



# Vetiver Aromatics

Case Study



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# Introduction

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In early 2020, Vetiver Aromatics approached us for assistance increasing sales on their eCommerce store, particularly by way of digital advertising. We were tasked with managing the client's advertising budget, along with these tasks:

- Audit and set up of advertising campaigns on Google Ads
- Development of advertising message and creative
- Ongoing management and optimization of digital advertising campaigns
- Monthly reporting for return on ad spend (ROAS) and other campaign performance metrics

## **Vetiver Aromatics**

is a leading DTC eCommerce brand selling perfume making kits, supplies, and more using the Shopify platform



## Solution

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We first set out to audit the client's historic use of Google Ads, including campaign structures, placements, budgets, bidding, conversion tracking, and more. Our team was quick to spot a number of issues and errors.

The most significant error was a previous ads manager had set up a Purchase Goal in Google Analytics to trigger on every single page visit, meaning when someone visited any page on the website, it was tracked equivalent to a purchase.

This was causing significant discrepancies between conversions and sales data, and led search ads to spend inefficiently due to improper conversion optimization.

We altered Google Tag Manager to correctly attribute conversions and cleared up the discrepancies over the course of a couple months. A couple other important issues we resolved were:

1. We identified over a dozen products with minor errors preventing them from getting approved for Google Shopping Ads. We revised photos, SKUs, descriptions, and more to bring the products into compliance.

2. We noticed budgets on individual campaigns were set substantially higher than necessary. For example, some campaigns were budgeted to spend upwards of 4x as much as they had historically spent.

Other campaigns were set up and had budget allocated to them, but were getting zero impressions. We revised the campaigns, removed those that were not serving, and reallocated budget differences to campaigns with higher yields.

With errors cleaned up and a good foundation established, we then moved onto restructuring past campaigns and starting new campaigns, including responsive, retargeting, and remarketing ads.

As with all of our clients, we've worked collaboratively and transparently with Vetiver, meeting periodically to review monthly performance, as well as discuss strategies and opportunities.



## Results

Over the course of managing Vetiver's Google Ads, we have seen outstanding results.

- We're meeting a consistent 6x return on ad spend (ROAS) each month, meaning the campaigns are generating \$6 in revenue for every \$1 in ad spend.
- April 2020 was nearly the highest revenue generating month in Vetiver's history (only slightly edged out by December holiday sales)
- From March to April 2020, website sessions from our pay-per-click search campaigns increased by 172% and revenue increased by 244%.
- By restructuring campaigns, Vetiver Aromatics is able to

make data-driven decisions and better understand what products are in high demand among prospective customers.

With NerdBrand in the driver's seat, Vetiver Aromatics is on pace for exceptional growth in annual sales. We plan to continue this trend as we move to help Vetiver with email marketing, SEO, and branding in general.

### • 6x return on ad spend

• **Revenue increased by 244% from March to April 2020. April 2020 was nearly the highest revenue generating month in Vetiver's history**

• **Restructured campaigns that now help the company make data-driven decisions & better understand higher demand products**

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**NerdBrand** has been great for my online retail business. Since I started working with them back in February, my sales have tripled. They are always quick to respond to my questions, give excellent advice when I need it, and keep me in the loop about the work they are doing. I was pretty skittish about working with an advertising agency, as I have had bad dealings in the past, but they make it joyful, easy, and profitable. I am grateful to have found them.

— **Angie Andriot, owner of Vetiver Aromatics**