

# The Khazana

<https://www.thekhazana.net/>

## \$23,261.69 PROFIT

## 580% ROI

**Client:** The Khazana

**Niche:** Ecommerce Store

**Service:** Google Ads Setup and Management

**Results:** \$28,106.62 Sales, 580% ROI, \$23,261.69 Profit

**Date:** June 9th 2019 - July 8th 2019

**Timeline:** 1st Month of Campaigns

### Context

The Khazana is a furniture store located in Texas, USA which provides great quality furniture to people all around the states.

The Khazana previously tried working with some cheaper freelancers and then decided to try and manage the campaigns themselves. After a few months of trying to manage their Google Ads alone, they decided to give a professional agency a chance who had a proven track record.

We saw the passion that the team at The Khazana had and knew that if they mixed their great products with our knowledge of marketing, we could do something special here. We decided to make them an offer soon after our initial call and have since seen their results sky rocket.

Within the first month of their campaigns, we have already seen an ROI of 580% in the last 30 days (as of July 8th 2019) with a profit of \$23,261.69.

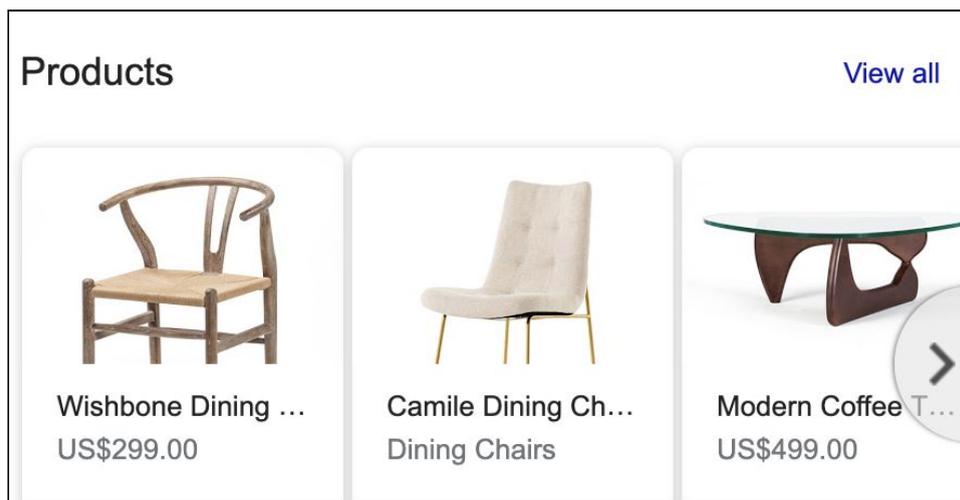
## Strategy

We initially decided to focus on shopping campaigns as these have always been the most profitable for our clients and we wanted to drive great results fast. Previously, all of the products were thrown into one big group but we wanted to separate out all of the products individually to ensure we can have a greater amount of control over the bidding strategy.

The second part of our strategy was the build out of some basic campaigns that cover brand and remarketing, and over time we will expand upon these with more search campaigns. Driving brand exposure is vital to the growth of any business online and that which is why this second part is key.

## Ads

To drive sales for this client, we mainly rely on Shopping ads as we found these are the most successful for the majority of our clients. Shopping ads are a powerful choice when dealing with Ecommerce as this allows potential customers to see the product and have a basic understanding of what they are looking at before clicking saving thousands on potentially irrelevant clicks.



# Keywords

After carrying out extensive research on The Khazanas target audience and the sort of keywords that would indicate a paying client, we were able to build a comprehensive keyword list to capture our ideal audience.

<input type="checkbox"/>	<input checked="" type="radio"/>	Keyword	Campaign	Ad group
Total: All but removed keyw... <a href="#">?</a>				
<input type="checkbox"/>	<input checked="" type="radio"/>	Four Hands Abbott Carlyle Dining Chair	<a href="#">Googlebuild_Thekhazana</a>	<a href="#">Four Hands Dining Chairs</a>
<input type="checkbox"/>	<input checked="" type="radio"/>	Four Hands Abbott Lennox Dining Chair	<a href="#">Googlebuild_Thekhazana</a>	<a href="#">Four Hands Dining Chairs</a>
<input type="checkbox"/>	<input checked="" type="radio"/>	Four Hands Ashford Connor Dining Chair	<a href="#">Googlebuild_Thekhazana</a>	<a href="#">Four Hands Dining Chairs</a>
<input type="checkbox"/>	<input checked="" type="radio"/>	Four Hands Ashford Connor Tufted Dining Chair	<a href="#">Googlebuild_Thekhazana</a>	<a href="#">Four Hands Dining Chairs</a>
<input type="checkbox"/>	<input checked="" type="radio"/>	Four Hands Ashford Sadie Dining Chair	<a href="#">Googlebuild_Thekhazana</a>	<a href="#">Four Hands Dining Chairs</a>
<input type="checkbox"/>	<input checked="" type="radio"/>	Four Hands Ashford Task Chair	<a href="#">Googlebuild_Thekhazana</a>	<a href="#">Four Hands Dining Chairs</a>
<input type="checkbox"/>	<input checked="" type="radio"/>	Four Hands Banana Leaf Chair with Cushion	<a href="#">Googlebuild_Thekhazana</a>	<a href="#">Four Hands Dining Chairs</a>

Accompanying our main keyword list (broken down into different campaigns and ad groups), we also have our negative keyword list. This is just as important to make sure our adverts do not appear to the wrong kind of traffic and potentially waste money on irrelevant clicks.

<input type="checkbox"/>	Negative keyword <a href="#">↑</a>	Added to	Level	Match type
<input type="checkbox"/>	[6 fingers woodworking]	<a href="#">Googlebuild_Thekhazana &gt; Four Hands Furniture</a>	Ad group	Exact match
<input type="checkbox"/>	[agave]	<a href="#">Four Hands furniture</a>	Campaign	Exact match
<input type="checkbox"/>	[agave]	<a href="#">Shopping - Hawk</a>	Campaign	Exact match
<input type="checkbox"/>	[agave plant]	<a href="#">Four Hands furniture</a>	Campaign	Exact match
<input type="checkbox"/>	[agave plant]	<a href="#">Shopping - Hawk</a>	Campaign	Exact match
<input type="checkbox"/>	[alpine style buffet]	<a href="#">Shopping - Hawk</a>	Campaign	Exact match
<input type="checkbox"/>	[aluminum crom tullup table knoll]	<a href="#">Shopping - Hawk &gt; Bar Tables</a>	Ad group	Exact match
<input type="checkbox"/>	[antique trunks for sale]	<a href="#">Shopping - Hawk</a>	Campaign	Exact match
<input type="checkbox"/>	[antique trunks for sale]	<a href="#">Four Hands furniture &gt; Ad Group #1</a>	Ad group	Exact match
<input type="checkbox"/>	articles	<a href="#">Googlebuild_Thekhazana</a>	Campaign	Broad match
<input type="checkbox"/>	[barn table plans]	<a href="#">Shopping - Hawk</a>	Campaign	Exact match
<input type="checkbox"/>	[barn table plans]	<a href="#">Four Hands furniture &gt; Ad Group #1</a>	Ad group	Exact match
<input type="checkbox"/>	[barnwood projects]	<a href="#">Shopping - Hawk</a>	Campaign	Exact match
<input type="checkbox"/>	[barnwood projects]	<a href="#">Four Hands furniture &gt; Ad Group #1</a>	Ad group	Exact match

## Campaign Results

/ Campaign ID ?	Acquisition					Behavior		Conversions <span>eCommerce ▾</span>		
	Clicks ? ↓	Cost ?	CPC ?	Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Ecommerce Conversion Rate ?	Transactions ?	Revenue ?
	5,056 <small>% of Total: 100.00% (5,056)</small>	\$4,844.05 <small>% of Total: 100.00% (\$4,844.05)</small>	\$0.96 <small>Avg for View: \$0.96 (0.00%)</small>	4,499 <small>% of Total: 43.19% (10,416)</small>	5,544 <small>% of Total: 40.69% (13,626)</small>	72.64% <small>Avg for View: 62.04% (17.09%)</small>	2.72 <small>Avg for View: 3.64 (-25.48%)</small>	0.43% <small>Avg for View: 0.68% (-36.57%)</small>	24 <small>% of Total: 25.81% (93)</small>	\$28,106.62 <small>% of Total: 35.23% (\$79,769.94)</small>
g - Hawk 119	 3,869 (76.52%)	\$3,737.38 (77.15%)	\$0.97	3,395 (75.04%)	4,035 (72.78%)	80.94%	1.86	0.35%	14 (58.33%)	\$11,646.29 (41.44%)
e - Search - Hawk 201	 463 (9.16%)	\$435.59 (8.99%)	\$0.94	420 (9.28%)	464 (8.37%)	68.97%	2.70	0.00%	0 (0.00%)	\$0.00 (0.00%)
.zana 351	 365 (7.22%)	\$559.67 (11.55%)	\$1.53	334 (7.38%)	430 (7.76%)	36.74%	5.59	0.23%	1 (4.17%)	\$1,330.25 (4.73%)
Search - Hawk 769	 224 (4.43%)	\$42.27 (0.87%)	\$0.19	175 (3.87%)	303 (5.47%)	24.75%	8.39	2.97%	9 (37.50%)	\$15,130.08 (53.83%)

- \$28,106.62 in sales
- \$4,844.05 Advertising Spend
- 24 Sales
- \$23,261.69 Profit
- 580% Return on Investment (ROI)

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