

"I breathed a huge sigh of relief upon hiring White Shark Media. I had set up my Google Ads campaign and left it to run unprofitably for months. Reviewing and trying to optimize it was a lingering item on my to-do list that never got checked off because I had no interest in working on it. I was so happy to hand this task off to a team with much more knowledge and interest in Google Ads than myself. I'm happy to say that their hard work (not mine) has resulted in a campaign that performs profitably! Another HUGE BONUS is that they set up my Google Shopping campaign at no additional cost above my usual management fees, another dreadfully painful task off my plate! Thank you, Samantha and White Shark Media! You guys are great!"

Natalie Mounter

TOTALLY DAZZLED | OWNER



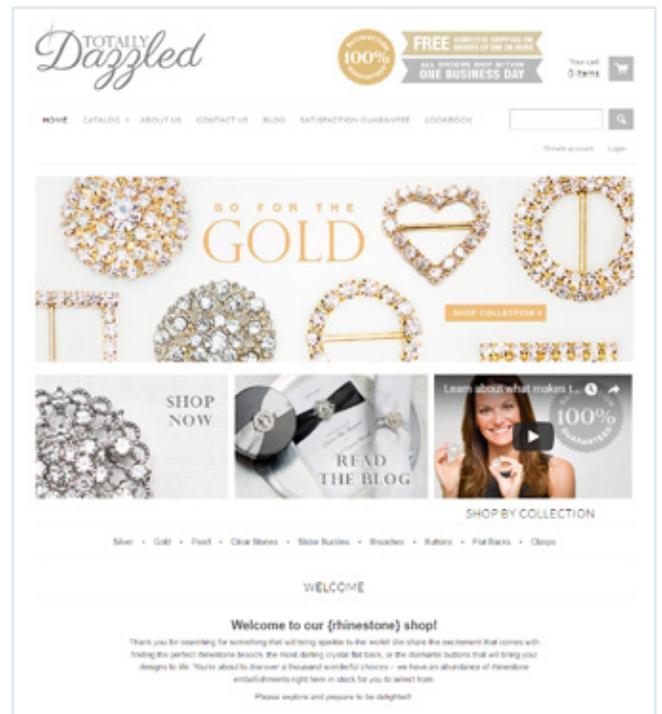
About Totally Dazzled

Dazzled Natalie Mounter is the owner of Totally Dazzled, a Canadian online store that sells rhinestone brooches to Canada and the United States. Natalie came to White Shark Media for help in managing her Google Ads campaign, which at the time was not generating any profits, and with a desire to create a shopping campaign.

Campaign Goals

Our PPC Strategist established goals with Natalie that would enable her to generate profits for her business:

- ❖ To decrease cost per conversion to \$30.
- ❖ To increase sales generated by Google Ads and outrank the competition.
- ❖ To launch a Google Shopping Campaign to increase sales in specific product categories.



The Challenges

The previous campaign had a conversion rate of 1.69%, with a cost per conversion of \$66.18. The average sale amount totaled only \$50; therefore, Natalie was losing money with every conversion.

Our Solution

1) Search-Only Campaign

The first step consisted of implementing a search-only campaign to find the common search terms that triggered our keywords. To stand out from the competition, we created ad copies that highlighted the benefits and specials offered by Totally Dazzled.

Cheap Wholesale Brooches
Order Quality Rhinestone Brooches.
Free Shipping on Orders Above \$99!
totallydazzled.com/BroochesWholesale

Brooches for Sale
Wide Range on Rhinestone Brooches.
Gold Plated, Pearl & More. Buy Now!
totallydazzled.com/BroochesforSale

2) 360 Degree Tracking

To identify how much revenue was driven by Google Ads, we installed conversion tracking for completed purchases and e-commerce tracking. We wanted to measure not only the number of sales but also the amount of profits those sales represented.

3) Shopping Campaign

After two months of running a search-only campaign, we were able to create a shopping campaign. The product name was adjusted to increase relevance based on common terms found on the search campaign.

4) ROI-Oriented Search Terms

We decided to implement an ROI-oriented keyword strategy by focusing on the most common search terms used when looking for brooches. We also targeted B2B consumers instead of one-time buyers by using the keyword variation "wholesale." We then adjusted the promotion to include discounts for purchases of 100 or more units. Our keywords included:

🔍 Rhinestone brooches

🔍 Brooches wholesale

🔍 Rhinestone buttons

🔍 Rhinestone clasps



The Results

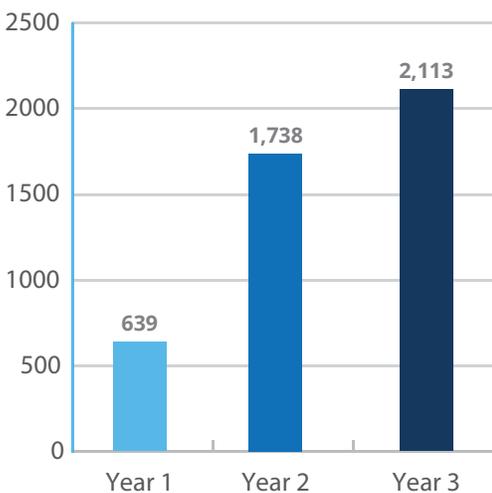
As a result of Natalie's partnership with White Shark Media, Totally Dazzled consistently increased its ROI from 0.69x to 3.28x..

We increased total conversion value by 465% from \$4,531.34 to \$25,594.59. These figures resemble the actual amount of revenue generated by the monthly conversions. By increasing conversions and value per conversion while decreasing costs, we were able to increase ROI for Totally Dazzled.

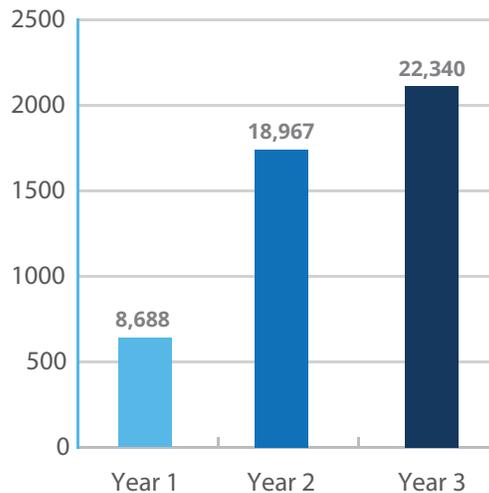
We also decreased cost per conversion by 40% while maintaining a top position in the search results. Additionally, we have been able to increase conversions by 231% from 639 to 2113.

Thanks to the success that Google Ads and White Shark Media have produced, Natalie has been able to begin the expansion of her business and has already hired someone else to help her out with the operations.

Conversions



Clicks



Results Summary:

Over the years, White Shark Media surpassed Natalie's campaign goals and increased Totally Dazzled business in the following ways:

- ❖ Total conversion value increased by **465%**
- ❖ Conversion Rate increased by **231%**
- ❖ Cost per acquisition decreased by **40%**
- ❖ Traffic increased by **157%**

Conclusion

With such drastic improvements to overall conversions, Totally Dazzled benefited significantly from their investment in PPC advertising and their choice in partner, White Shark Media. As a result, Totally Dazzled is bringing more leads than ever before and reaping the positive impacts of a partnership with White Shark Media.