BALANDIN/AGENCY

Google Ads for e-commerce

Proposal from Balandin Agency

We take on all of performance marketing for online stores and DTC brands

832%

ROMI — Online aesthetic medicine supplier for clinics (USA)

$450,000

revenue — $450,000 revenue at 181% ROMI for a Home & Garden DTC brand

What we did: Google Ads for e-commerce

Online aesthetic medicine supplier for clinics (USA)

Built Google Ads around Performance Max bidding for conversion value, not conversion count: with ~$1,200 orders, order value matters more to the algorithm than the number of purchases.

$450,000 revenue at 181% ROMI for a Home & Garden DTC brand

Split retail and wholesale into separate campaigns with different objectives: B2C optimized for online purchases, B2B — for leads. Worked in two channels, Meta and Google Ads, for 17 months straight, not as a one-off launch.

Performance marketing that does not break when the budget grows

We know your break-even point before the start

Before launch we calculate the payback at which you go into profit — accounting for margin, average order value and repeat purchases. We work from that point, not from pretty numbers in a dashboard.

We show the real contribution of the ads

We separate warm brand traffic from new demand. You see how many sales the ads actually brought — not your own customers claimed by the platform.

What our work includes: Google Ads

Keywords and structure

We work out what your customers search for and how, and build campaigns around the meaning of the query — plus negative keywords so the budget does not go to junk traffic

Ads and creatives

We write copy for every query group; for YouTube and the Display Network we shoot video and statics ourselves

Pre-landing pages for ads

We build pre-landers and quizzes matched to the query — the person should see exactly what they searched for. A full landing page is not part of this service, it is a separate service

Tracking

We set up conversions and send Google data about real sales, not clicks and calls to nowhere

Bidding and scaling

We drive campaigns toward a cost-per-sale target and raise the budget where the economics hold

Reporting

Once a week we show what was spent and how many leads and how much money it brought — without the 200 columns from the ad account

Case studies: Google Ads for e-commerce

Online aesthetic medicine supplier for clinics (USA)

B2B store for clinics: $900,000 from Google Ads at 832% ROMI

$96,500
Ad spend

2,561
Purchases

$900,000
Revenue

832%
ROMI

$450,000 revenue at 181% ROMI for a Home & Garden DTC brand

Scaled a Home & Garden DTC brand at 181% ROMI

$159,404
Ad spend

6,923
Purchases and B2B leads

$448,298
Revenue

181%
ROMI

BALANDIN/AGENCY

Pricing

from $1,000/month

Ad budget is paid separately, minimum $3,000 per month.

Contacts

egor@balandin.agency

Telegram @balandin_egor

30-minute call

All case studies