

Same ad budget. +49% revenue. 60 days.

An auto-parts store had built its account around buying clicks as cheaply as possible. The account was rebuilt around orders and profit, with derived monthly spend rising only about 7% from June to August 2024.

Conversions	Cost / conversion	Revenue	Ad spend (derived)
18.24	£1,000	£66.1K	£18.2K
→ 357.76	→ £54.48	→ £98.6K	→ £19.5K
×19.6	18.4× lower	+49%	+7%

The brief

Cheap clicks were being mistaken for efficient advertising. The account needed to shift its optimisation target from cost per click to profitable orders, while fixing the catalogue coverage, retargeting and post-click journey that supported that goal.

What the client asked for

- Produce more orders on essentially the same budget
- Reduce cost per conversion
- Increase revenue, not just click volume

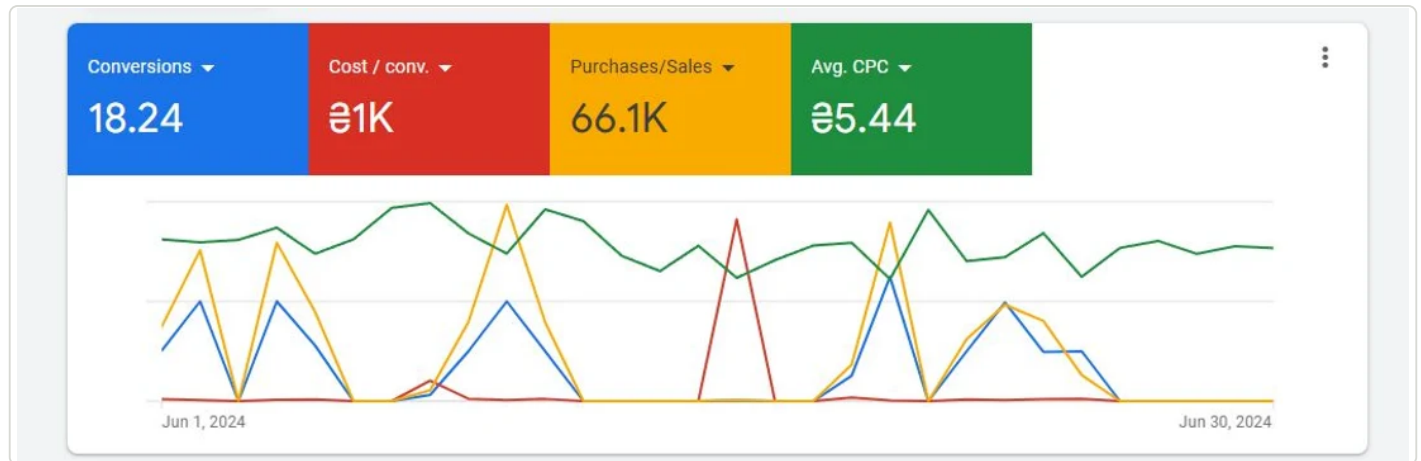
Where we started

- 18.24 conversions in June
- £1,000 cost per conversion
- £66.1K revenue at £5.44 average CPC



Baseline: June 2024

June produced only 18.24 conversions at €1,000 each against €66.1K of revenue. The account's structure, bidding and keyword choices were all aimed at buying cheap clicks.



Google Ads, Jun 1-30, 2024. 18.24 conversions, €1K cost per conversion, €66.1K purchases / sales, €5.44 average CPC.

What the baseline tells us

Conversions	Cost / conv.	Revenue	Average CPC
18.24	€1,000	€66.1K	€5.44
monthly	baseline	platform	cheap clicks

- A low cost per click did not translate into a low cost per order.
- Campaign structure preserved weak keywords instead of removing them.
- The account paid for product and cart intent without consistently retargeting it.

What we did

The rebuild was structural: campaign segmentation, catalogue coverage, bidding controls and the checkout experience all changed to optimise for orders rather than traffic.

01

full restructure

Campaigns restructured around profitability

Campaigns were segmented by profit logic. Keywords and ads that consumed budget without orders were removed rather than merely bid down.

02

coverage + recovery

Performance Max combined with retargeting

Performance Max extended coverage across Search, Shopping and wider inventory, while product viewers and abandoned carts were brought back.

03

drift control

Automated bidding with manual exclusions

Automation handled bids, but exclusions prevented drift back into cheap, unprofitable inventory.

04

post-click fixed

Faster pages and a streamlined checkout

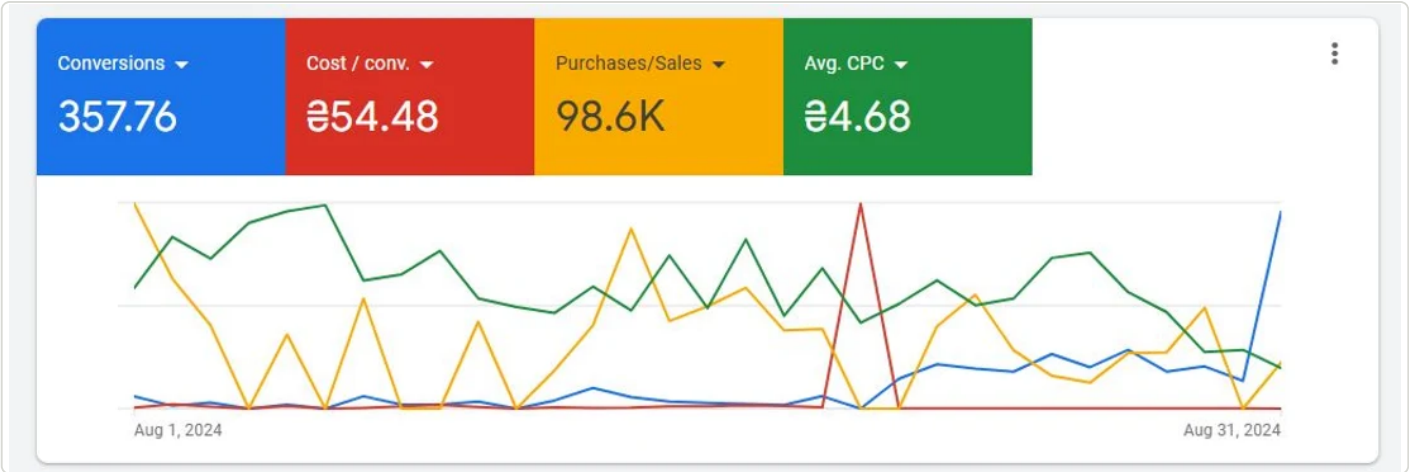
Landing pages were sped up and checkout friction reduced so better traffic was not lost after the product page.

How the rebuild worked together

Profit-based segments defined the value, Performance Max and retargeting expanded controlled reach, manual exclusions prevented drift, and a faster checkout protected the intent the account paid to acquire.

Result: August 2024

By August the account produced 357.76 conversions at €54.48 each against €98.6K of revenue. Derived spend was about €19.5K, only 7% above the baseline.



Google Ads, Aug 1-31, 2024. 357.76 conversions, €54.48 cost per conversion, €98.6K purchases / sales, €4.68 average CPC.

The account after the change

Conversions	Cost / conv.	Revenue	Average CPC
357.76	€54.48	€98.6K	€4.68
×19.6	18.4× lower	+49%	-14%

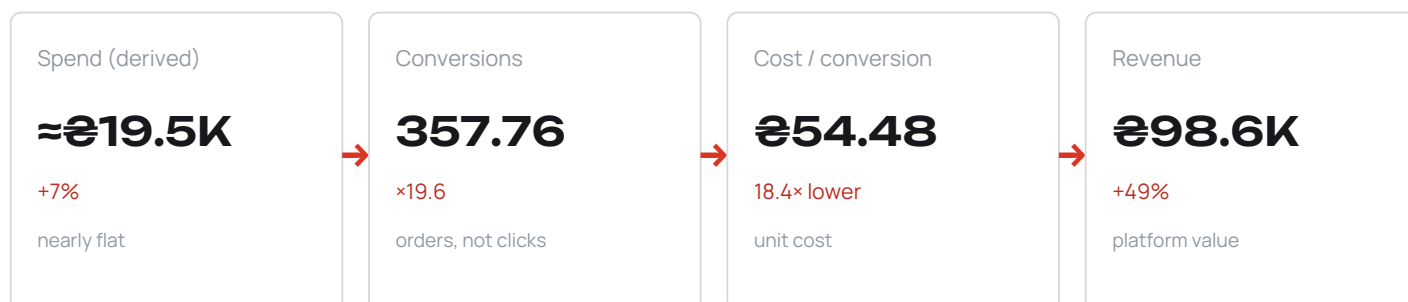
Metric	June 2024	August 2024	Change
Conversions	18.24	357.76	×19.6
Cost per conversion	£1,000	£54.48	18.4× lower
Revenue	£66.1K	£98.6K	+49%
Average CPC	£5.44	£4.68	-14%
ROAS (derived)	×3.62	×5.06	×1.40
Ad spend (derived)	≈£18.2K	≈£19.5K	+7%

On the phrase 'same budget'.

Spend was not literally identical. Derived from the screenshots, it rose about 7%, from roughly £18.2K to £19.5K. That is small relative to the 49% revenue gain, but it is disclosed. ROAS and spend are both derived.

What the budget bought after the rebuild

The account's media input barely changed; the mix of outcomes changed completely.



The media account changed

Profit-based segmentation and exclusions stopped weak inventory from absorbing budget. PMax broadened coverage only inside those controls.

The website changed too

Page speed and a shorter checkout protected the intent that the ad account paid to acquire. Traffic quality alone would not have produced the full gain.

What the result does not prove

It does not prove every one of the 357.76 attributed conversions was a completed order. Google Ads can report fractional attribution; the screenshot defines the platform metric, not an audited order ledger.

Being honest about the outcome

The improvement is large, but the small spend increase and the derived calculations remain part of the result.

What the evidence supports

- Conversions rose 19.6×
- Cost per conversion fell from £1,000 to £54.48
- Revenue rose 49%
- Derived ROAS improved from 3.62× to 5.06×

What also matters

- Derived spend rose about 7%
- ROAS is calculated from screenshot figures
- Attributed conversions may be fractional because of platform attribution

A 7% spend increase bought 49% more revenue.

The result came from pointing essentially the same money at orders, then removing friction between the product page and checkout.

×19.6

conversions

18.4×

lower cost per conversion

×1.40

derived ROAS improvement

Case study compiled from Google Ads screenshots published by ConvertLab360. Comparison months: June 2024 and August 2024. Spend is derived as conversions × cost per conversion; ROAS is revenue ÷ derived spend. Source page: convertlab360.com/case-studies/google-ads-auto-parts-ecommerce



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