

THE MARKETING MAVERICKS™

META ADS • GOOGLE ADS • SEO • WEBSITE • BRANDING • SOCIAL MEDIA

← USA • LONDON • DUBAI • INDIA • AUSTRALIA • CANADA • NEW ZEALAND →

GOOGLE ADS PORTFOLIO

Smart Advertising That Drives Conversions!

\$5M Managed | 45x Target ROAS | Across 35+ Countries





Our
Clients & Brands



GOOGLE ADS PERFORMANCE SUMMARY

Google Ads The Marketing Mavericks

Custom

Jan 1, 2024 – May 31, 2025

Impressions ▾

38.9M

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Clicks ▾

567K

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Interactions ▾

7.05M

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Cost ▾

₹36.1M

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Time Range: January 1, 2024 – May 31, 2025

Duration: 17 months

Impressions: 38.9 million | Clicks: 567K | Interactions: 7.05 million | Total Cost: ₹36.1 million

View (2 filters)

All campaigns

Custom Aug 1 - Oct 31, 2024

Impressions

237K

Clicks

8.84K

Cost

\$7.76K

Purchases/Sales

112K

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Aug 1, 2024

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Oct 31, 2024

Performance Summary:

Google Ads Spend: **\$7,760**

Google Ads Sales: **\$112,000**

Overall ROAS: **14.45x**

Shopify Sales: **\$325.3k**

Google's Contribution: **34.4%**

Total sales by sales channel



Online Store	\$236K	up 25%
Draft Orders	\$75.7K	up 1.3%
Shopify Mobi...	\$8.3K	up 135%
Shop	\$5.1K	up 14.4K%
+1 more		

Average order value over time

\$658.58 up 35%



Aug 1-Oct 31, 2024 May 1-Jul 31, 2024

Aug 1-Oct 31, 2024

May 1-Jul 31, 2024

Gross sales

\$376,789.40 up 13%

Returning customer rate

61.27% up 23%

Orders fulfilled

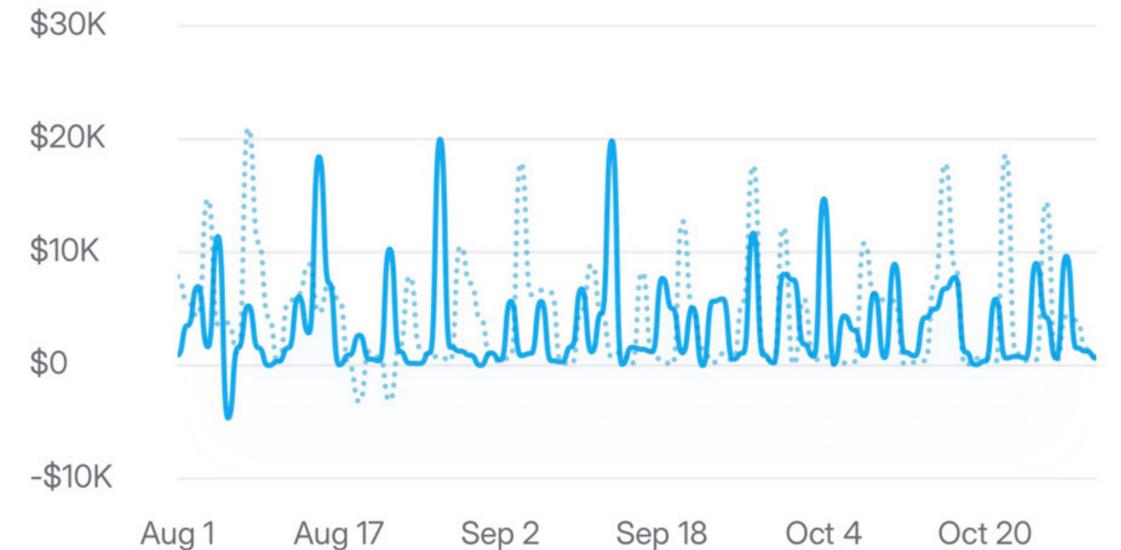
550 up 43%

Orders

533 up 29%

Total sales over time

\$325,264.81 up 17%



Aug 1-Oct 31, 2024 May 1-Jul 31, 2024

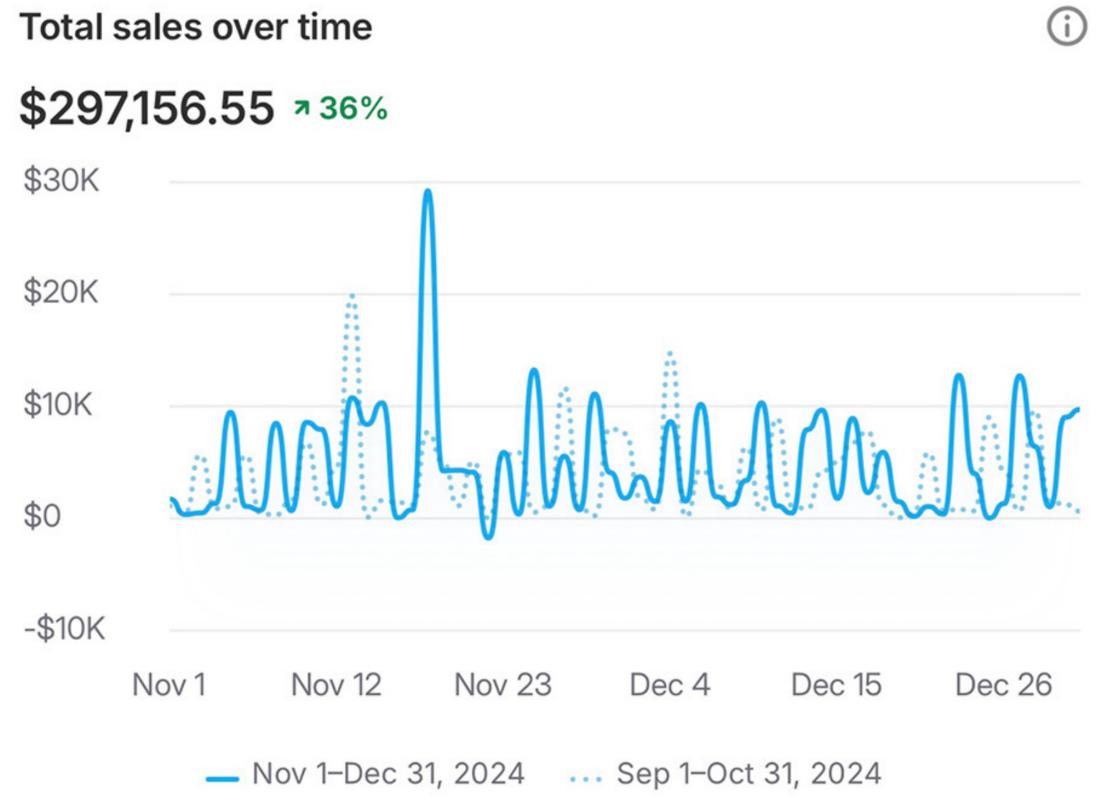
Nov 1–Dec 31, 2024 Sep 1–Oct 31, 2024

Gross sales ⓘ
\$315,535.53 ↗ 28%

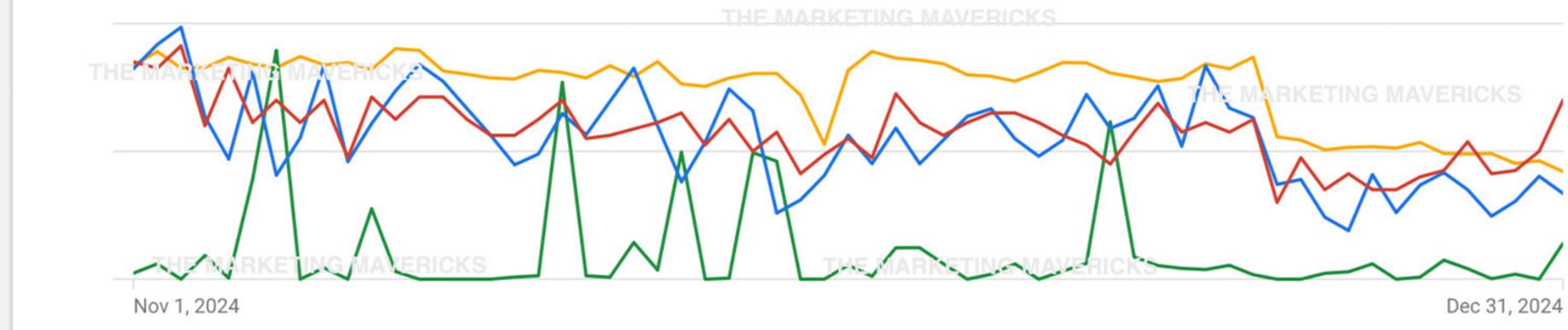
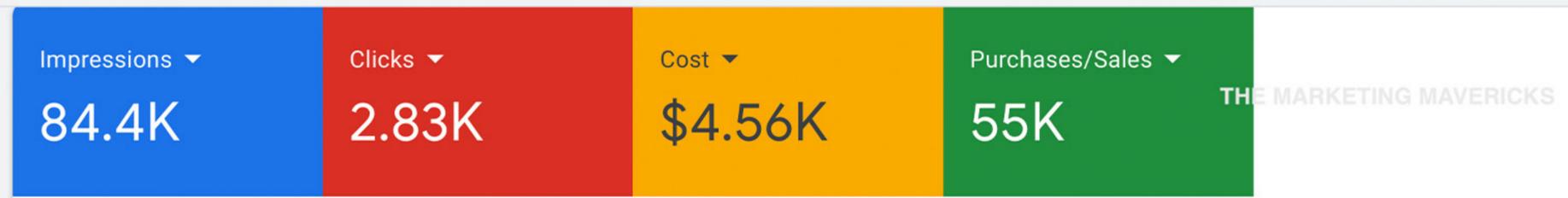
Returning customer rate ⓘ
69.17% ↗ 7%

Orders fulfilled ⓘ
484 ↗ 32%

Orders ⓘ
483 ↗ 32%



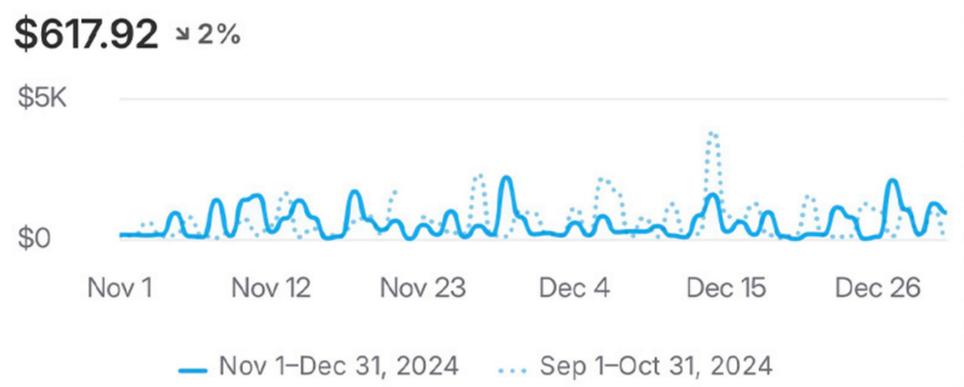
View (2 filters) All campaigns Custom Nov 1 – Dec 31, 2024



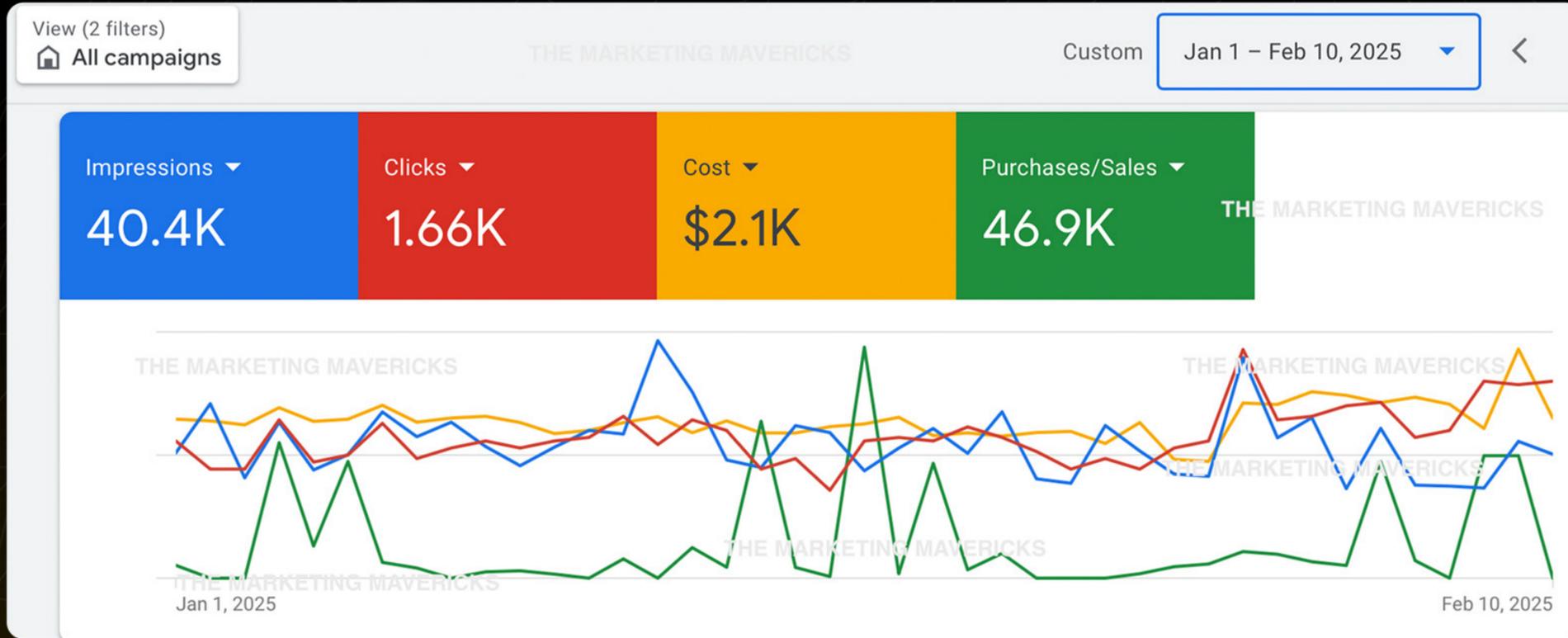
Total sales by sales channel ⓘ



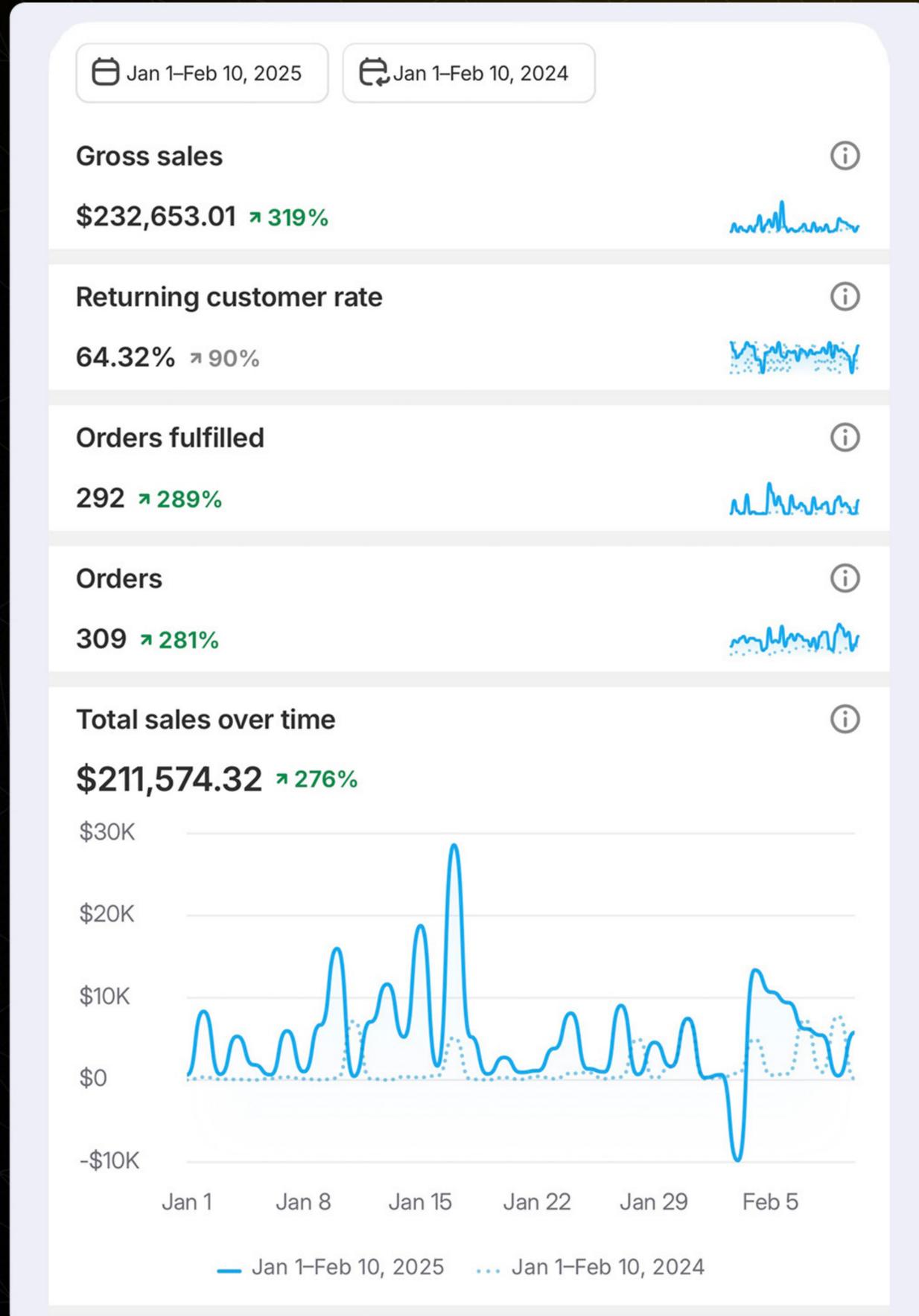
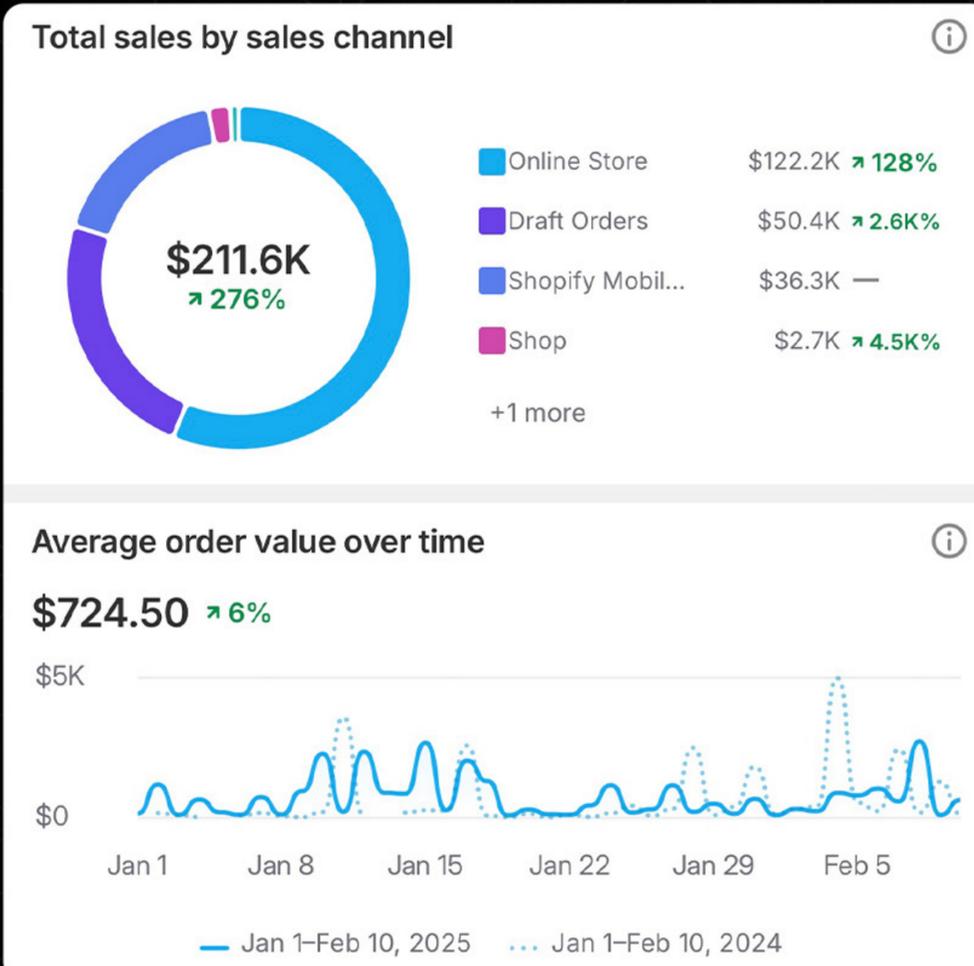
Average order value over time ⓘ



Performance Summary:
Google Ads Spend: \$4,560
Google Ads Sales: \$55,000
Overall ROAS: 12.06x
Shopify Sales: \$297,156.55
Google's Contribution: 18.5%



Performance Summary:
 Google Ads Spend: **\$2,100**
 Google Ads Sales: **\$46,900**
 Overall ROAS: **22.33x**
 Shopify Sales: **\$211,500**
 Google's Contribution: **22.2%**



Apr 10–Jun 10, 2025

Apr 10–Jun 10, 2024

Gross sales

\$582,280.98 ↗ 64%



Returning customer rate

60.95% ↗ 43%



Orders fulfilled

839 ↗ 238%



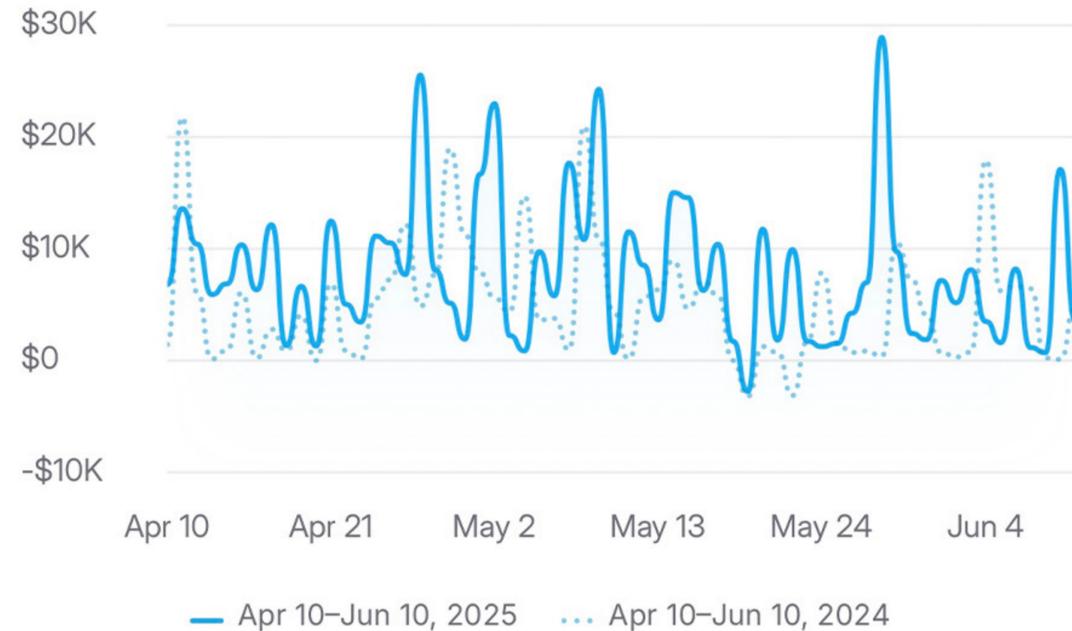
Orders

800 ↗ 161%



Total sales over time

\$491,906.81 ↗ 60%



View (2 filters)
All campaigns

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Custom Apr 10 – Jun 10, 2025

Impressions ▾

51.1K

Clicks ▾

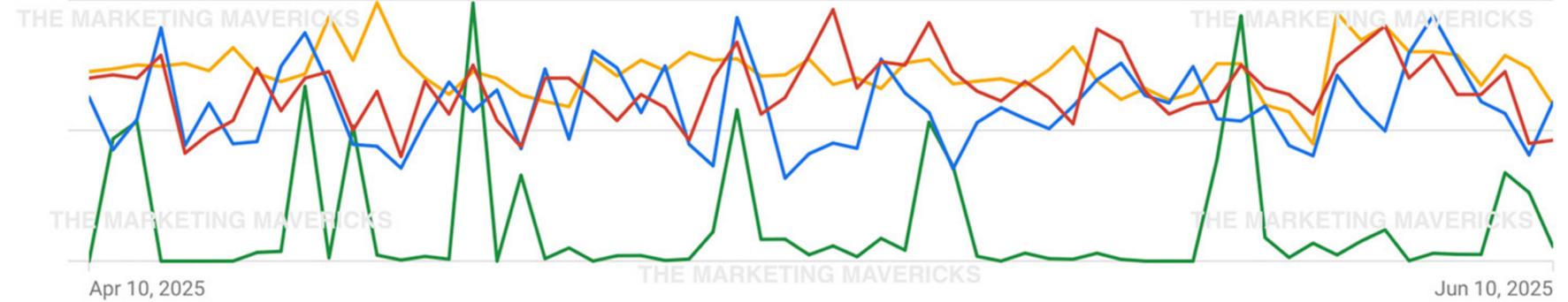
3.27K

Cost ▾

\$3.15K

Purchases/Sales ▾

124K



Total sales by sales channel



Online Store	\$364.6K	↗ 54%
Draft Orders	\$113.8K	↗ 108%
Shop	\$9.8K	—
Shopify Mobile...	\$3.7K	—
+1 more		

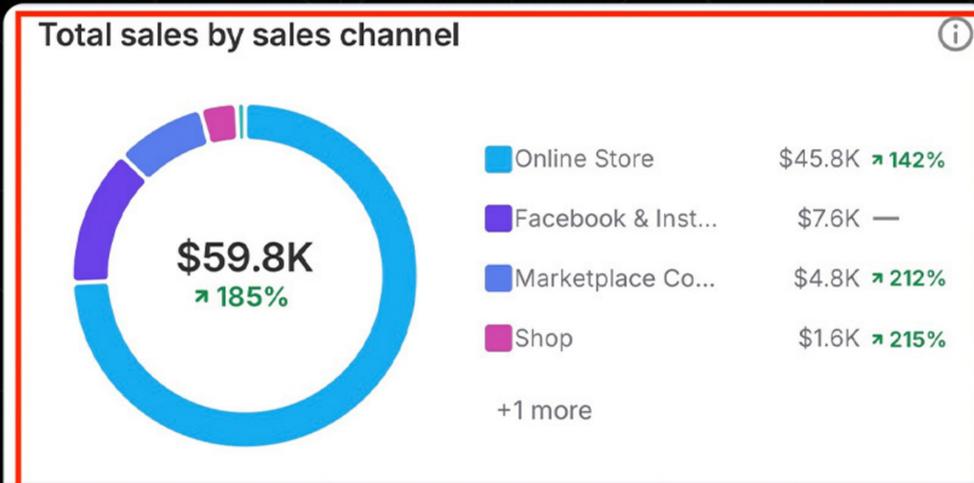
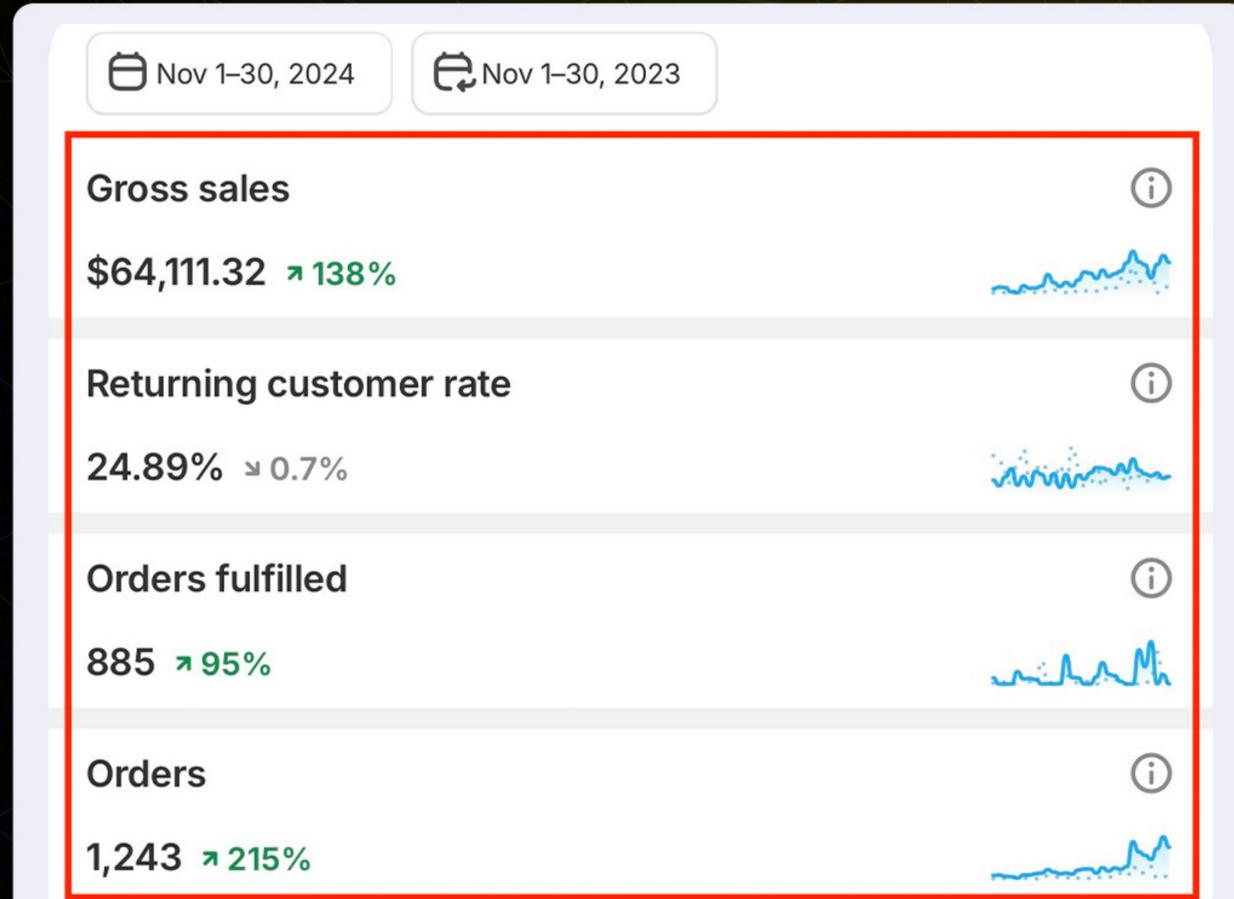
Average order value over time

\$645.94 ↗ 43%



Performance Summary:

Google Ads Spend: **\$3,150**
 Google Ads Sales: **\$124,000**
 Overall ROAS: **39.37x**
 Shopify Sales: **\$491,908.59**
 Google's Contribution: **25.2%**



Performance Summary:
 Google Ads Spend: \$8,770
 Google Ads Sales: \$23,600
 Overall ROAS: 2.70x
 Shopify Sales: \$64,111.32
 Google's Contribution: 36.8%

Apr 1-May 31, 2025

Apr 1-May 31, 2024

Gross sales

\$58,822.77 ↗ 20%



Returning customer rate

25.7% ↗ 10%



Orders fulfilled

945 ↗ 4%



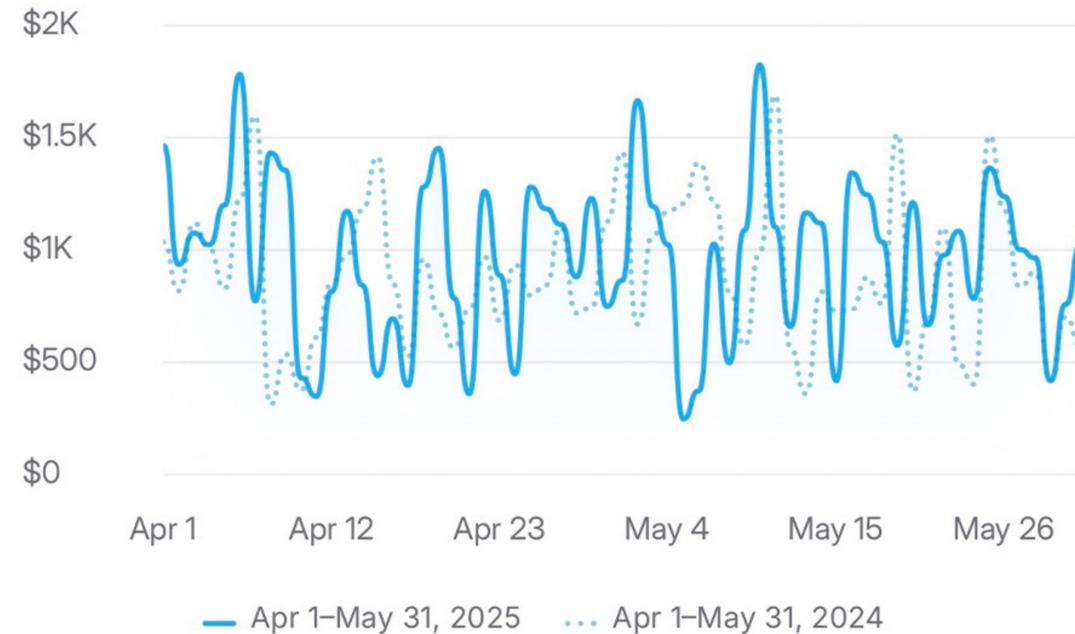
Orders

970 ↗ 17%



Total sales over time

\$59,049.25 ↗ 10%



View (2 filters)

All campaigns

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Custom

Apr 1 - May 31, 2025

Actual ROAS ▾

226.33%

Purchases/Sales ▾

456.51

Cost ▾

\$13.5K

Purchases/Sales ▾

30.6K

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Apr 1, 2025

May 31, 2025

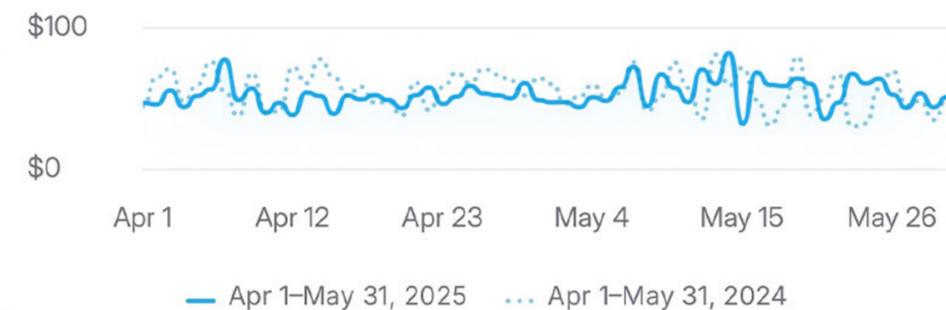
Total sales by sales channel



Online Store	\$50.5K	↗ 23%
Shop	\$3.4K	↗ 544%
Facebook & Inst...	\$2.6K	↗ 62%
Marketplace Co...	\$2.5K	↗ 54%
+1 more		

Average order value over time

\$53.18 ↘ 5%



Performance Summary:

Google Ads Spend: **\$13.5K**

Google Ads Sales: **\$30.6K**

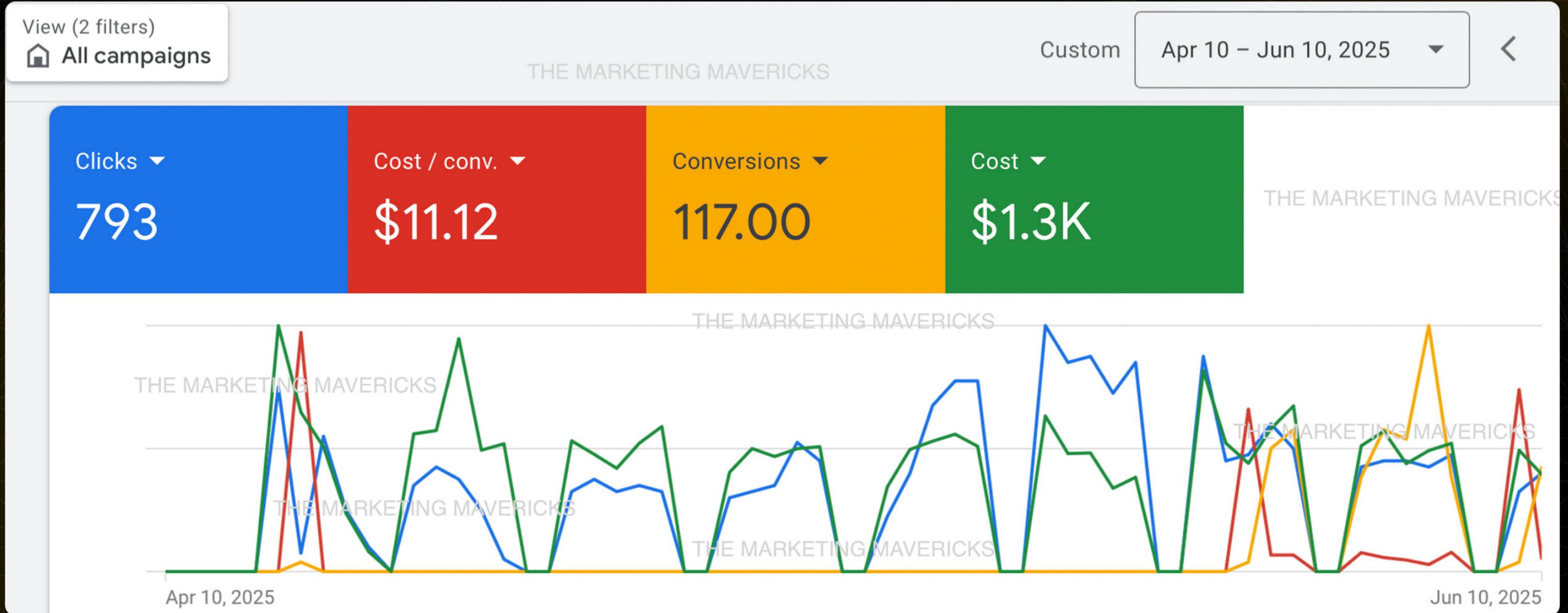
Overall ROAS: **2.27x**

Shopify Sales: **\$59,000**

Google's Contribution: **51.86%**

DATE RANGE: APRIL 10 – JUNE 10, 2025

Clicks: **793** | Cost / Conversion: **\$11.12** | Conversions: **117** | Cost: **\$1.3K**

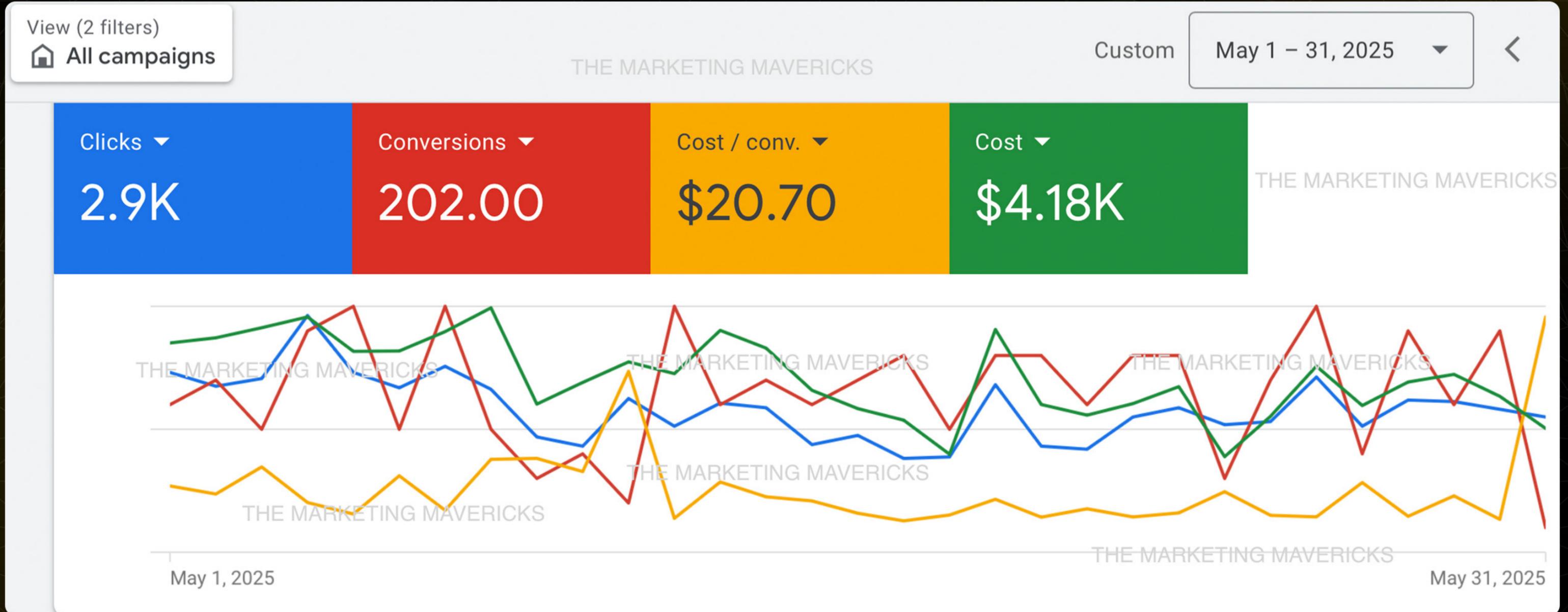


EXECUTIVE SUMMARY:

From April 10 To June 10, 2025, The Campaigns Generated 793 Clicks And 117 Conversions At A Cost Of \$1.3K, Resulting In An Efficient Cost Per Conversion Of \$11.12.

DATE RANGE: MAY 1 – 31, 2025

Clicks: **2.9K** | Conversions: **202** | Cost Per Conversion: **\$20.70** | Total Cost: **\$4.18K**

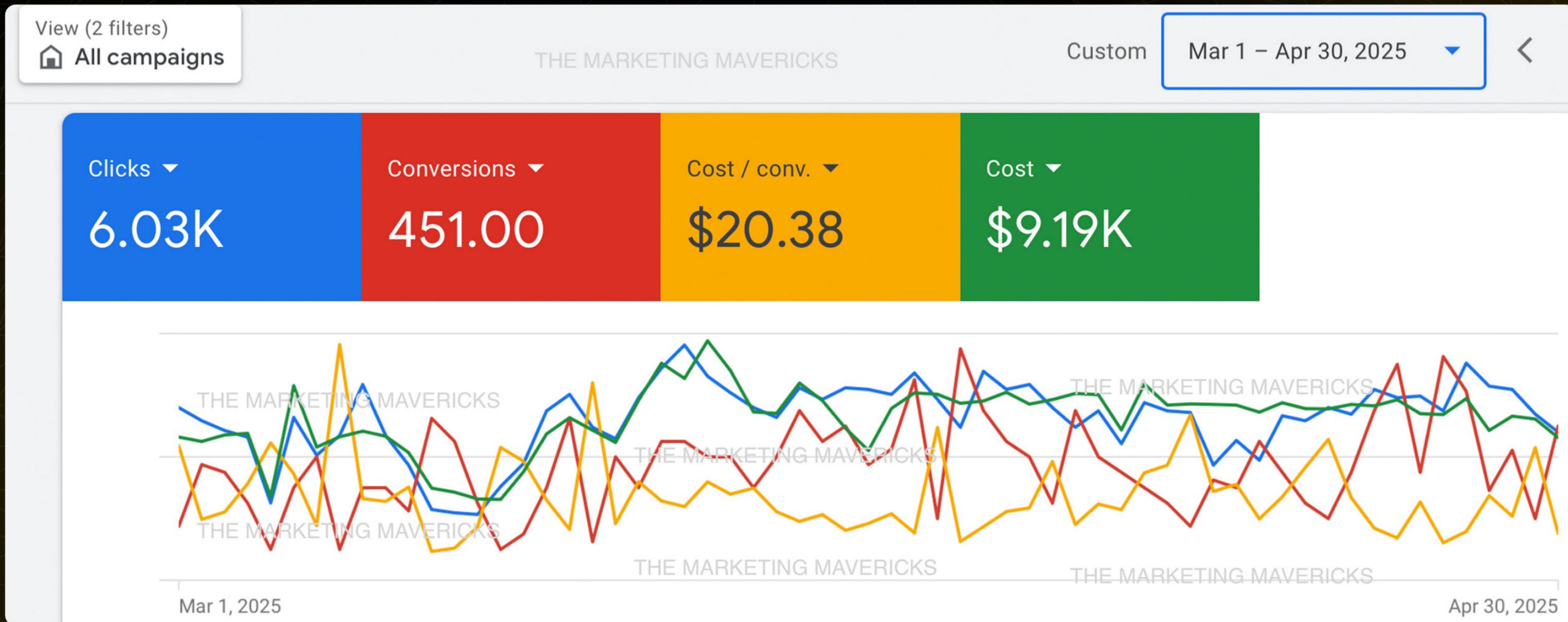


EXECUTIVE SUMMARY:

In May 2025, The Campaigns Received 2.9K Clicks And Delivered 202 Conversions At An Average Cost Of \$20.70 Per Conversion, With A Total Ad Spend Of \$4.18K.

DATE RANGE: MARCH 1 – APRIL 30, 2025

Clicks: **6.03K** | Conversions: **451** | Cost Per Conversion: **\$20.38** | Total Cost: **\$9.19K**

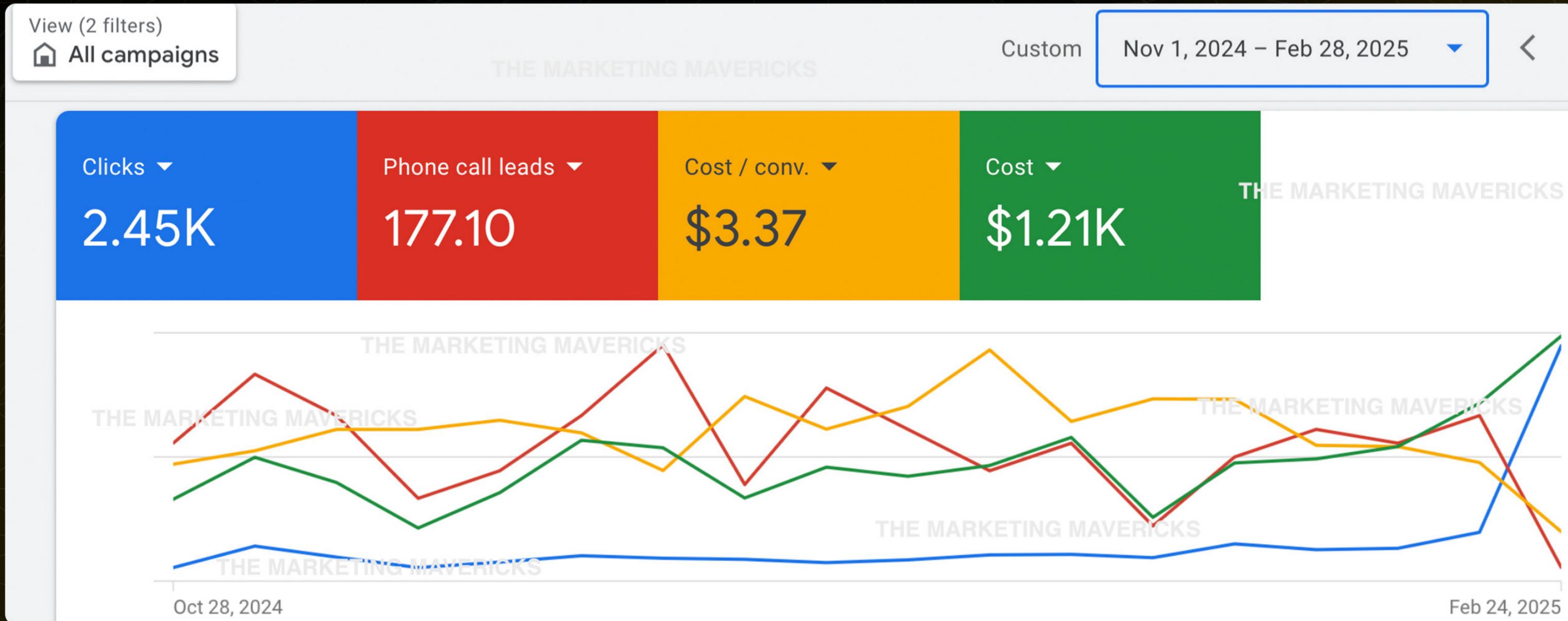


EXECUTIVE SUMMARY:

Between March And April 2025, The Campaigns Generated 6.03K Clicks And 451 Conversions With An Average Cost Per Conversion Of \$20.38. The Total Spend During This Period Was \$9.19K.

DATE RANGE: NOVEMBER 1, 2024 – FEBRUARY 28, 2025

Clicks: **2.45K** | Phone Call Leads: **177.1** | Cost Per Conversion: **\$3.37** | Total Cost: **\$1.21K**



EXECUTIVE SUMMARY:

From November 2024 To February 2025, The Campaigns Achieved 2.45K Clicks And 177 Phone Call Leads At A Very Efficient Cost Per Lead Of \$3.37. The Total Spend During This Time Was \$1.21K.

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Let's Get Started *Today!*