

CASE STUDY

GOOGLE ADS



Macaron Manufacturing and Distribution Company



OVERVIEW



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Atlanta's favorite macaron producer, renowned for winning the Food Network's title of best cheesecake coast to coast, sought to amplify their online sales. Famous for their macarons, which are often lauded as better than the originals from France, the company wanted to leverage their TV presence and expand their reach through effective digital advertising. This case study delves into the strategic execution and impressive outcomes of their Google Ads campaign.



ABOUT THE CLIENT

Macaron Manufacturing and Distribution Company enhanced online sales and expanded brand reach with a strategic Google Ads campaign, capitalizing on their TV presence and targeting a specific audience demographic.



PROBLEM STATEMENT

The company faced the challenge of needing to generate new product sales and increase overall brand awareness. Despite their strong TV presence and exceptional product quality, they needed a digital strategy that could convert their reputation into online sales.

GOALS

The goal was to create high-quality ads that would attract and convert potential customers into loyal patrons.





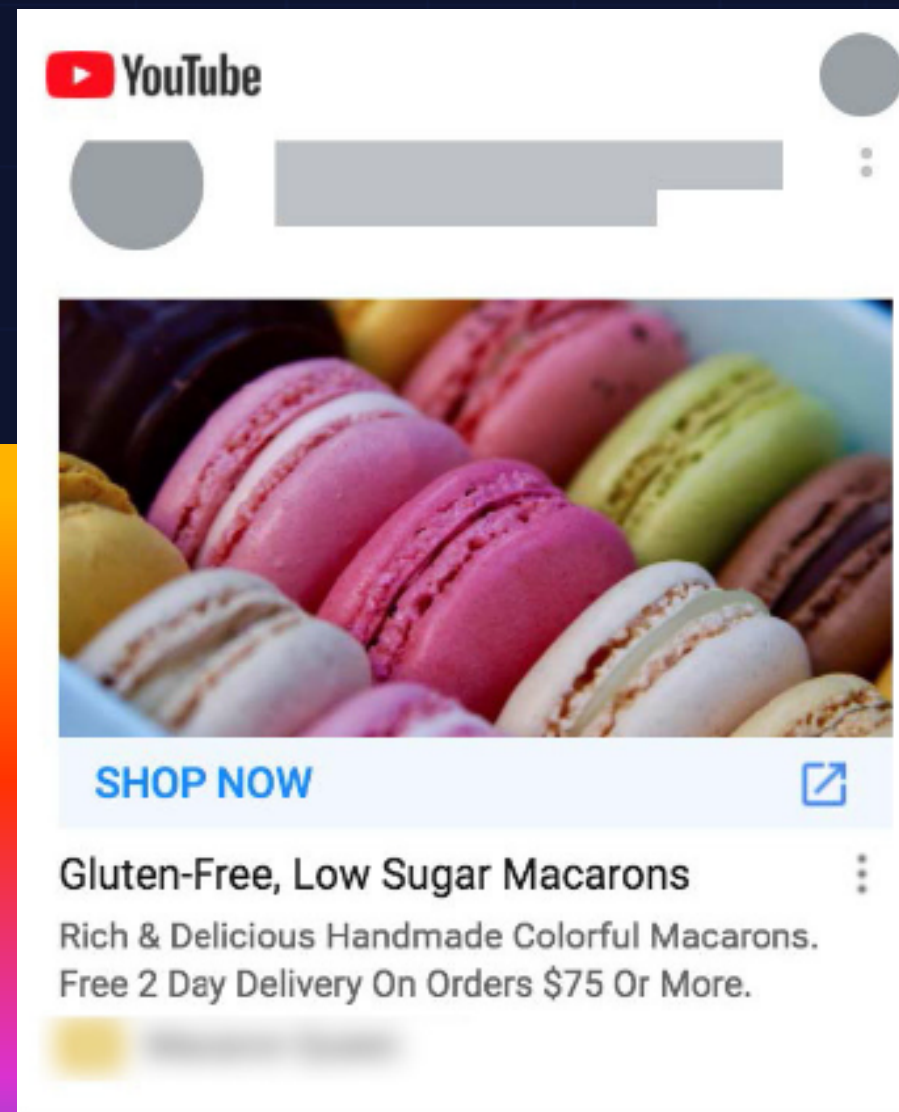
STRATEGY

Over a ten-month period, a comprehensive Google Ads campaign was crafted and executed. The campaign was divided into two main components: shopping ads and display ads. Shopping ads were designed to match user interests through targeted keywords, directing potential customers to the client's specific product landing pages. Display ads focused on generating awareness with engaging product images and creatives.

The target audience was meticulously defined based on income and interests, focusing on individuals in the top 50% income class and those interested in art lessons, aged 18 to 65+. This custom audience approach ensured that the ads reached a relevant and potentially high-converting demographic.

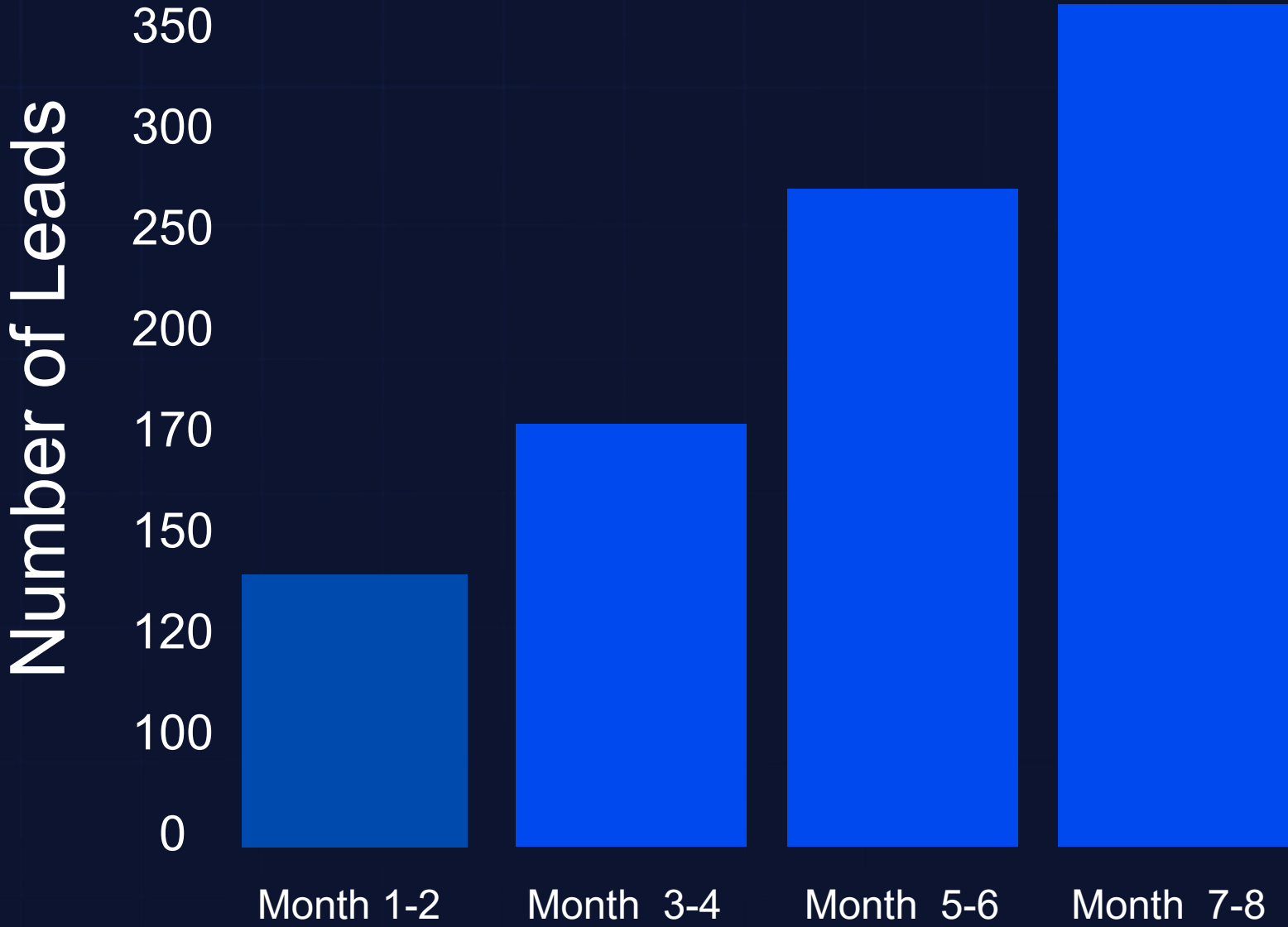
BEST PERFORMING ADS

The best-performing ad had high engagement, featuring calls to action such as "Shop Now"
It was optimized for visibility & engagement, significantly contributing to overall lead generation.



DETAILED RESULTS

The results of the campaign were nothing short of impressive. The ads garnered a significant 903,808 unique impressions, which translated into 1,651 conversions. This high engagement resulted in a conversion value of \$28,796, with a click-through rate (CTR) of 1.38%.



FINAL OUTCOME

The campaign, with a budget of \$3,000 per month, proved to be highly cost-effective, delivering substantial sales growth and setting the stage for future business expansion.

Budget: \$3000 Per Month
Location: United States

CONCLUSION

The strategic use of Google Ads by the Macaron Manufacturing and Distribution Company exemplifies how targeted digital advertising can significantly boost sales and brand visibility. By understanding their audience, leveraging both shopping and display ads, the company successfully transformed their online presence, generating nearly \$29,000 in new sales and paving the way for ongoing growth and success. This case study highlights the power of well-executed digital marketing strategies in driving tangible business outcomes.

