your Business

- ✓ Fast measurable results
- ✓ You only pay for the click
- ✓ Increase the sales of high ticket items
- ✓ Boost your ROAS
- ✓ Increase brand awareness