



Channel:



Paid Search

Industry:



Upscale Home Goods

Audience:



Luxury-Minded Spenders

Goal:



Increase Revenue & Maintain ROAS

The Situation

A top brand in the luxury home goods and decor industry that carries handcrafted and uniquely sourced furniture and porcelain was looking to continue increasing their digital revenue after seeing online growth during the pandemic. With a target audience of high net worth individuals who appreciate refinement and luxury, the business has numerous high AOV products and tends to see good revenue performance. After seeing exponential ecommerce growth in 2020, the luxury home brand was looking for **new ways to continue growing revenue with an aggressive ROAS target.**

Opportunity Identified

The team's openness to testing helped to expose the limits and opportunities of paid search for the brand. After making campaign budget adjustments and restructuring campaigns to maximize reach, there was an opportunity to double down on upper-funnel efforts that could increase impressions and generate new leads.

ROI in Action

The ROI team started by scaling the brand's paid search budget to capture quick wins and maximize reach, then made adjustments to improve ROAS and recapture profitability at the new spend level. By **restructuring Shopping campaigns and Dynamic Search Ads campaigns**, the team was able to have even more granular control over budgets and bids with increased agility to shift budget between different product segments. In addition to adjusting campaigns and budgets, the team focused on **demand generation initiatives** through **Display** and **YouTube** to find and retain new customers.

Results Achieved

The brand saw tremendous growth while achieving an aggressive ROAS target with a focus on **Shopping, Search, Display, and YouTube**. Over a 15-month time period of working with ROI compared to the previous 15 months, the brand was able to achieve:

135% Revenue Growth

379% Increase in Impressions

119% Increase in Transactions