



# PROMINENT FLOWER COMPANY

**GROWS MONTHLY REVENUE ON  
GOOGLE FROM \$0 TO \$1,006,417.27**



# INTRODUCTION:

A prominent flower company approached us to help them grow their online sales revenue through Google. In 11 months, we were able to grow their monthly revenue on Google from **\$0 to \$1,006,417.27**. Additionally, we were able to scale their Google Ads account while maintaining a 9 ROAS

## STRATEGY:

We conducted thorough research to identify the most profitable keywords and ad channels for the client's business. Based on our findings, we implemented a robust strategy that focused on scaling their ad spend while maintaining a high ROAS.

We started by optimizing their ad account and ensuring all campaigns were tracking conversions accurately. We then focused on scaling the client's ad spend from \$10,000 to \$90,000 per month while maintaining a 9.5 ROAS, allowing us to increase profit as we spent more money.

We identified the most profitable non-brand search and alternate Google channels for the client's business, allowing us to bring in over 25,000 new customers. Additionally, we optimized the client's highest ROI keywords to sustain peak performance as competition increased.

We also provided consultation on ways to improve their offering to the primary audiences by designing deals for each primary demographic. By doing so, we were able to attract more customers and increase the client's revenue.

Moreover, we helped the client identify areas to improve their website conversion rate. We provided recommendations to optimize their website and landing pages for better user experience, including simplifying the checkout process and adding social proof elements.



# RESULTS:

Our strategy was successful, and the client's revenue from Google Ads grew from \$0 to \$1,006,417.27 within 11 months, surpassing their initial objective. We were able to scale the client's Google Ads account by 10x while maintaining a 9 ROAS, resulting in increased profit for the business. The client was able to sustain their ad revenue quarter over quarter, even during slower seasons.

Furthermore, we were able to scale the client's non-brand search and alternate Google channels profitably alongside their brand terms, bringing in over 25,000 new customers. By providing consultation on ways to improve their offering to the primary audiences, we were able to attract more customers and increase the client's revenue.

In addition, our website conversion rate optimization efforts resulted in a significant improvement in the client's website conversion rate, leading to more sales and revenue for the business.

Lastly, by identifying and optimizing their highest ROI keywords, we were able to sustain peak performance as competition increased.

## CONCLUSION:

Through our successful Google Ads campaign and website conversion rate optimization efforts, we were able to help a prominent flower company grow their revenue significantly within 11 months while maintaining a high ROAS. Our strategy focused on scaling their ad spend, optimizing their highest ROI keywords, identifying the most profitable non-brand search and alternate Google channels, providing consultation on ways to improve their offering to the primary audiences, and improving their website conversion rate. The results speak for themselves, and the client was thrilled with the outcomes.



# SUMMARY

Scaled ad spend from 10k to 90k per month while keeping account ROAS over 9.5 allowing us to increase profit as we spent more money.

Maintained & increased sales volume through slower season months allowing us to sustain ad revenue quarter over quarter

Scaled our non-brand search and alternate google channels profitably alongside our brand terms allowing us to bring in over 25k+ new customers

- Identified and optimized our highest ROI keywords allowing us to sustain peak performance as competition increased

