



HOW BLITSY OPTIMIZED THEIR PAID SEARCH ACCOUNT & IMPROVED THEIR COST-PER-ACQUISITION

CASE STUDY: PAID SEARCH, E-COMMERCE

GOAL



Blitsy, an arts and crafts e-commerce business, wanted to improve their paid search account's overall efficiency by improving their cost per acquisition.

OUR STRATEGY

Strategically reallocated budgets across Search, Shopping and Display campaigns and focused on high ROAS keywords and products

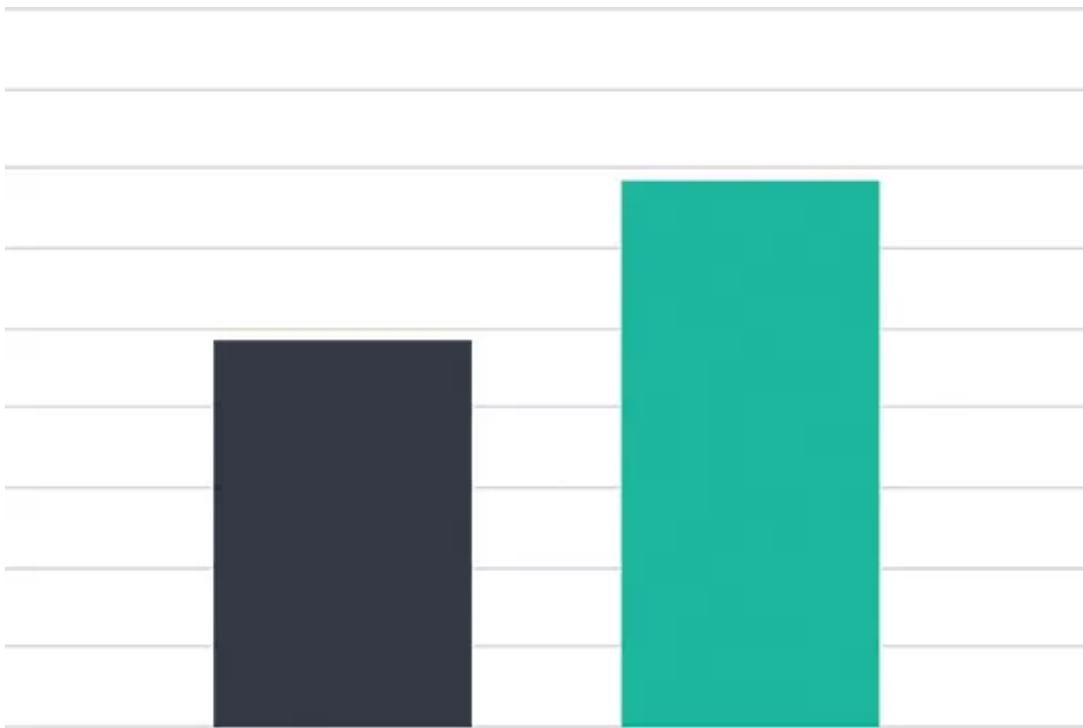
Implemented more granular bidding strategies on Search and Shopping campaigns

Pushed additional display remarketing and RLSA volume and launched responsive ads to test a new ad format

Overlaid Search campaigns with "similar to" audiences and bid up on these audiences to push for more conversion volume at a lower CPA

RESULTS

37.5% INCREASE
IN REVENUE



32% INCREASE
IN TRANSACTIONS

40% INCREASE IN
IN OVERALL ROAS