3x Revenue Growth For Organic Retailer

Clicks	Cost / conv.	Purchases/Sales	Conv. value / cost
2.52K	$143	2.36K	0.54

Clicks	Cost / conv.	Purchases/Sales	Conv. value / cost
13.7K	$135	20.3K	1.30
↑8.73K	↑39.11	↑12.3K	↑0.30
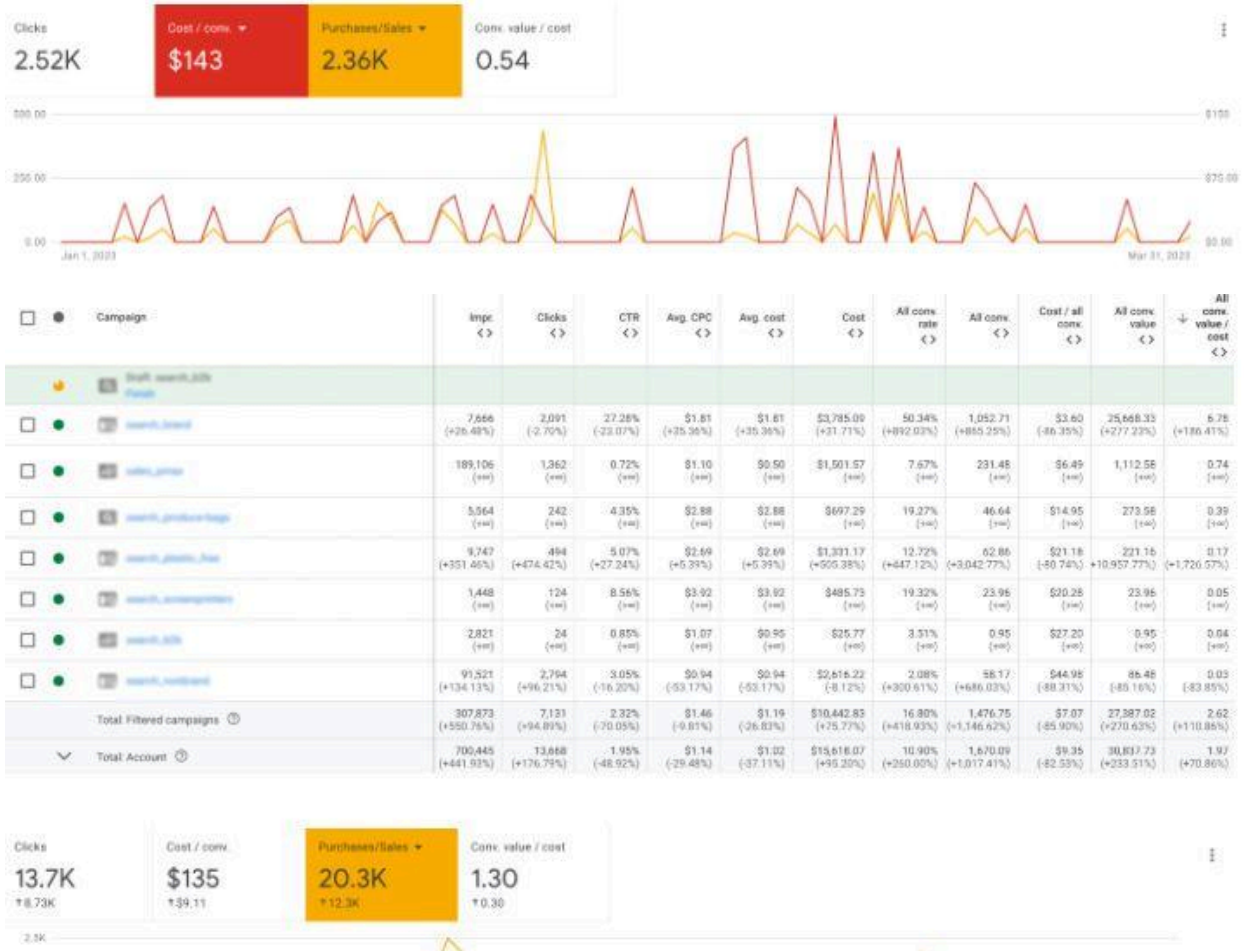
Goals

An organic retailer was leveraging an increasingly outdated analytics model (UA) and needed to implement GA4 using Shopify without any sudden data loss. They also wanted to increase their month-over-month revenue, optimize their advertising budget, and improve their current ROAS.

Results

Over the course of 9 months, I increased the organic retailer's sales revenue by 93% which grew sales by 3x compared to the previous period, achieved 7x ROAS for branded Google Ads searches, and increased Google Ads engagement by 3.16k.