

Case: Transforming online sales of wedding dresses via Google Ads for Olivia Bottega
<https://www.oliviabottega.com/>

Introduction:

Olivia Bottega is a wedding dress brand that strives to adorn every bride with a gorgeous gown on her special day. Despite their exquisite range and stylish website, calling on their services has not yielded the desired results in the crucial US market.

The problem:

Previous attempts to use Google Ads to attract traffic and increase sales had failed, with a \$1260 spend and zero return in a month.

Goals:

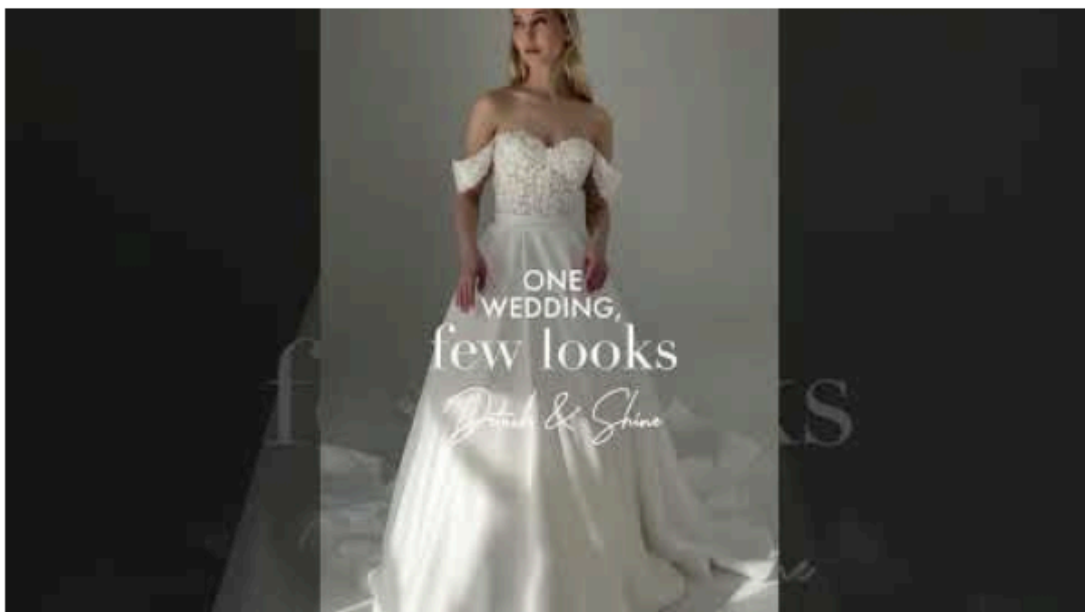
To become an important player in the US wedding dress market, generating a steady stream of online sales and Olivia Bottega brand awareness.

Process:

An in-depth audit of advertising campaigns was conducted. Lack of integration with Google Merchant Centre and poor e-commerce setup were major obstacles. After fine-tuning product feeds and creating feature-rich ad campaigns, we focused on detailed optimisation and performance analytics.

Examples of different ad formats:

Video ads:



Bridal gowns Olivia Bottega. Free Shi...



Dive into the art of shining: Latest con...

Реклама

Search Ads:

Sponsored



Olivia Bottega

www.oliviabottega.com/wedding-dresses

Couture Quality Bridal Gowns - New 2024 Wedding Collection

Dive into the art of shining: Latest convertible wedding dresses Collection. Embrace the power of detachment: The most convertible collection ever is here! Styles: With Long Sleeves, Midi & Short, Fit & Flare, Off-the-Shoulder, Convertible 2 in 1, A-line, Mermaid, Sparkl...

[Dresses Under 1000\\$](#)

[Capsule Collection 2024](#)

[Ge](#)



San Jose · 111 N Market St Unit 140

Carousel Ads:

ONE DRESS, 2+ LOOKS



Olivia Bottega

Get 2+ Looks For Less | Shop Trending
Spring 2024 Gowns by Olivia Bottega!



Ad Olivia Bottega

Banners on partner sites

Olivia Bottega



Shine to Detach. Shop Trending Spring 2024
Gowns by Olivia Bottega!

Ad • Olivia Bottega



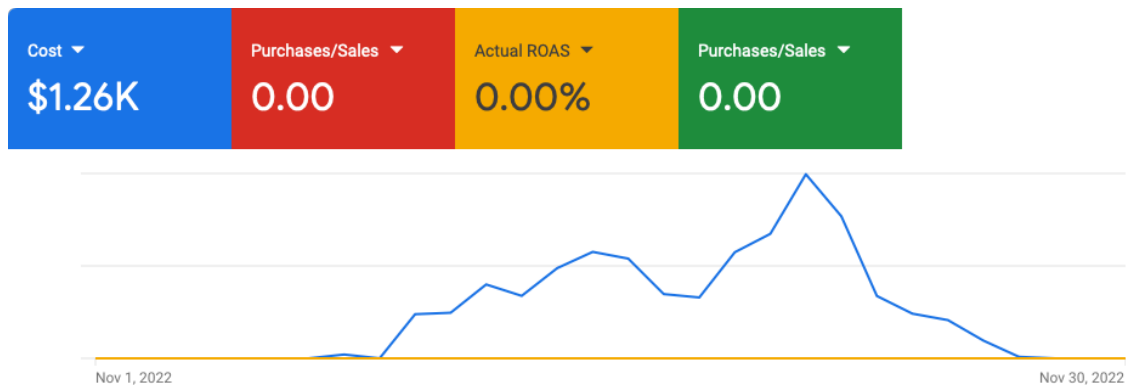
A Shining Fairytale of Love



Shop Trending Spring 2024
Gowns by Olivia Bottega!

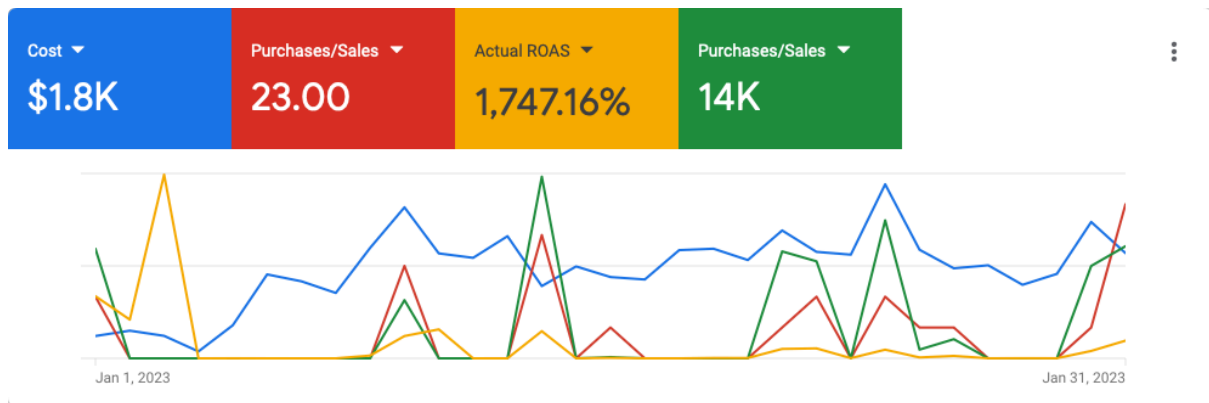


Results BEFORE:

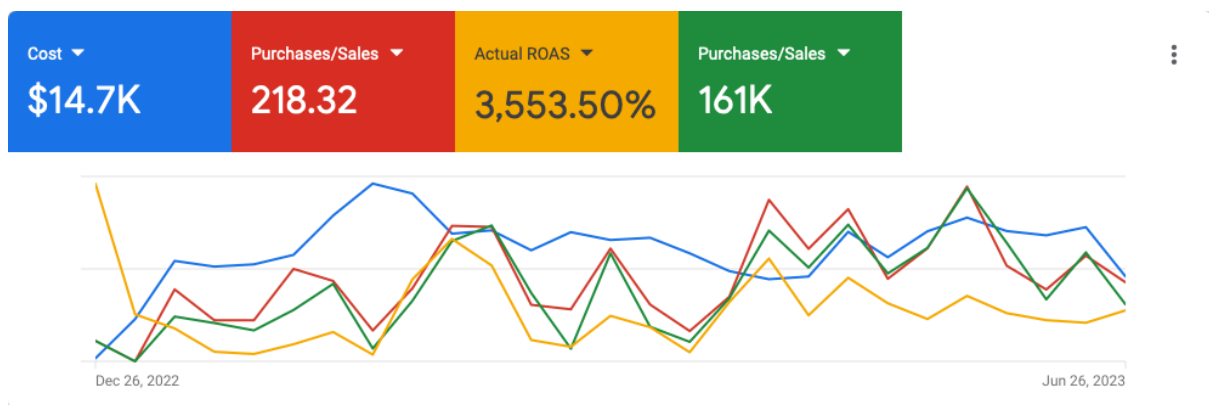


AFTER results:

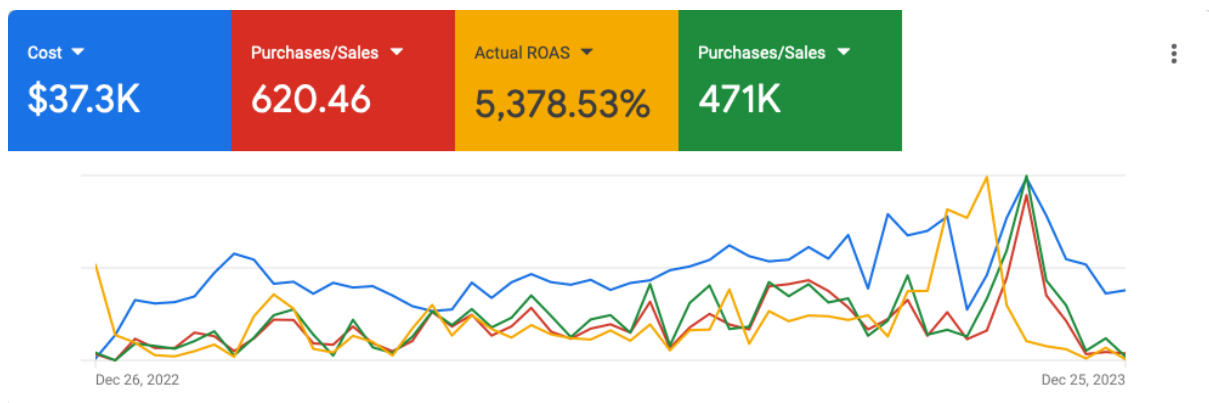
After a month of our work



Results for 6 months



Results after 1 year of working with us



Client Testimonial:

We have been working with Christina from MANUFACT PRO recently, about 3 months. Before that I had a negative experience with another specialist. It became clear to me from the very first conversation that the person is very well versed in contextual advertising and not only (analytics and other tools). And the most important point for me was that Christina has a strategic mind. She will not set up advertising for the sake of advertising - Christina will try to spend your money and get maximum results.

Alena
Marketing Director
Olivia Bottega

Conclusions:

With a careful strategy and approach to contextual advertising, Olivia Bottega has experienced a significant increase in sales and is making steady progress in the US market.

Want to see similar growth for your business? Contact us and let's turn your story into the next success case study!