

Business: online sportswear shop for women Bona Fide
bonafide.us

Main goal:
Increasing ROAS.

Results:
ROAS increased by 2 times.

Introduction:

We were approached by a client, an online women's sportswear shop, with a request to increase ROAS (return on advertising spend). An audit of their advertising campaigns identified several critical issues that were preventing them from achieving their goals.

Problems:

1. Limited Ad Campaigns: Only search branded campaigns were used, which limited the reach of the target audience. At the same time, the customisation of these campaigns was at a low level.
2. Incomplete semantic kernel: Search queries were not analysed and there was no list of minus-phrases, which led to untargeted impressions.
3. Merchant Centre limitations: Content on the site was perceived by Google as 'adult content', which limited the ability to launch sales campaigns.

Solutions

1. - Search Campaign Optimisation:
 - Rebuilt the semantic core, adding new relevant keywords.
 - Compiled an extensive list of minus-words to exclude untargeted queries.
 - Changed the bidding strategy and adjusted targeting to specific audiences.
2. Creation of a new product feed:
 - Developed a new product feed with content restrictions in mind. For each product, selected descriptions and images that could not be perceived as 'adult content.'

Results

After making the changes and retraining the algorithms, we achieved the following results:

- An increase in ROAS by almost 2x in just 2 months of working on the project.
- Increase in the number of impressions and clicks on shopping campaigns thanks to the new feed.

Next steps

We continue to work on the project, testing new tools:

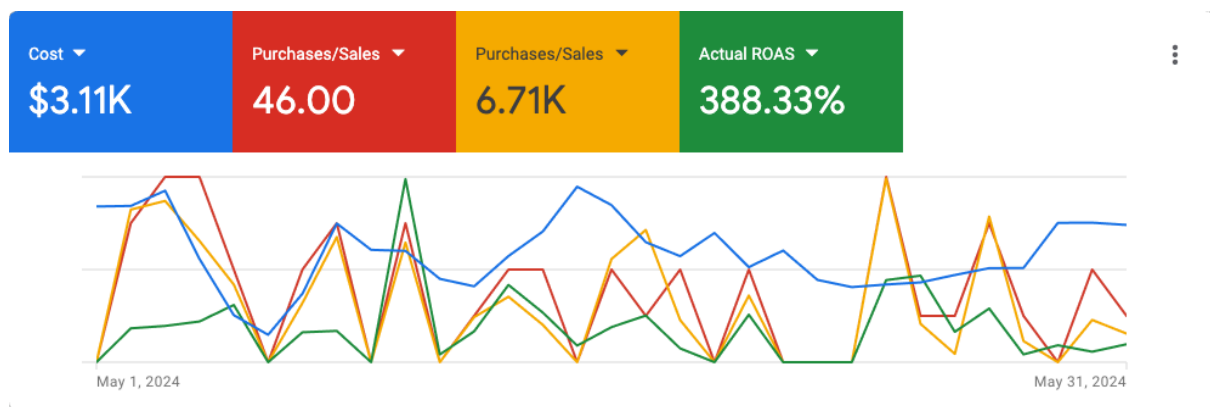
- Launching video campaigns to increase engagement.

- Exploring new audience segments to further scale results.

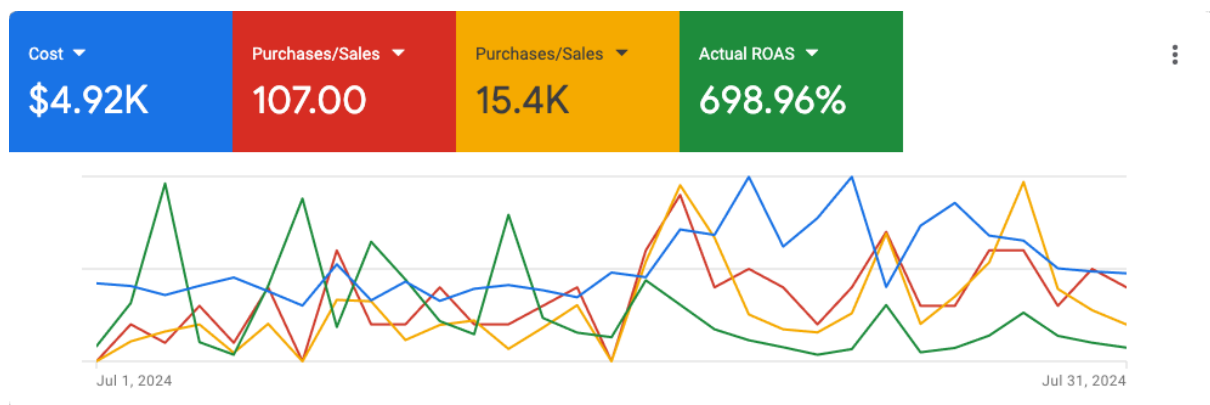
Conclusion

The project work has shown that a comprehensive approach to optimising campaigns and removing constraints in the Merchant Centre can significantly improve advertising effectiveness. We are confident that further efforts to test new tools and strategies will help the client achieve even better results.

Results before



Results after



Examples of adverts

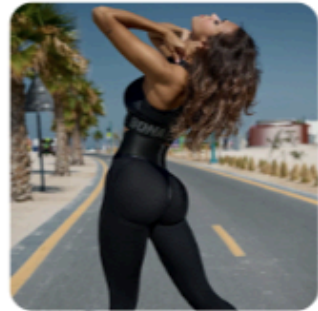
Sponsored

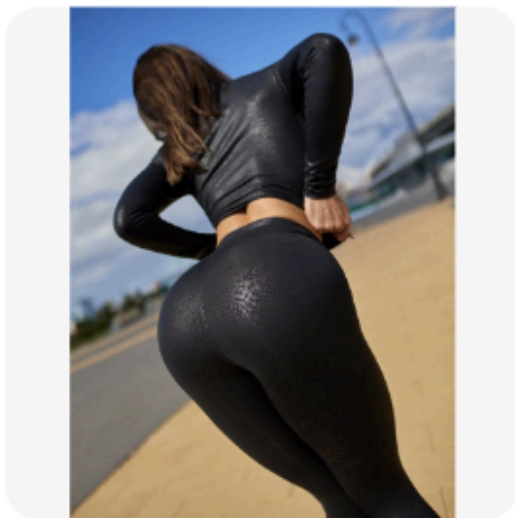


Bona Fide Group
www.bonafide.us/

Flex & Flaunt Leggings - Leggings Bona Fide

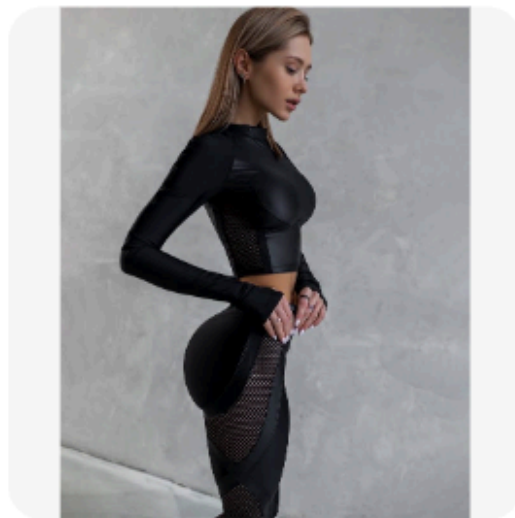
Perfect for every occasion - from the gym to the party! Ensuring you look & feel fabulous! Elevate every look. Our leggings sculpt, lift, and fit like.





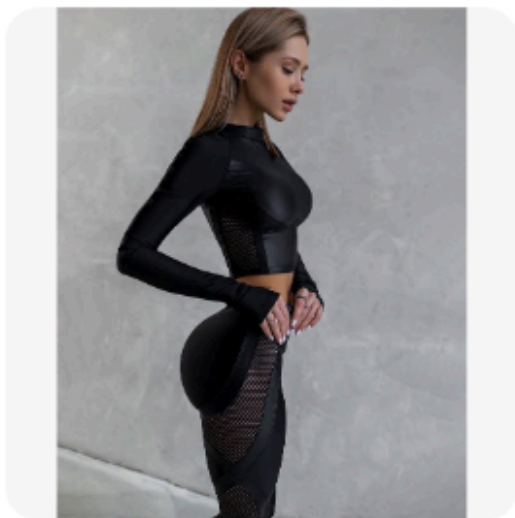
Leggings Bona Classic
Snake M

\$58



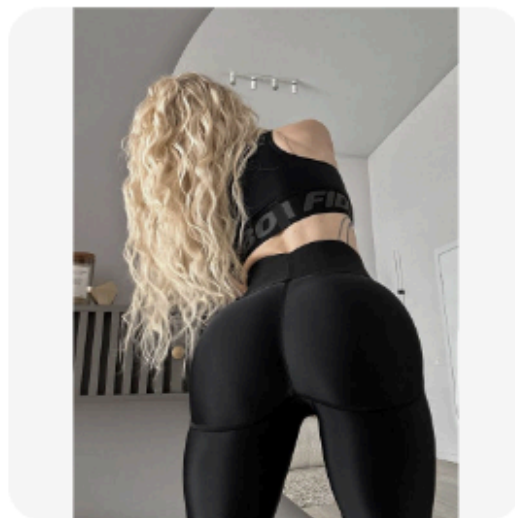
Leggings Move UP Black
S

\$70



Leggings Move UP Black
XS

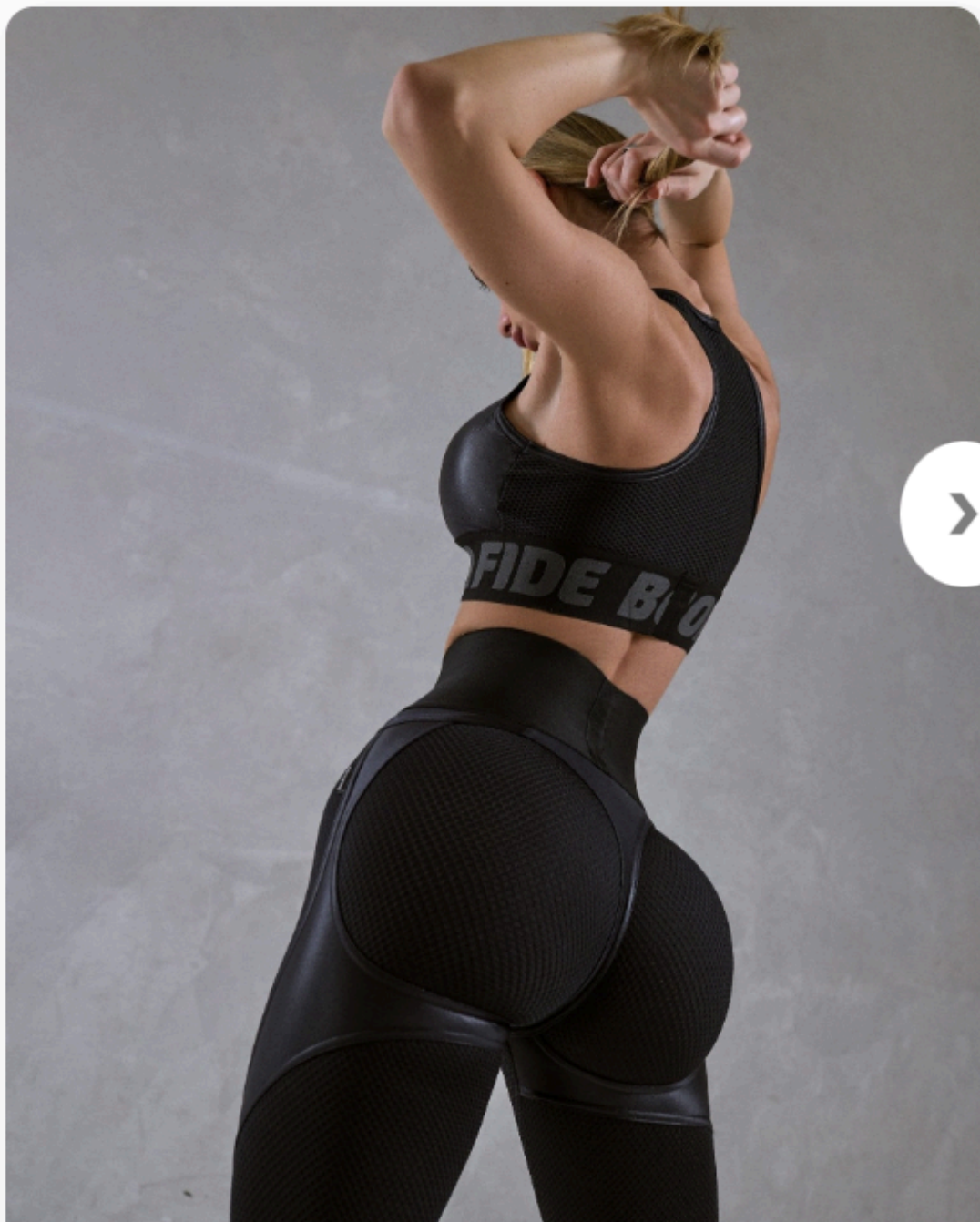
\$70



Leggings Push-Up
Corsage Black S

\$68

[🔗 Learn more](#)



Lift & Fit Leggings Bona Fide | Elevate every look. Our leggings sculpt, lift, and fit like.

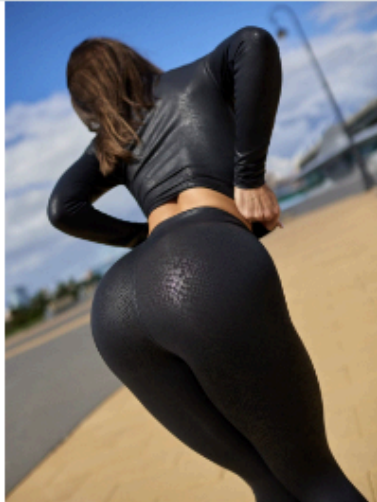


Ad Bona Fide Group



Leggings Bona Fide

Bona Fide Group



Leggings Bona Classic Snake M

\$58.00

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