

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

Campaign	Search top IS	Search abs. top IS	Search lost IS (budget)	Search lost IS (rank)	Optimisation score	Cost	Conv. value	Conv. value / cost	Conversions	Conv. rate	Cost / conv.
01 - Pmax Remarketing - BESTSELLERS - max: 310%	—	—	2.37%	81.61%	96.3%	US\$10,993.78	30,216.96	2.75	117.83	1.34%	US\$93.30
01 - Search BRAND	82.67%	69.11%	4.42%	10.42%	100%	US\$4,270.87	18,128.17	3.07	52.44	8.78%	US\$81.45
USA banner DG Conversions CPA=110 & 30.07	—	—	—	—	—	US\$2,857.93	2,506.70	1.22	9.00	0.22%	US\$323.66
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
01 TS_NBS_US_E exactBroad_14.02.24	~10%	~10%	18.97%	73.12%	—	US\$1,396.02	2,277.15	1.43	8.00	4.26%	US\$199.81
02 - Search Jewelry map	32.20%	16.05%	21.05%	45.65%	—	US\$1,069.21	2,570.89	1.62	10.14	5.42%	US\$156.71
03 - Pmax all audiences BESTSELLERS max: 320%	—	—	1.92%	89.56%	—	US\$1,468.92	2,194.35	1.49	8.00	0.32%	US\$244.83
USA new DG Conversions CPA=80 & 30.07	—	—	—	—	—	US\$1,440.63	2,833.28	1.97	10.13	0.26%	US\$142.18
02 - Search Necklace + ring	40.06%	~10%	3.23%	55.11%	—	US\$1,388.88	3,790.48	2.73	19.07	6.40%	US\$89.30
Performance Max - Target audience - Competitors	—	—	7.24%	63.23%	—	US\$1,248.20	1,156.93	0.93	13.97	1.62%	US\$89.34
03 - Pmax extra all audiences BESTSELLERS max: conv. target cps = 80.5	—	—	1.43%	84.63%	—	US\$1,193.23	1,252.24	1.05	3.00	0.00%	US\$397.74
04 - Pmax USA extra Remarketing	—	—	4.42%	67.41%	—	US\$1,125.04	2,792.05	2.40	11.50	2.44%	US\$892.80

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.