

# GOOGLE ADWORDS



## Goal

Generate high-quality ads for the client's art business

## Project Duration

This campaign ran for 9 Months

## About the Client

This client is an expert in oriental art lessons. They provide simple, concise, and easy to understand guides to complete works of art in one sitting.

# Overview of Campaign

# Strategy & Approach

The client wanted to grow their brand and reputation by showcasing their work on their website. The team decided to set up a simple search campaign optimized for each keyword. The target audience was based on income and interests:

## Target Audience

Custom Audience

## Interest

In the Market for Art

Lessons

## Language

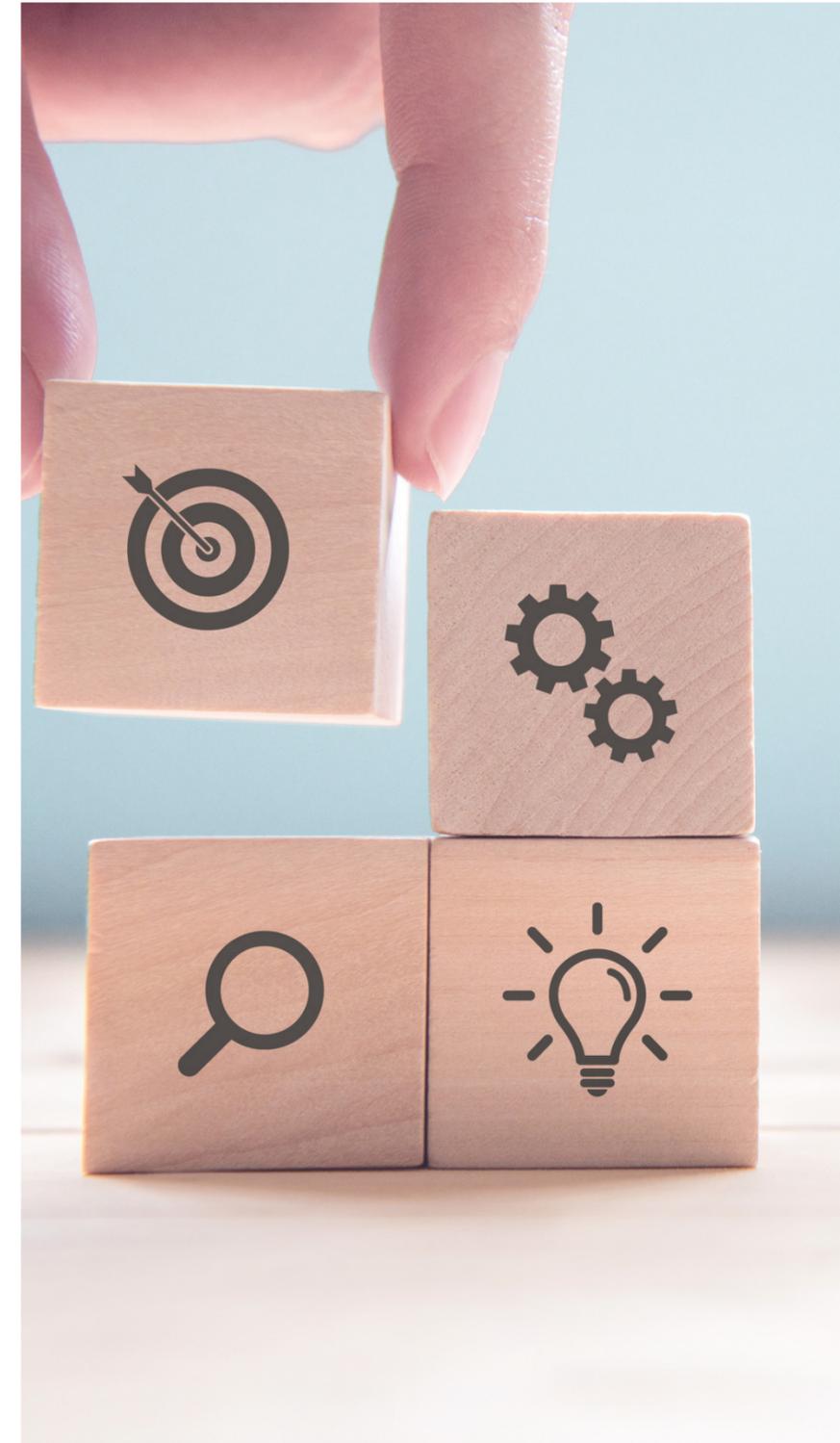
English

## Age Group

25-65+

## Income Class

Top 50% and Up



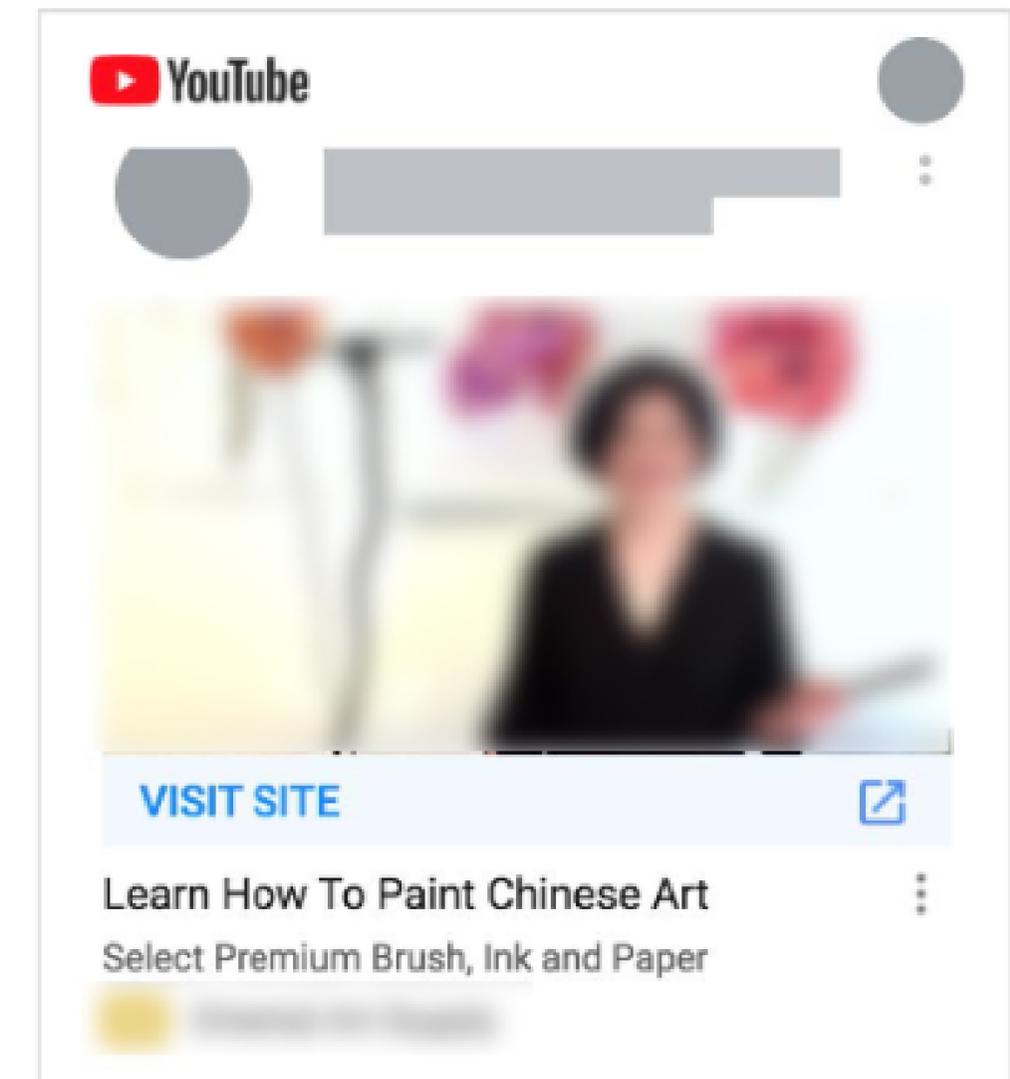
# Best Performing Ad

The team used search ads which used keywords to match the user's interests.

Each campaign had an ad pointing to the client's specific landing page.

This was a very healthy campaign with a very healthy ad impression size of 1.19M+ views.

After generating quality link clicks and product sales, we created a similar campaign for remarketing.



# Solution

## Shopping Ads

Finding people who are intentionally looking for the client's services via shopping ads.

## Display Ads

Generating awareness through product images and creatives.

<b>Unique Impressions</b>	<b>Conversion Value</b>	<b>Conversions (Sales)</b>	<b>CTR</b>
<b>1,194,181</b>	<b>\$20,124</b>	<b>1,133</b>	<b>0.80%</b>

Through active optimization of each campaign, our team was able to achieve optimal results for this client which generated a positive ROI and helped ignite their business.

# GET IN TOUCH

READY TO WORK WITH OUR TEAM?

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