

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

Campaigns		View (2 filters) All campaigns		Custom Aug 1, 2024 – Aug 31, 2025		< > Show last 30 days					
Campaigns		Drafts		Settings							
Add filter				Search		Segment	Columns	Reports	Download	Expand	More
□	●	Campaign	Avg. cost	Cost	All conv.	Conv. value	Conv. value / cost	Value / conv.	Search impr. share	Revenue	Purchase value
□	●	PMax Campaign: 24/10/2024	\$1.20	\$3,208.28	526.05	37,432.90	11.67	467.91	24.77%	\$37,913.90	—
□	●	01 Brand	\$3.00	\$4,674.70	623.95	22,171.66	4.74	527.90	24.06%	\$21,843.75	—
Total: All enabled campaigns in your current view			\$1.86	\$7,882.98	1,150.00	59,604.56	7.56	488.56	24.74%	\$59,757.65	—
Total: Account			\$2.09	\$13,043.02	1,661.00	59,606.56	4.57	397.38	15.72%	\$59,757.65	—
Total: Account			\$2.09	\$13,043.02	1,661.00	59,606.56	4.57	397.38	15.72%	\$59,757.65	—

Campaigns		View (2 filters) All campaigns		Custom Aug 1, 2024 – Aug 31, 2025		< > Show last 30 days					
Add filter				Search		Segment	Columns	Reports	Download	Expand	More
□	●	Campaign	Avg. cost	Cost	All conv.	Conv. value	Conv. value / cost	Value / conv.	Search impr. share	Revenue	Purchase value
Total: Campaigns in your current view			\$2.09	\$13,043.02	1,661.00	59,606.56	4.57	397.38	15.72%	\$59,757.65	—
□	●	PMax Campaign: 24/10/2024	\$1.20	\$3,208.28	526.05	37,432.90	11.67	467.91	24.77%	\$37,913.90	—
□	●	01 Brand	\$3.00	\$4,674.70	623.95	22,171.66	4.74	527.90	24.06%	\$21,843.75	—
□	●	Backyard Brick Oven (Google Build)	\$2.46	\$3,331.95	314.65	1.00	0.00	0.04	≤ 10%	\$0.00	—
□	●	Search - Nonbrand	\$2.83	\$1,626.10	196.35	1.00	0.00	0.20	≤ 10%	\$0.00	—
Total: Account			\$2.09	\$13,043.02	1,661.00	59,606.56	4.57	397.38	15.72%	\$59,757.65	—

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.