

Google Ads

CASE STUDY

PROJECT DETAILS

Children of Design

A Simple & Design-led Baby High Chair Products Brand

Targeting: USA

Goal: Sales





Your Results are Important to Us!

| About Children of Design

[Children of Design](#) is a small family brand based out of New York City. They are an award-winning brand that sells high-quality baby high chairs that are designed to keep in mind the child's safety first. Their high chairs are adaptable for every age from 6 months to 6+ years old children & have various other unique features. It can be adjusted to the child's age & food ability, making it the perfect high chair for any child.

What did they achieve in just 4 months?



| Challenges

- The goal of the Google Ads campaign was to raise brand awareness among the target audience and nurture them towards conversion as a sale.
- To increase ad visibility and generate more sales for their products at a Low cost per conversion.
- We faced discrepancies in our conversion tracking due to which the actual total purchases recorded were low.

| Solutions

- We ran full-funnel marketing campaigns:
 - Top funnel: Served brand awareness and educated about product advantages & features to a broad audience
 - Mid- and bottom-funnel: A planned actionable strategy to target specific audiences & capture sales.



Your Results are Important to Us!

- Implemented standard shopping campaigns to start with the sales journey and keywords-based search campaigns to start brand awareness on search networks.
- We tested different types of advertising content to increase engagement and bring in sales.
- We measured the performance of the campaigns and managed it at the core level to get quality results.
- Additionally, we analyzed & optimized the landing pages to get better results from the ad campaigns.
- We implemented UTM Parameters in our campaigns to correctly track all the conversions we received from google ads.

| Success Factor

We helped the company build its image & credibility and establish a new audience segment on the paid advertising platforms from scratch through our Google Ads techniques since they were a small business and had less recognition on paid media platforms. With our strategies & regular optimization on this account, we have achieved the goal of increasing their overall sales & revenue and have received a good outcome from the beginning. We helped the business to reach more audiences by targeting full funnel audiences and advertising majorly on shopping networks. Initially, we tested the performance max campaign in this account to serve on more networks as performance max campaigns serve on various networks like - Shopping, Youtube, Display, etc., but the Standard shopping campaign & Search Campaign with brand keywords has worked the best for this account and has helped their business get effective ROI for the past 3-4 months.



Your Results are Important to Us!

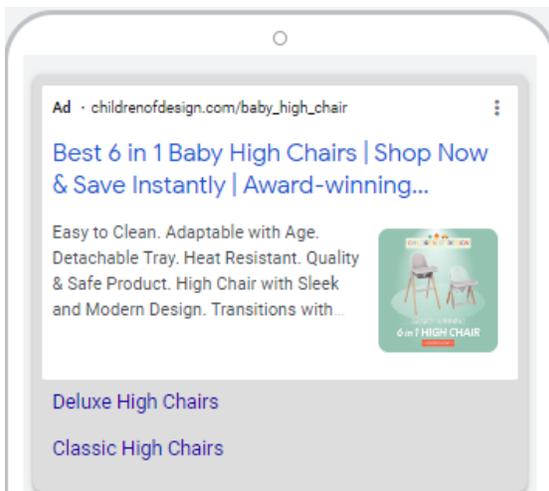
Monthly Performance Stats: November 2022 - January 2023

Month	Clicks	Impressions	CTR	Avg. CPC	All conv.	Conversions	Cost
1... Oct 2022	2,541	143,602	1.77%	\$0.68	23	0	\$1,733.62
2... Nov 2022	2,404	203,383	1.18%	\$1.23	32	3	\$2,959.17
3... Dec 2022	3,059	370,273	0.83%	\$1.11	75	13	\$3,389.75
4... Jan 2023	5,629	671,528	0.84%	\$0.84	258.34	59.14	\$4,740.42

Top Performing Shopping Ads

Ad	Campaign	Ad group	Campaign type	Clicks	Impr.	CTR	Avg. CPC	Conversions	Conv. rate	All conv.	All conv. value	Cost
Shopping Ad	BES ST - High Chair without Cushion - Standard Shopping	High Chair without & with Cushion - ST	Shopping	4,381	837,811	0.52%	US\$0.90	29.50	0.67%	149.88	12,973.46	US\$3,954.86
Shopping Ad	Classic High Chairs - New Std Shopping - BES ST	All Classic High Chairs	Shopping	2,167	282,619	0.77%	US\$0.68	19.64	0.91%	104.46	7,014.57	US\$1,462.75

Responsive Search Ad



Ad · childrenofdesign.com/baby_high_chair

Classic High Chair Collection | Shop Now & Save Instantly

High Chair with Sleek and Modern Design. Transitions with Child. Easy to Assemble. Easy to Clean. Adaptable with Age. Detachable Tray. Heat Resistant. Quality & Safe Product. Easy to Wipe Surfaces. Dishwasher Safe. Non-Toxic BPA Free. Shop for Your Baby Today! Types: Pink Baby High Chairs, Blue Baby High Chairs, Grey Baby High Chairs

Deluxe High Chairs
Thoughtfully Designed Baby High Chairs to Keep Your Little One Safe

Classic High Chairs
Easy to Clean. Adaptable with Age. BPA Free Products. Anti-Slip Grip.



Your Results are Important to Us!

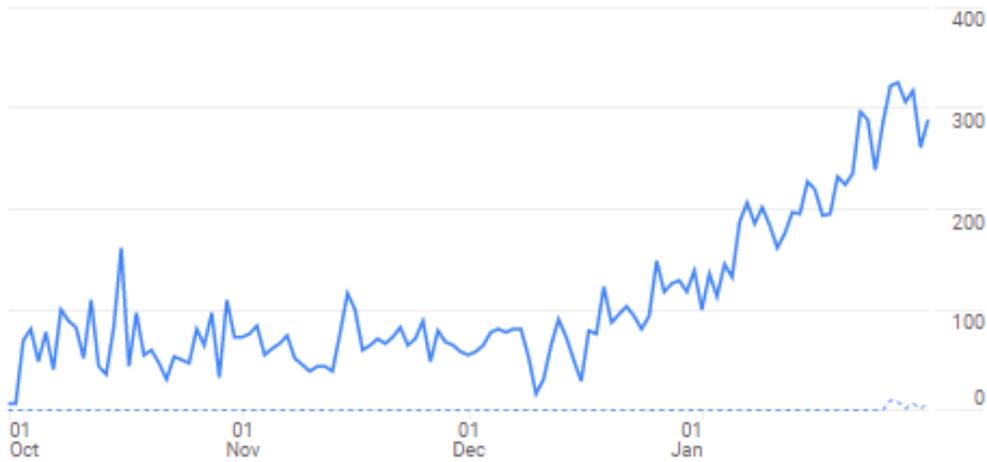
All-time Campaign Overview

(we optimized their campaign for 4 months)

Users
12K
 ↑44,481.5%

Revenue
\$26K
 -

Sessions
15K
 ↑33,542.2%



1 Oct 2022 - 31 Jan 2023

[AUDIENCE OVERVIEW](#)

1.	BES ST - High Chair without Cushion - Standard Shopping 18791823651		4,381 (32.14%)	US\$3,954.86 (30.84%)	US\$0.90	3,753 (41.61%)	4,384 (40.27%)	87.02%	1.25	0.75%	33 (37.08%)	US\$6,618.45 (44.83%)
2.	BES ST - Brand Keywords - Search 19073461602		954 (7.00%)	US\$2,100.92 (16.38%)	US\$2.20	842 (9.33%)	1,088 (9.99%)	61.03%	2.15	2.85%	31 (34.83%)	US\$4,379.55 (29.67%)
3.	Classic High Chairs - New Std Shopping - BES ST 19255073451		2,167 (15.90%)	US\$1,462.75 (11.41%)	US\$0.68	1,957 (21.70%)	2,403 (22.07%)	84.85%	1.38	1.00%	24 (26.97%)	US\$3,598.73 (24.38%)



Your Results are Important to Us!

Keyword Performance

https://docs.google.com/spreadsheets/d/10-ICYIhPL_31bF6ctzTXpJixk1Fvfl5h/edit?usp=sharing&ouid=115658994176706279678&rtpof=true&sd=true

Recent Monthly Performance Reports

January 2023 performance report:

https://drive.google.com/file/d/101c8tUZYIj1-JWb2R1E_G9g8Nf7nl2GW/view?usp=share_link

December 2022 performance report:

https://drive.google.com/file/d/107SdRFseSrGa3Kp4OP_1ZXM_GitoK59_/view?usp=share_link