

# REHISK

**Google Ads Case Study for Rehisk**

**21st-dec-2023 to 1st-march-2024**

# OVERVIEW

1 Introduction

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Components

6 Result  
Conclusion

## INTRODUCTION

### Client Background

**Client:** Rehisk

**Industry:** E-commerce

**Website:** <https://rehisk.com/>

### Project Duration

**Start Date:** Dec-21-2023

**End Date:** Ongoing

### Project Description

Rehisk Technology Co., Ltd., founded in 2017, is a multinational tech firm headquartered in Shenzhen, China, with branches in Boston, USA, and Hong Kong, China. The company specializes in designing, researching, developing, and manufacturing portable and computer monitors, all-in-one desktops, and related peripherals. Rehisk focuses on innovative product solutions, strategic global partnerships, and exceptional customer service. Its subsidiary, Ganymede Boston LLC, established in 2021, supports the North American market with product after-sales support, retail sales, data analysis, and product design and promotion.

## Objective :

Our Key objectives of using Google Ads include:

**Increase Visibility and Reach:** Google Ads enables businesses to display their ads to a large audience when people search for relevant keywords on Google or browse websites within the Google Display Network.

**Drive Website Traffic:** Businesses can use Google Ads to drive traffic to their websites by creating ads that appear in search results when users are looking for products or services similar to what the business offers.

**Boost Sales and Conversions:** For e-commerce businesses, Google Ads can be used to promote products and drive sales directly from the search engine results page.

**Increase Brand Awareness:** Google Ads helps businesses increase brand visibility by displaying their ads to a wide audience, even if users don't click on the ads. This exposure can contribute to brand recall and recognition.

## **Our Strategy**

**We maintained the client's presence across Google Search and aggressively tested which placements and ad types would work better.**

**Creating an effective Google Ads strategy involved several key steps.**

### **1. Understanding the Audience:**

- Understanding our client's audience was crucial.**
- We identified the target audience by looking into their demographics, interests, and online behavior.**
- This valuable information served as our guide for precise ad targeting.**

### **2. Select Networks and Devices:**

**Performance Max campaigns automatically run across multiple Google networks, including Search, Display, YouTube, and Discover. You can't specify individual networks to target or exclude.**

# Our Strategy

## 3. Create Ads:

- Write compelling ad copy for your ads. Performance Max campaigns support various ad formats, including text, image, video, and responsive ads.
- Upload assets such as images, videos, headlines, and descriptions for responsive ads.

## 4. Enable Conversion Tracking:

Make sure you have conversion tracking set up in your Google Ads account to measure the effectiveness of your Performance Max campaign.

## 5. Launch Campaign:

Once you've reviewed everything and ensured that all settings are correct, click the "Save" or "Launch" button to activate your Performance Max campaign.

# Challenges

## 1. Cost Management:

- We faced challenges with high CPCs, influenced by industry dynamics and competition.
- Balancing the budget became critical, especially when struggling to convert clicks into effective sales during the campaign.

## 2. Targeting the Right Audience:

- One of the challenges we encountered was identifying and targeting the correct audience.
- Ensuring our ads reached the right people was crucial for achieving a positive return on investment.
- Also, fine-tuning this targeting process became a crucial aspect of our campaign strategy.

### **3. Ad Relevance and Quality Score:**

- Our client's ads' visibility and cost per click were impacted by low Quality Scores assigned by Google.**
- Addressing ad relevance became imperative to improve these scores and improve the overall performance of our advertisements.**

### **4. Ad Copy and Creatives:**

- Creating ad copy that not only attracted clicks but also effectively converted visitors into customers presented a notable challenge.**
- Achieving this balance required continuous refinement of our messaging strategy.**

### **5. Conversion Tracking:**

- The challenge of setting up and maintaining accurate conversion tracking was significant.**
- Without precise tracking, optimizing our campaigns for sales proved to be a complex task, emphasizing the need for meticulous attention to tracking mechanisms.**



## How Did We Overcome the Challenges?

### 1. Ad Extension Utilization:

- Leveraged ad extensions for additional information.
- Encouraged clicks without significant cost increase.
- Enhanced ad visibility and relevance.

### 2. Dynamic Bidding Strategy:

- Continually refined bidding strategy.
- Adjusted bids based on keyword and audience performance.
- Balanced competitiveness and cost control.

## How Did We Overcome the Challenges?

### 3. Ad Relevance and Quality Score:

- Analyzed target audience and keywords.
- Improved audience segmentation.
- Identified specific and relevant keywords.

### 4. Creative Optimization:

- Monitored ad creative performance.
- Emphasized high-performing ads.
- Maximized value for each click.

## **Campaign Components:**

**Campaign Type: Performance Max**

**Target Location : United States (country)**

**Targeting Audience: Tech Enthusiasts, Gamers, Home Office Setups, Travelers, Small Business Owners and Students**



## RESULTS

**The results include data from Google Ads Manager, Google Keywords Planner and Google analytics.**

# Assets

## Asset groups

 Summary

 Table



Asset Group 1

Preview ads



### Assets

Products from Rehisk, 18 images, 1 logo, 2 videos, 15 headlines, 5 long headlines and 5 descriptions added to this asset group

15/17



Work or Play, Any...

Gaming Monitors

Enjoy Free Shipping

Built-In Speakers

+ 21

### Signals

Audience signal

♥ Interests and detailed demographics

 Enabled    Ad strength: Excellent    Status: Eligible

[Listing group](#)

[Edit assets](#)

[View details](#)

Show asset groups:

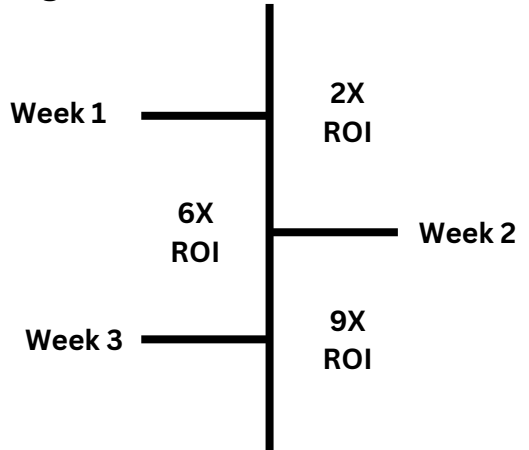
5 ▾

1 - 1 of 1



# ROI

Here is the ROI we achieved, jumping to 1X in the very first week.



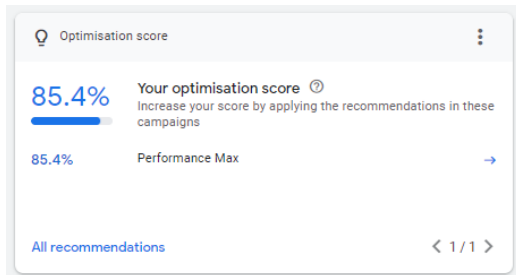
Here is how we increased ROI by over 9X in just 3 weeks.

# Optimization Score and Asset Performance

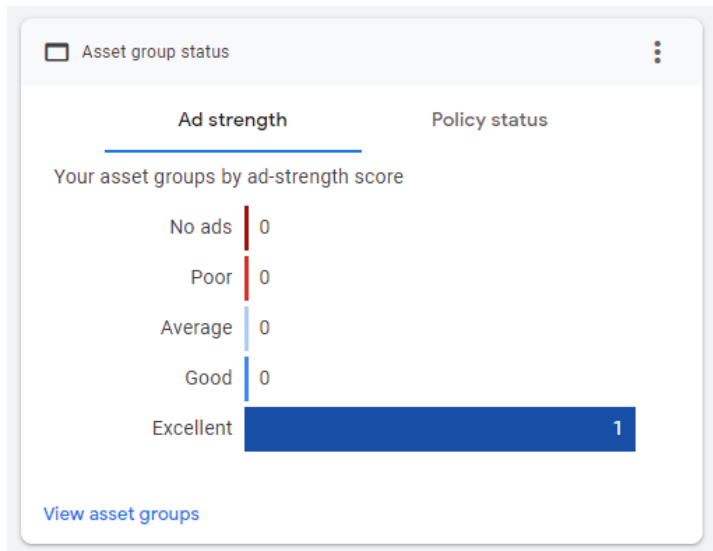
Asset performance

Asset	Asset type	Performance	Policy status
Gaming Monitors	Headline	Best	Eligible
Enjoy Free Shipping	Headline	Best	Eligible
Transforming the Way You Work	Headline	Low	Eligible
Work or Play, Anywhere	Headline	Best	Eligible
Built-In Speakers	Headline	Best	Eligible

[View asset report](#) < 1 / 17 >



# ADS Strength





# Audience

Search	Browse	3 selected
<input type="text" value="Try 'tablets &amp; ultraportable devices'"/>		In-market
<p><b>Show: Recent and ideas</b></p> <p><input type="checkbox"/> Select all (12) <span>^</span></p> <p><input checked="" type="checkbox"/> <u>Computer Accessories &amp; Components</u> ⓘ</p> <p><input type="checkbox"/> <u>Computers &amp; Peripherals</u> Based on your past click performance</p> <p><input type="checkbox"/> <u>Consumer Electronics</u> Based on your past click performance</p> <p><input type="checkbox"/> <u>Technology</u> Based on advertisers like you</p>	<p><u>Computers &amp; Peripherals</u> <u>Computer Accessories &amp; Components</u> ⓘ</p> <p><u>Computers &amp; Peripherals &gt; Computer Accessories &amp; Components</u> <u>Computer Monitors</u> ⓘ</p> <p><u>Computers &amp; Peripherals &gt; Computers</u> <u>Tablets &amp; Ultraportable Devices</u> ⓘ</p>	

# Performance

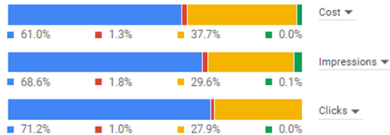
The screenshot shows the Google Ads interface for 'All campaigns'. The table displays performance metrics for various campaigns, including 'Performance Max'. The metrics include Impressions, Interactions, Interaction rate, Avg. cost, Cost, Conversions, Conv. value, Bid strategy type, Clicks, Conv. rate, and Avg. CPC.

Campaign	Impressions	Interactions	Interaction rate	Avg. cost	Cost	Conversions	Conv. value	Bid strategy type	Clicks	Conv. rate	Avg. CPC
Performance Max	870,346	3,498 Clicks, engagements	0.40%	US\$0.63	US\$2,295.34	45.00	15,121.55	Maximize conversions	2,695	1.29%	US\$0.82
Total: All enabled campaigns in your current account	870,346	3,498 Clicks, engagements	0.40%	US\$0.63	US\$2,295.34	45.00	15,121.55		2,695	1.29%	US\$0.82
Total: Account	870,346	3,498 Clicks, engagements	0.40%	US\$0.63	US\$2,295.34	45.00	15,121.55		2,695	1.29%	US\$0.82
Total: Search campaigns	0	0	--	--	US\$0.00	0.00	0.00		0	0.00%	--
Total: Shopping campaigns	0	0	--	--	US\$0.00	0.00	0.00		0	0.00%	--
Total: Performance Max campaigns	870,346	3,498 Clicks, engagements	0.40%	US\$0.63	US\$2,295.34	45.00	15,121.55		2,695	1.29%	US\$0.82

## Devices

### Ad performance across devices

Mobile Phones Tablets Computers TV screens




Devices

location



## Campaign performance

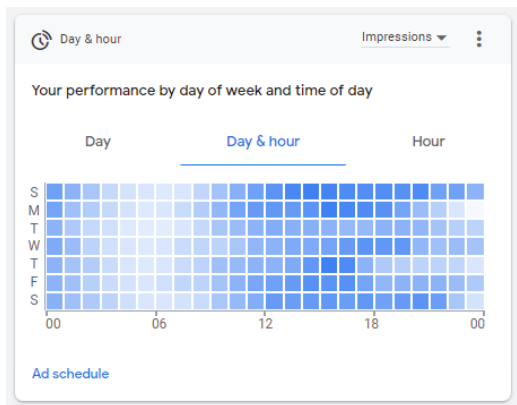
 Campaigns ⋮

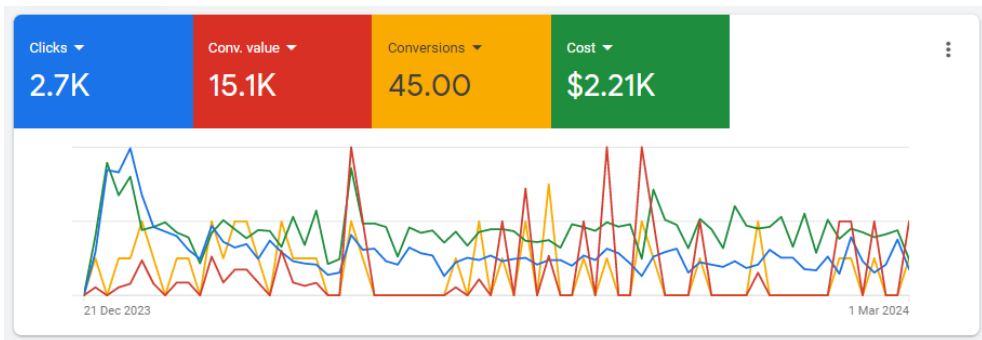
Summary of how your campaigns are performing

	Cost <span data-bbox="1101 461 1124 476">▼</span>	Clicks <span data-bbox="1255 461 1278 476">▼</span>	Conv. value <span data-bbox="1424 461 1447 476">▼</span>
<span data-bbox="669 528 693 543">●</span> Performance Max	US\$2,207.26	2,697	15,121.55

[All campaigns](#) < 1 / 1 >

## Day and Hour performance

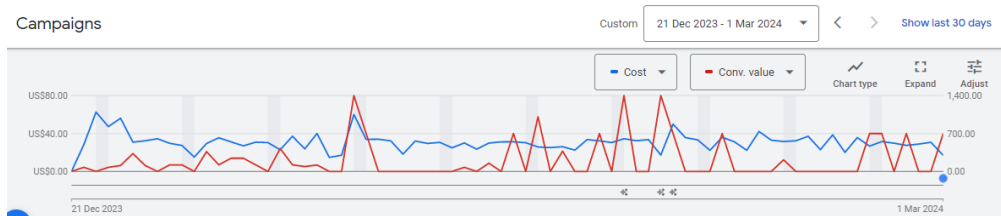




**The graph clearly illustrates the improvement in our clicks from December 21st 2023 to March 1st 2024**

## Costs vs Conversions

Examine the Below Graph  
From 21st Dec 2023 to 01 Mar 2024



## Costs Per Conversions

**Examine the Below Graph  
From 21st Dec 2023 to 01 Mar 2024**





## Conclusion

**In conclusion, our strategic implementation of the advertising campaign, particularly through Performance max Ads, revealed substantial benefits for our client.**

**By adopting a strategic approach, testing and optimizing effectively, and maintaining a patient commitment to monitoring returns, we achieved more than just meeting our client's expectations.**

**The campaign resulted in a remarkable multiplier effect, amplifying their ad investment into a significant increase in both website traffic and sales. This success not only delivered tangible results but also contributed to a substantial boost in brand awareness**

**DigiRocket**  
technologies.



*Thank You*