

# E-Commerce | Jewelry Brand | GEO: USA | Google Ads

<input type="checkbox"/>	Campaign	h e	Search top IS	Search abs. top IS	Search lost IS (Budget)	Search lost IS (rank)	Optimization score	↓ Cost	Conv. value	Conv. value / cost	Conversions	Conv. rate	Cost / conv.
<input type="checkbox"/>	03 - Pmax   Remarketing - BESTSELLERS - max 310 %	%	—	—	2.37%	81.61%	96.3%	US\$10,993.78	30,216.36	2.75	117.83	1.34%	US\$93.30
<input type="checkbox"/>	01 - Search   BRAND	%	82.67%	59.11%	4.42%	10.42%	100%	US\$4,270.87	13,128.17	3.07	52.44	8.78%	US\$81.45
<input type="checkbox"/>	USA   banner DG Conversions CPA=100 \$ 30.07	—	—	—	—	—	—	US\$2,057.93	2,506.70	1.22	9.00	0.22%	US\$228.66
<input type="checkbox"/>	01 - Search   WORLD Brand	%	27.46%	15.70%	0.00%	68.43%	100%	US\$1,890.26	4,464.85	2.36	19.00	3.25%	US\$99.49
<input type="checkbox"/>	01, TS, NBS, US, E exact/road, 14.02 24	%	+ 10%	+ 10%	18.97%	73.12%	—	US\$1,996.02	2,277.15	1.43	8.00	4.26%	US\$199.61
<input type="checkbox"/>	02 - Search   Jewelry map	%	32.20%	15.65%	21.65%	45.65%	—	US\$1,569.21	2,570.89	1.62	10.14	5.42%	US\$156.71
<input type="checkbox"/>	03 - Pmax   all audiences - BESTSELLERS max=320%	%	—	—	1.92%	89.56%	—	US\$1,468.99	2,194.35	1.49	6.00	0.32%	US\$244.83
<input type="checkbox"/>	USA   new DG Conversions CPA=60 \$	—	—	—	—	—	—	US\$1,440.63	2,833.28	1.97	10.13	0.26%	US\$142.18
<input type="checkbox"/>	02 - Search   Necklace + ring	%	40.06%	+ 10%	3.23%	55.11%	—	US\$1,388.88	3,790.48	2.73	13.07	6.40%	US\$106.30
<input type="checkbox"/>	Performance Max - Target audience - Competitors	%	—	—	7.24%	83.23%	—	US\$1,248.20	1,156.93	0.93	13.97	1.62%	US\$89.34
<input type="checkbox"/>	03 - Pmax   extra   all audiences - BESTSELLERS max conv target cpa= 90 \$	%	—	—	1.43%	84.63%	—	US\$1,193.23	1,252.24	1.05	3.00	0.00%	US\$397.74
<input type="checkbox"/>	06 - Pmax   USA   extra Remarketing	%	—	—	4.49%	87.41%	—	US\$1,125.04	2,792.05	2.48	11.50	2.59%	US\$97.63

When I worked with a jewelry brand as a Google Ads specialist, my main focus was on driving high-intent traffic to their e-commerce store and improving conversion performance. I managed Search, Shopping, and Display campaigns, ensuring that product ads showcased the most attractive collections, such as rings, necklaces, and bracelets. I also optimized product feeds in Merchant Center by adding attributes like sale\_price and custom labels, helping the brand promote seasonal offers and highlight bestsellers.