

E-commerce | GEO: Worldwide | Digital product promotion | Google Ads

I helped BlueprintCoC expand their online presence and drive product sales by launching and optimizing Google Ads campaigns. BlueprintCoC specializes in premium high-end digital products delivered via their Shopify website, targeting players looking to elevate their gameplay.

Drawing on my expertise in e-commerce and performance marketing, I implemented Google Performance Max and Demand Generation campaigns, fine-tuned for their audience of competitive gamers and pro players. I boosted conversion rates and maximized ROAS while maintaining efficient spend

Overview

Custom

1 - 30 Jun 2025



Show last 30 days

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Clicks ▾

23.7K

Conversions ▾

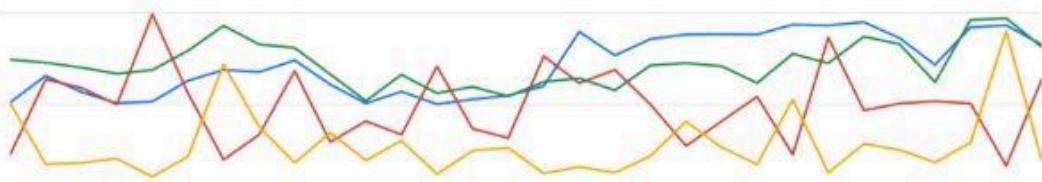
326.58

Cost / conv. ▾

£11.24

Cost ▾

£3.67K



1 Jun 2025

30 Jun 2025

<input type="checkbox"/> ● Campaign	Bid strategy type	Participating ad	Clicks	Conv. rate	↓ Conv. value	Conversions	Participated in-app action	Avg. CPC	Cost / conv.
Total: Campaigns in your current view ?									
<input type="checkbox"/> ● 🔍 SIS - BLUE	Target impression share	0.00	772	11.7%	2,614.34	91.06	—	£0.02	£0.17
<input type="checkbox"/> ● ↗️ PMAX C - Max (5 Tier 1)	Maximise conversions	0.00	2,821	1.13%	1,003.49	39.38	—	£0.25	£17.71
<input type="checkbox"/> ● ↗️ GEN C - YouTube (Top 21)	Maximise conversions	0.00	7,150	0.48%	948.31	35.43	—	£0.08	£16.67
<input type="checkbox"/> ● 🔍 SIC - Buy Base	Maximise conversions	0.00	520	5.79%	880.49	30.12	—	£0.58	£10.00
<input type="checkbox"/> ● ↗️ GEN C - Buyers	Maximise conversions	0.00	146	17.33%	766.40	28.94	—	£0.45	£2.28
<input type="checkbox"/> ● 🔍 SIC - TH17	Maximise conversions	0.00	3,689	0.85%	663.11	31.27	—	£0.15	£17.12
<input type="checkbox"/> ● 🔍 SIC - CoC Bases	Maximise conversions	0.00	199	10.21%	443.92	20.33	—	£0.75	£7.35
<input type="checkbox"/> ● ↗️ GEN C - Converters (Top 21)	Maximise conversions	0.00	1,269	1.38%	390.93	18.73	—	£0.13	£9.14
<input type="checkbox"/> ● ↗️ GEN C - CoC App (Top 21)	Maximise conversions	0.00	3,186	0.50%	384.92	16.00	—	£0.08	£15.86
<input type="checkbox"/> ● 🔍 SIS - RH	Maximise clicks	0.00	145	3.68%	121.65	5.33	—	£0.68	£18.40