

# High-Ticket eCommerce: Google & Meta Ads With 7–9x ROAS Results USA

This screenshot shows a Google Ads 'Campaigns' report for the period of August 1, 2024, to August 31, 2025. The report is filtered to show 'All campaigns'. The columns displayed are: Campaign, Avg. cost, Cost, All convs., Conv. value, Conv. value / cost, Value / conv., Search impr. share, Revenue, Purchase value, Phone calls, and Bid strategy type. The data is grouped by campaign type: Drafts in progress (2), PMax Campaigns (24/10/2024), and Search (01 Brand). The total for all enabled campaigns shows a revenue of \$59,757.65 and a conversion value of \$9,604.56, resulting in a conversion value per cost of 7.56.

Campaign	Avg. cost	Cost	All convs.	Conv. value	Conv. value / cost	Value / conv.	Search impr. share	Revenue	Purchase value	Phone calls	Bid strategy type
Drafts in progress: 2											
PMax Campaign: 24/10/2024	\$1.20	\$3,208.28	526.05	\$7,432.90	11.67	467.91	24.77%	\$37,913.90	—	31	Maximize conversions
01 Brand	\$3.00	\$4,674.70	623.95	\$22,171.66	4.74	\$27.90	24.06%	\$21,843.75	—	18	Maximize conversions
Total: All enabled campaigns in your current view											
	\$1.86	\$7,882.98	1,150.00	\$9,604.56	7.56	488.56	24.74%	\$59,757.65	—	49	
Total: Account											
	\$2.09	\$13,043.02	1,661.00	\$9,606.56	4.57	397.38	15.72%	\$59,757.65	—	79	

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Backyard Brick Oven (Google Build)	\$2.46	\$3,331.95	314.65	1.00	0.00	0.04	< 10%	\$0.00	—	19	Maximize conversions
Search - Nonbrand	\$3.83	\$1,828.10	198.35	1.00	0.00	0.20	< 10%	\$0.00	—	11	Maximize conversions

I helped scale their high-ticket eCommerce sales using a full-funnel Google Ads and Meta Ads strategy. I rebuilt their Google account with Search and PMax campaigns, optimized tracking, and improved ROAS. On Meta, I launched Advantage+ Shopping, cold audiences, and retargeting flows. The combined results delivered 7–11x ROAS, \$280K+ tracked revenue, and predictable, profitable growth across both platforms.