

SCALING AN E-COMMERCE STORE FOR A CONSTRUCTION MATERIALS MANUFACTURER



Google Ads

Clicks ▾

4.55K

Conversions ▾

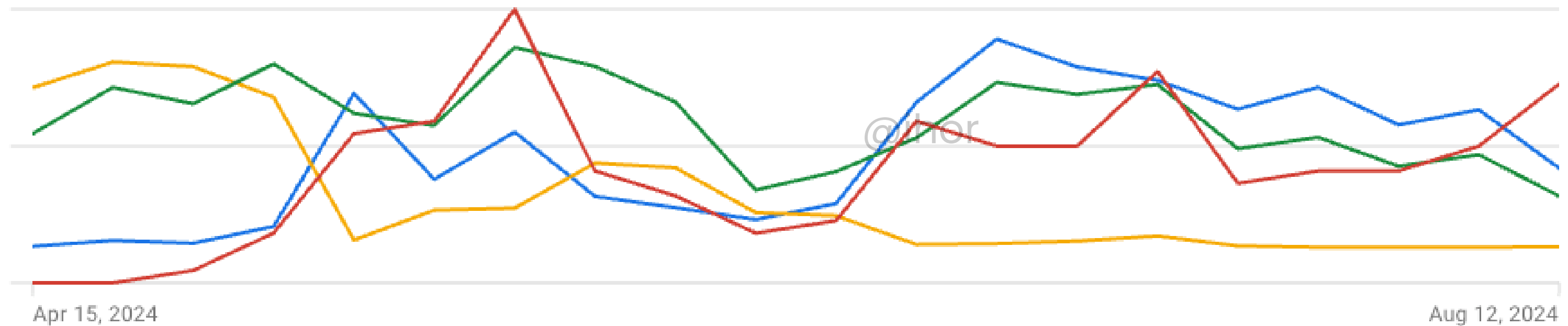
282.00

Avg. CPC ▾

\$2.11


Cost ▾

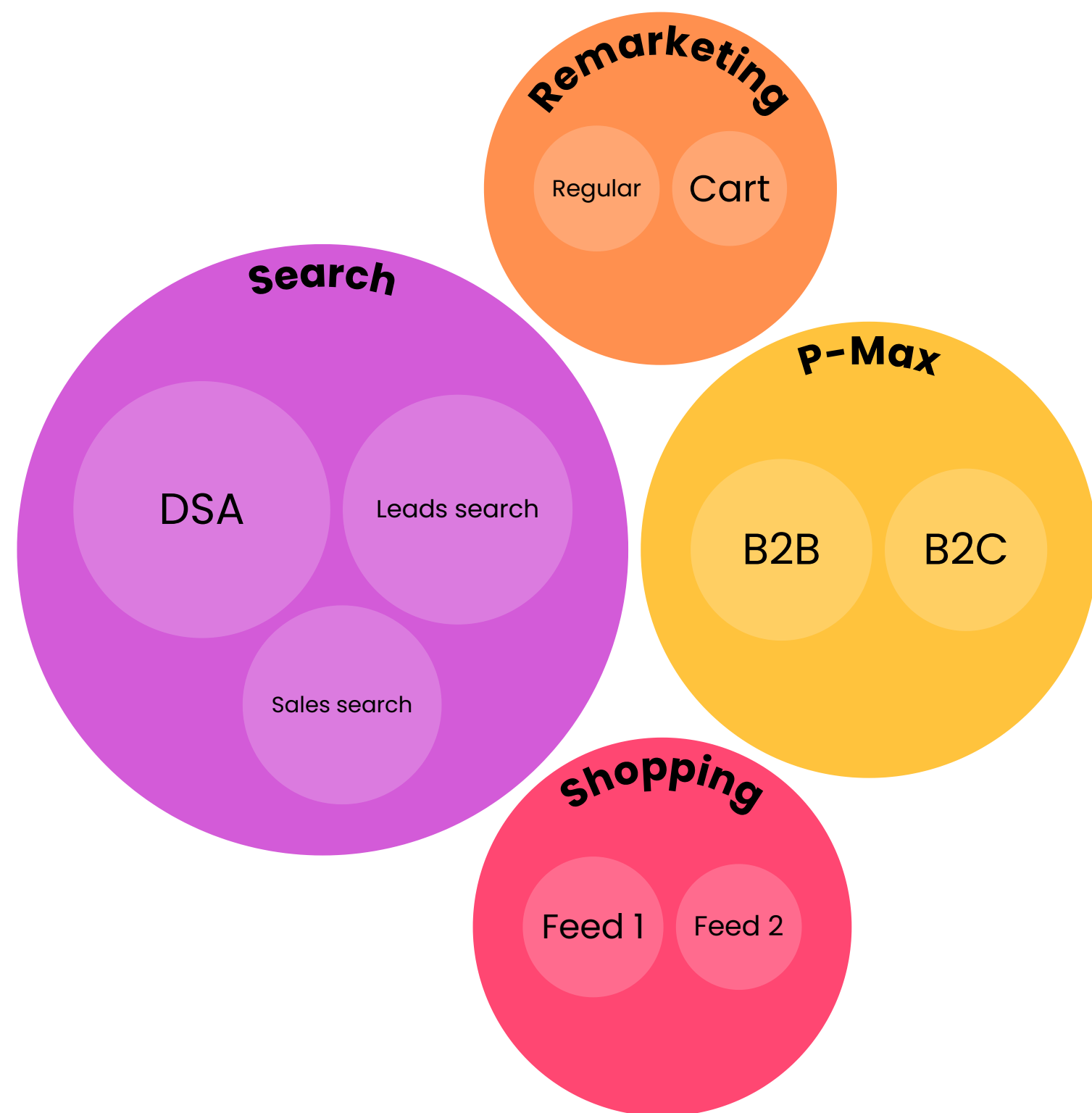
\$9.61K



CHALLENGE:

A mid-sized construction materials manufacturer wanted to expand their e-commerce presence and increase online sales through Google Ads. They had a well-structured website but struggled with driving relevant traffic and converting visitors into buyers. The client needed a comprehensive Google Ads strategy to generate consistent sales.

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SOLUTION:

I conducted an in-depth market analysis, competitor research, and keyword study to identify high-intent searches in the construction niche.

Based on our findings, I implemented a multi-campaign strategy.


Search Campaigns (High-Intent Keywords) – I targeted transactional keywords such as “buy inter-crown insulation,” “best insulation materials for sale,” and “bulk building supplies.” These campaigns focused on users ready to purchase.

Performance Max Campaigns – By leveraging Google’s AI-driven Performance Max campaigns, I reached users across Search, Display, YouTube, and Discovery with tailored ads, maximizing ROI.

Shopping Campaigns (Product Listing) – I optimized the client’s product feed and ran Google Shopping campaigns to showcase products directly in search results. These campaigns significantly increased visibility and CTR.

Display Remarketing Campaigns – To re-engage visitors who didn’t complete a purchase, I created retargeting ads with discounts and product reminders, leading to higher conversion rates.

RESULTS:

- ✓ 250+ purchases within the first 4 months.
 - ✓ 4.2x return on ad spend (ROAS).
 - ✓ 40% lower cost per acquisition (CPA) compared to previous efforts.
 - ✓ Improved brand recognition within the construction niche.
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CLIENT FEEDBACK:

“The results were beyond our expectations! We see a steady increase in sales. These campaigns are a game-changer for our e-commerce growth!”

THANK YOU

Struggling with your Google Ads or SEO? I can help!
Send me a message

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