

Google Ads Performance Portfolio

SEARCH | PERFORMANCE MAX | SHOPPING | DEMAND GEN | VIDEO



What This Portfolio Covers

Campaign evidence organised around revenue, leads, local action and reach.

01

Ecommerce & D2C Growth

Revenue, ROAS and conversion growth across apparel, beauty, jewellery, footwear, home décor and retail.

02

Lead Generation

Cost-efficient lead acquisition for education, B2B services, clinics and home-service businesses.

03

Local & Omnichannel Growth

Campaigns supporting store visits, restaurant footfall, consultations and local enquiries.

04

Brand Awareness & International Reach

Demand Generation and Video campaigns for Indian, international and worldwide audiences.



EXPERIENCE

10+Years

Google Ads Experience

**GLOBAL MARKET
EXPERIENCE**

D2C • LEAD GENERATION • LOCAL GROWTH

JANUARY – AUGUST 2026

₹6 Cr+

GOOGLE ADS SPEND MANAGED

GLOBAL CAMPAIGN REACH

INDIA • USA • UK • CANADA • UAE • GLOBAL

FULL-FUNNEL CAMPAIGN MIX

SEARCH • SHOPPING • PMAX • DEMAND GEN • VIDEO

Premium Ethnic Wear Brand

DURATION JAN –JULY 2026 • GOOGLE SEARCH | PMAX | SHOPPING | DEMAND GEN | VIDEO



At a Glance ♦ Positioned a premium ethnic-wear brand across Search, Shopping and Performance Max to capture high-intent shoppers and drive profitable growth

Overview

Custom

Jan 1 – Jul 31, 2026



Show last 30 days

Home

+ Add custom view ?

+ New campaign



Purchases/Sales ▾

16.1M

Conv. value / cost ▾

6.44

Avg. CPC ▾

₹3.72

Cost ▾

₹2.5M



SUMMARY

Generated ₹16.1M in purchase value from ₹2.5M spend, delivering 6.44× ROAS. Average CPC remained ₹3.72 during Jan–Jul 2026.

₹16.1M

SALES VALUE

6.44×

ROAS

₹3.72

AVG. CPC

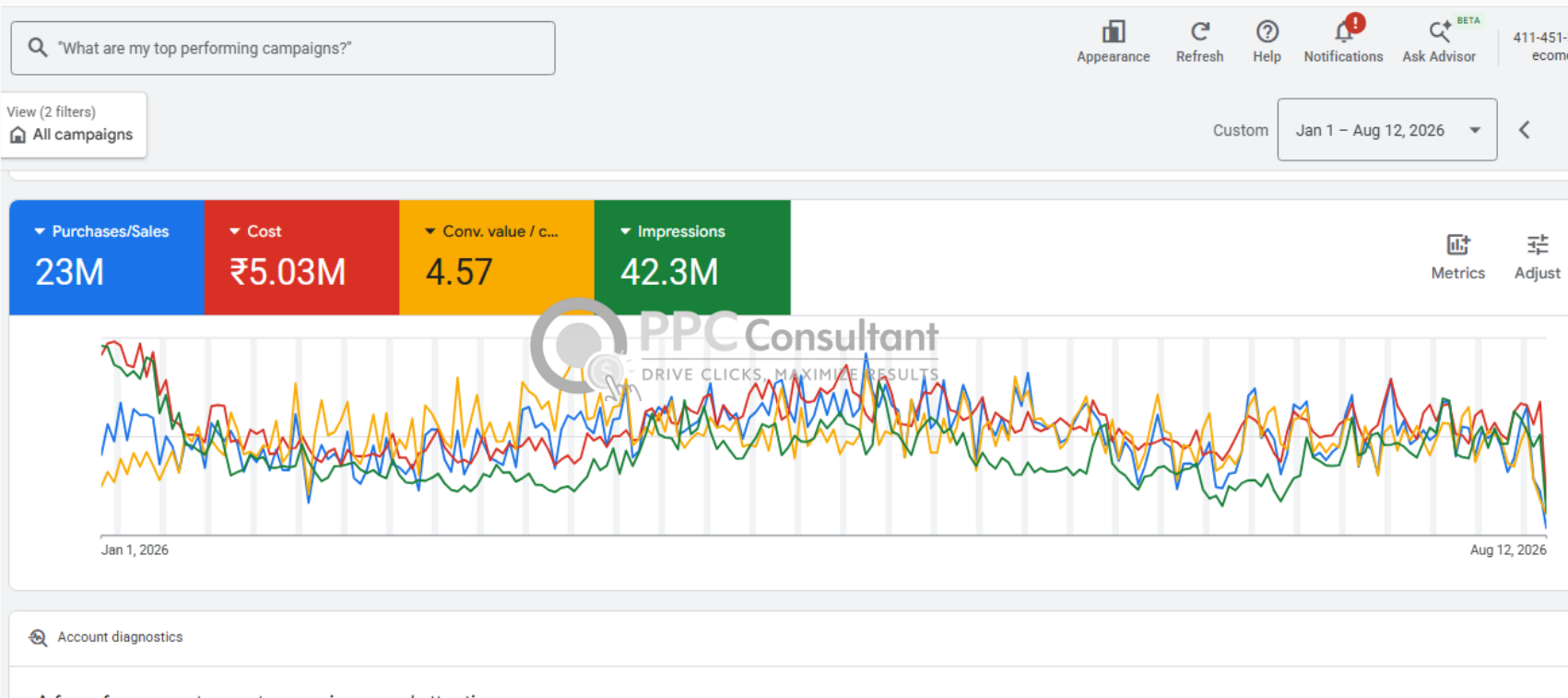
₹2.5M

COST

Kids' Apparel Brand

DURATION JAN –JULY 2026 • GOOGLE SEARCH | PMAX | SHOPPING | DEMAND GEN | VIDEO

At a Glance ♦ Built a performance-led Google Ads strategy to connect premium kid swear with purchase-ready parents



SUMMARY

Generated ₹23M in purchase value on ₹5.03M spend at 4.57× ROAS, while reaching 42.3M impressions through Aug 12, 2026.

₹23M

PURCHASE VALUE

₹5.03M

COST

4.57×

ROAS

42.3M

IMPRESSIONS

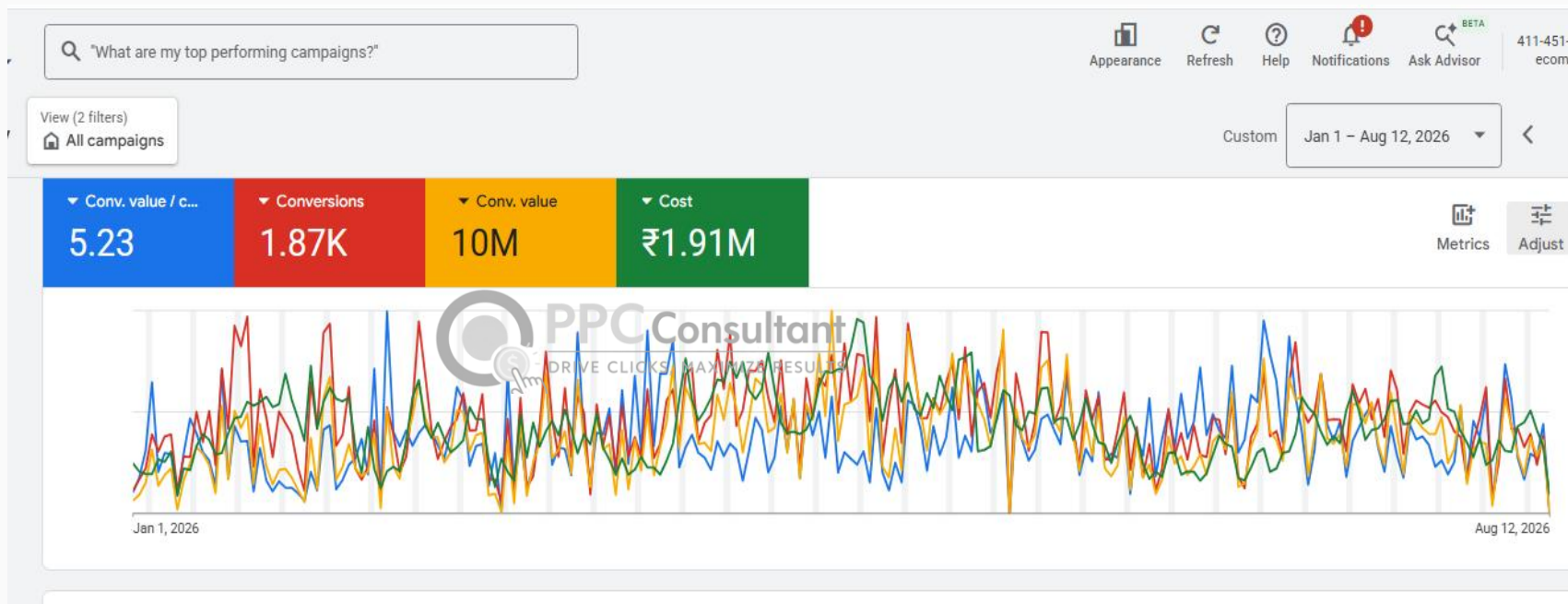
Home Decor

DURATION JAN –JULY 2026 • GOOGLE SEARCH | PMAX | SHOPPING | DEMAND GEN | VIDEO



At a Glance

- ◆ Built a product-led Google Ads strategy to connect distinctive home décor products with purchase-ready customers



SUMMARY

Recorded 1.87K conversions and 10M in conversion value on ₹1.91M spend, delivering a 5.23× conversion-value-to-cost ratio.

5.23×
ROAS

1.87K
CONVERSIONS

10M
CONV. VALUE

₹1.91M
COST

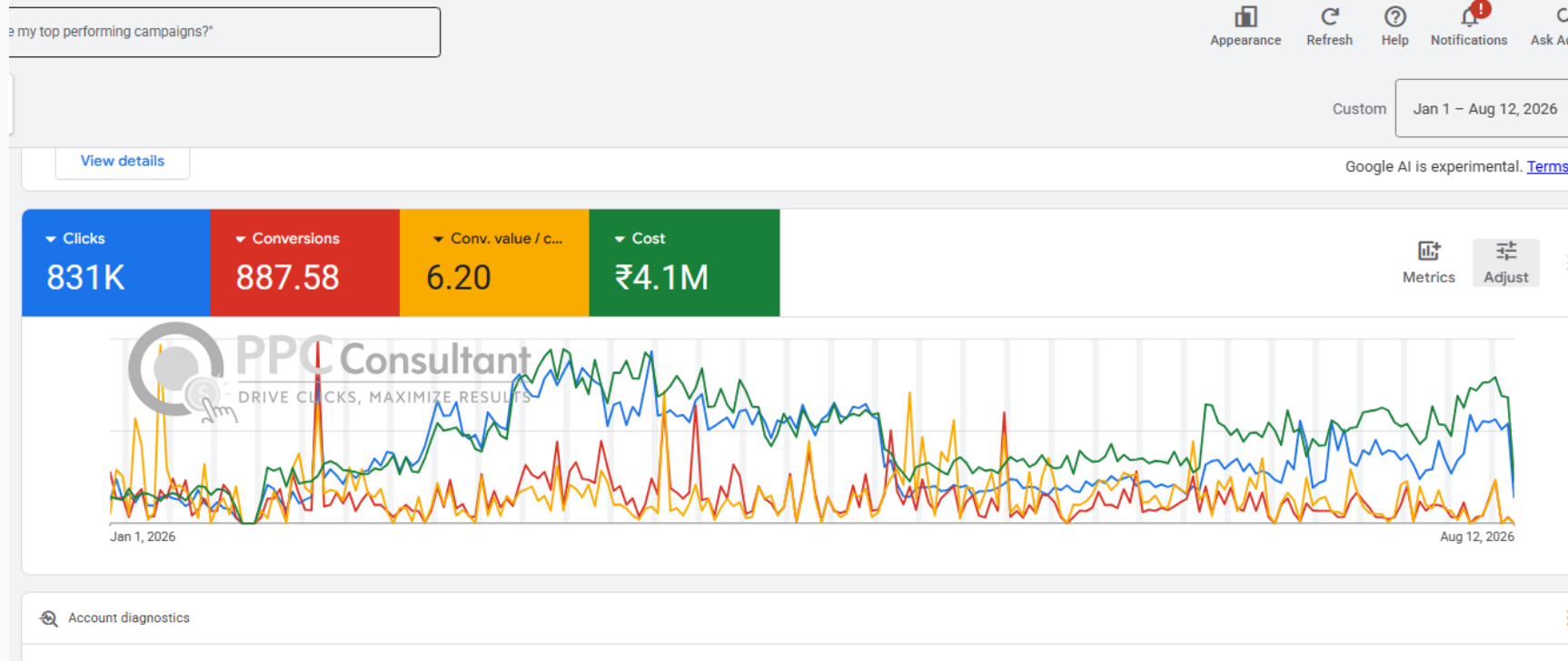
D2C Footwear Brand

DURATION JAN -12 AUG 2026 • GOOGLE SEARCH | PMAX | SHOPPING | DEMAND GEN | VIDEO



At a Glance ♦

Improved profitable customer acquisition by aligning campaigns with footwear categories, intent and product demand.



SUMMARY

Delivered 887.58 reported conversions at a 6.20× conversion-value-to-cost ratio on ₹4.1M spend, supported by 831K clicks.

831K
CLICKS

887.58
CONVERSIONS

6.20×
ROAS

₹4.1M
COST

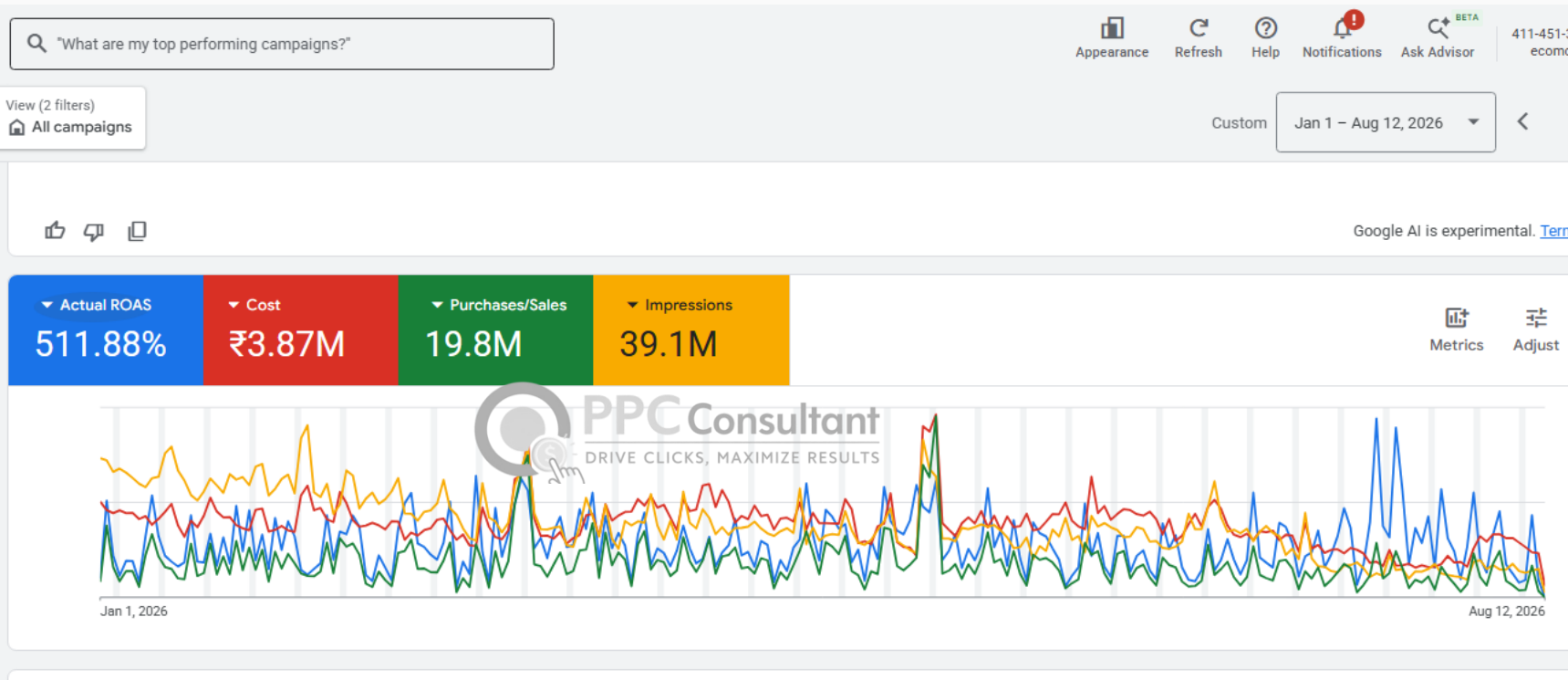
D2C Skincare and Beauty Brand

DURATION JAN –JULY 2026 • GOOGLE SEARCH | PMAX | SHOPPING | DEMAND GEN | VIDEO



At a Glance

Scaled customer acquisition by aligning campaigns with skincare concerns, product categories and search intent



SUMMARY

Generated ₹19.8M in purchase value from ₹3.87M spend, delivering 511.88% ROAS across 39.1M impressions.

511.88%
ROAS

₹3.87M
COST

₹19.8M
PURCHASE VALUE

39.1M
IMPRESSIONS

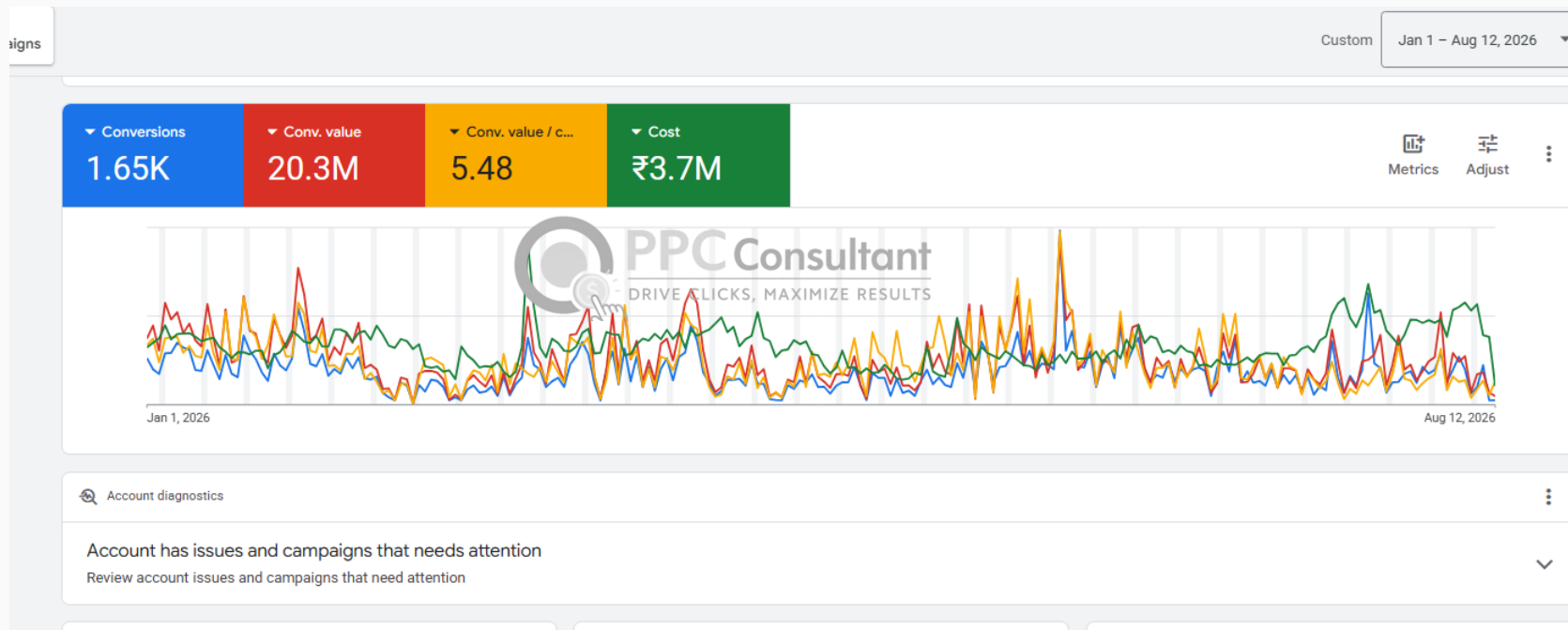
D2C – Jewellery Brand

DURATION JAN –JULY 2026 • GOOGLE SEARCH | PMAX | SHOPPING | DEMAND GEN | VIDEO



At a Glance

- ◆ Combined collection-specific campaigns, occasion-led targeting and remarketing to turn jewellery discovery into profitable purchases.



SUMMARY

Generated 20.3M in conversion value from ₹3.7M spend at 5.48× ROAS, with 1.65K reported conversions.

1.65K
CONVERSIONS

20.3M
CONV. VALUE

5.48×
ROAS

₹3.7M
COST

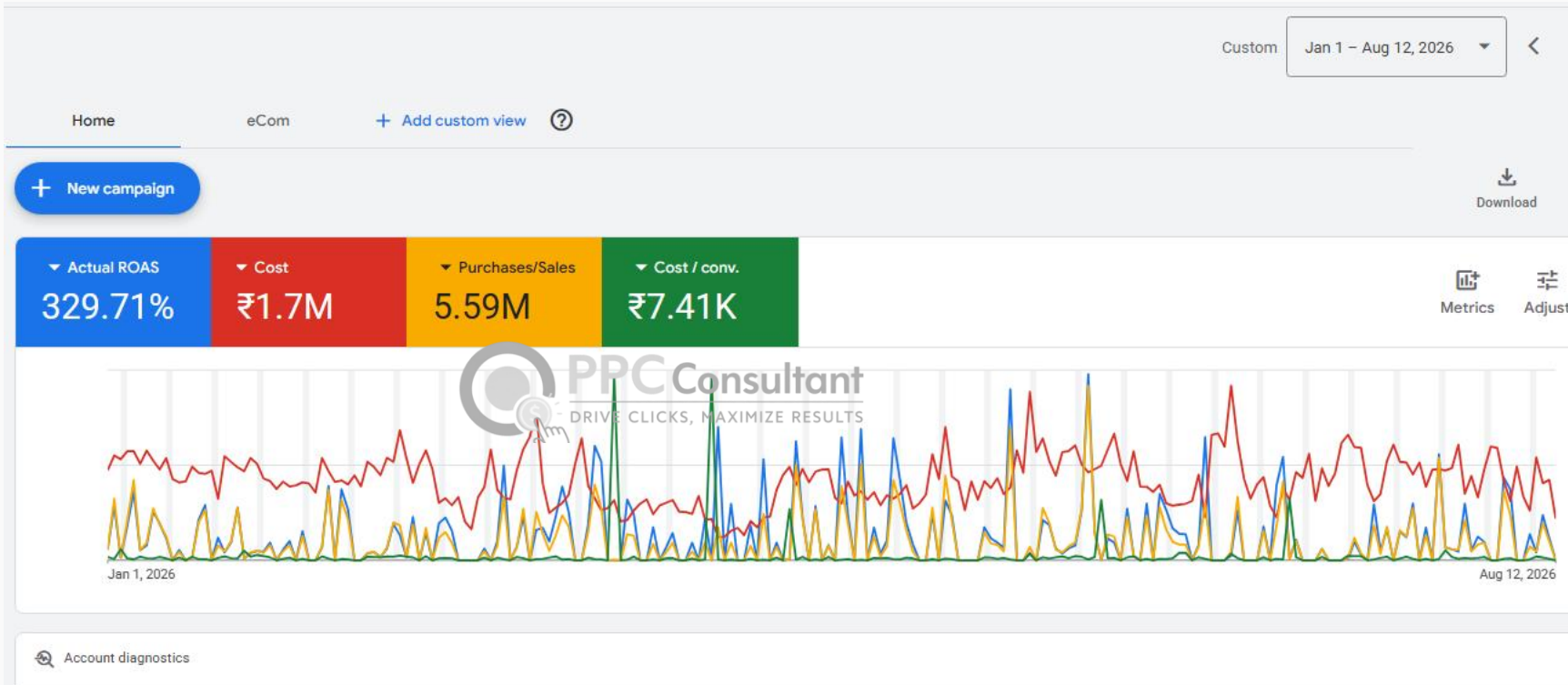
Hair Extensions | India to USA

DURATION JAN –JULY 2026 • GOOGLE SEARCH | PMAX | SHOPPING | DEMAND GEN | VIDEO



At a Glance

Expanded an Indian hair-extension brand in the USA by aligning campaigns with local search behaviour and product demand



SUMMARY

Produced ₹5.59M in sales from ₹1.7M spend at 329.71% ROAS. Reported cost per conversion was ₹7.41K.

329.71%
ROAS

₹1.7M
COST

₹5.59M
PURCHASE VALUE

₹7.41K
COST / CONV.

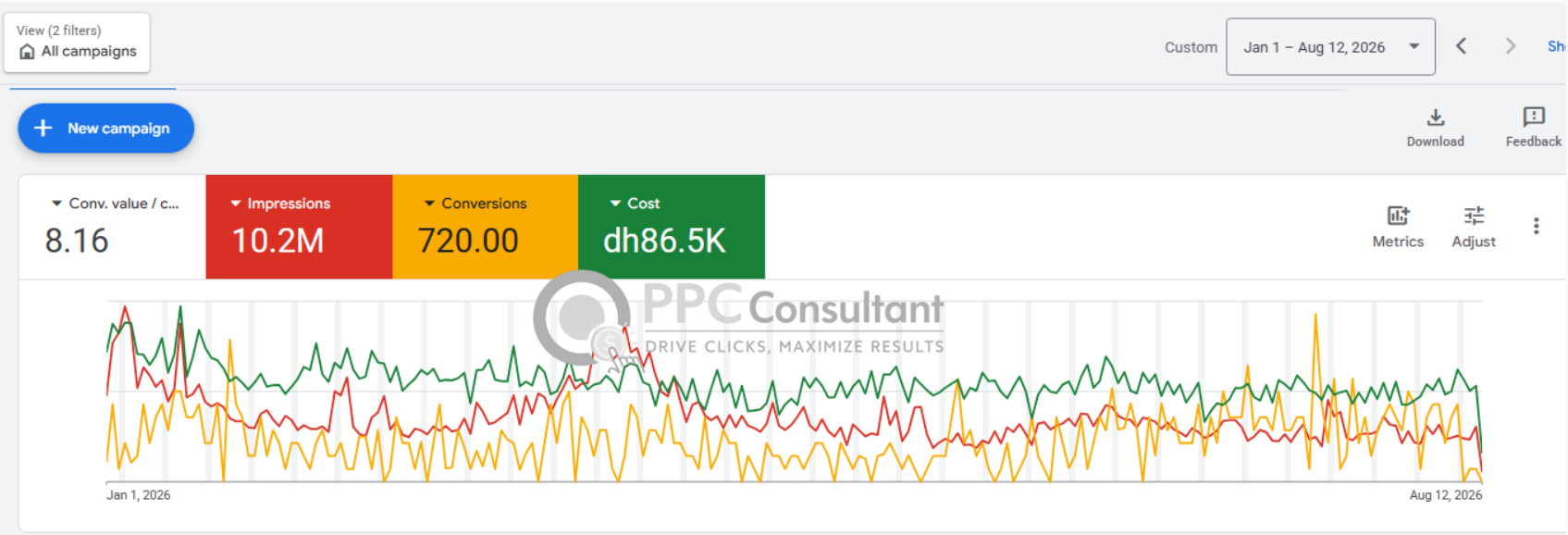
Jewellery | UAE Omnichannel Growth

DURATION JAN –JULY 2026 • GOOGLE SEARCH | PMAX | SHOPPING | DEMAND GEN | VIDEO



At a Glance

Unified ecommerce and location-based campaigns to generate direct jewellery sales while increasing qualified store visits across the UAE



SUMMARY

Delivered 720 conversions at an 8.16× conversion-value-to-cost ratio on AED 86.5K spend, across 10.2M impressions.

8.16×
ROAS

10.2M
IMPRESSIONS

720
CONVERSIONS

AED 86.5K
COST

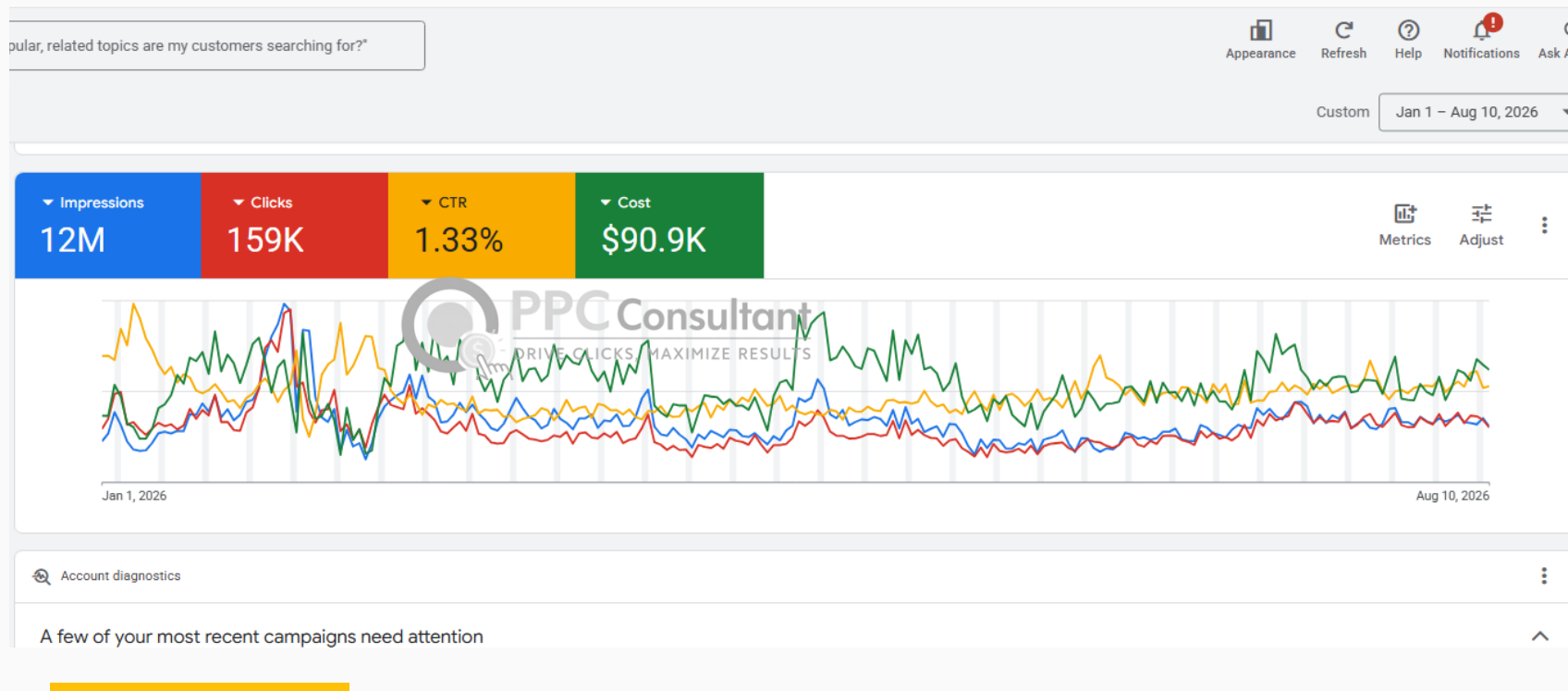
Pet Food Brand | USA

DURATION JAN –JULY 2026 • GOOGLE SEARCH | PMAX | SHOPPING | DEMAND GEN | VIDEO



At a Glance

- Expanded brand visibility among US pet parents through product-specific search targeting, Shopping campaigns and audience-led demand generation.



SUMMARY

Reached 12M impressions and generated 159K clicks at a 1.33% CTR, with \$90.9K in total spend.

12M
IMPRESSIONS

159K
CLICKS

1.33%
CTR

\$90.9K
COST

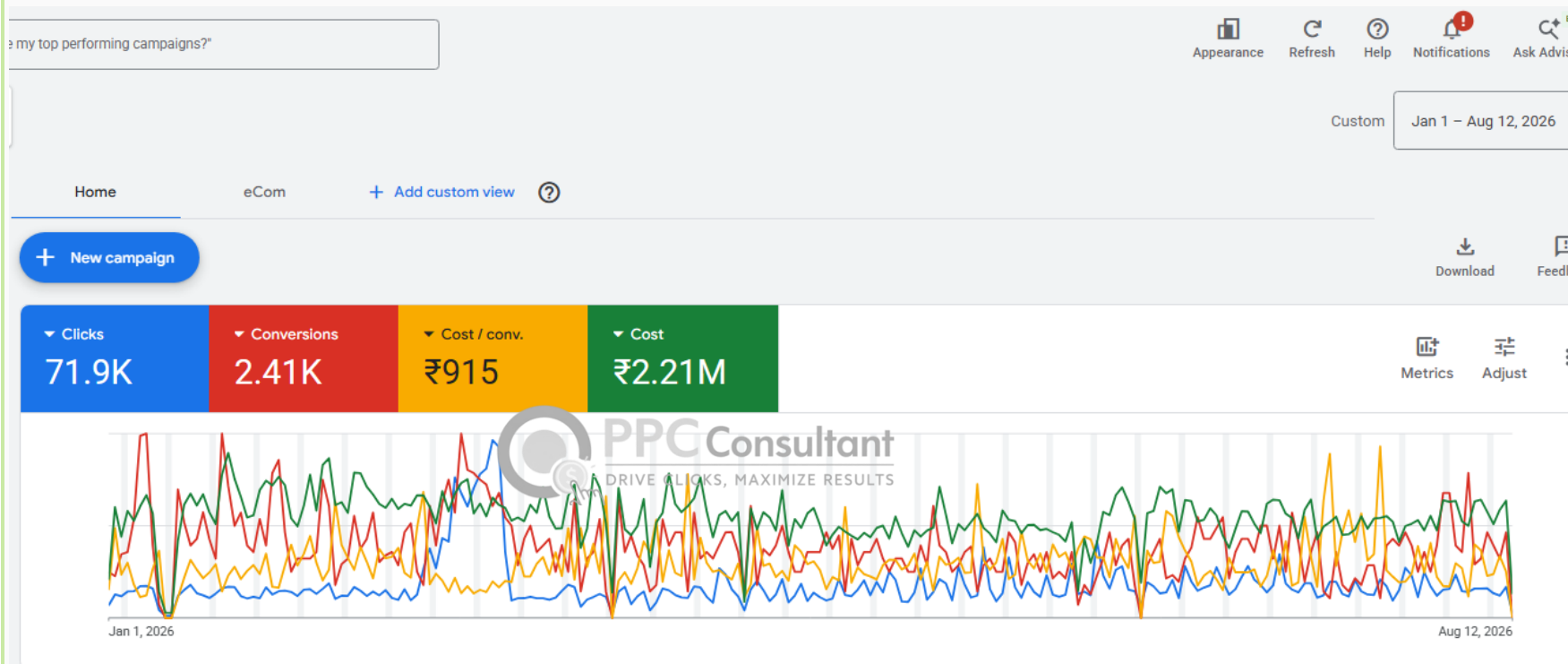
Education Lead Generation

DURATION JAN –JULY 2026 • GOOGLE SEARCH | PMAX | DEMAND GEN | VIDEO



At a Glance

- ♦ Structured campaigns around courses, locations and admission intent to generate qualified student enquiries at a controlled acquisition cost



SUMMARY

Recorded 2.41K conversions from 71.9K clicks at ₹915 per conversion, with ₹2.21M total spend.

71.9K
CLICKS

2.41K
CONVERSIONS

₹915
COST / CONV.

₹2.21M
COST

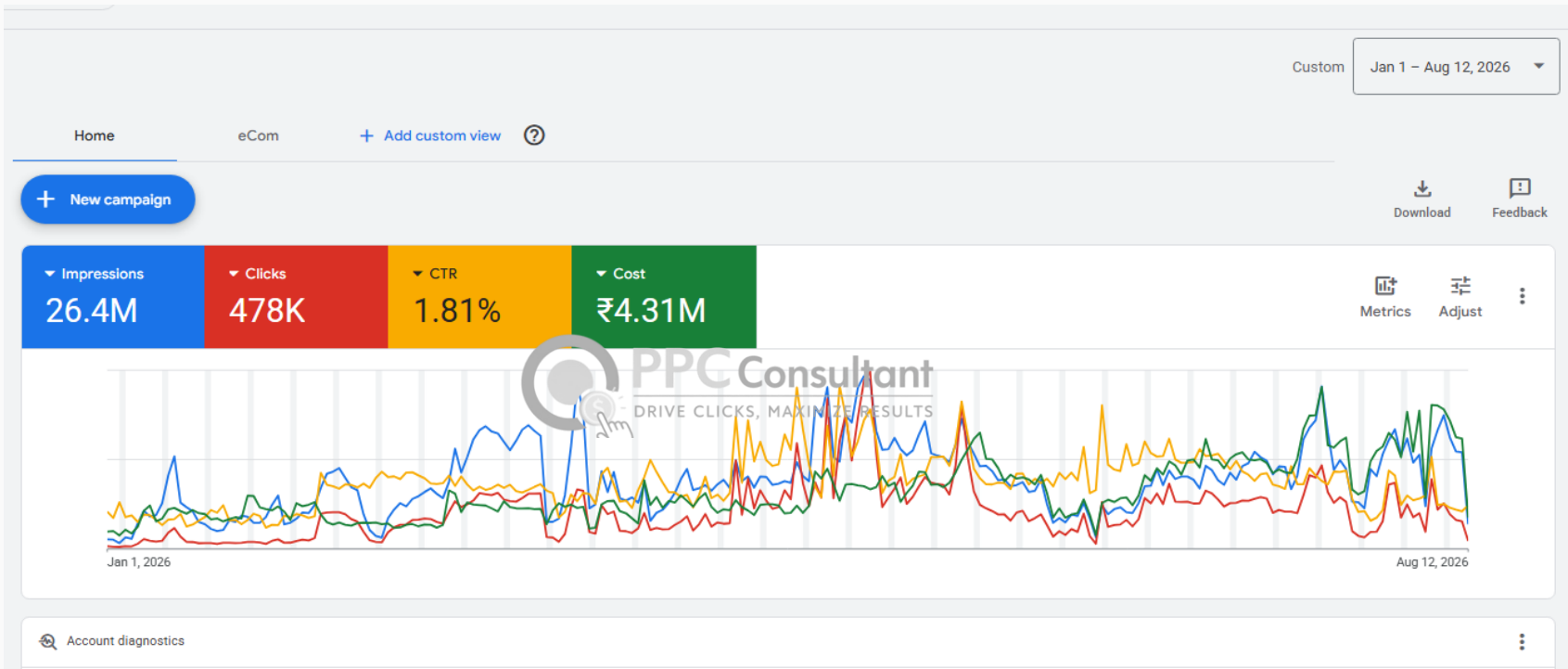
Coffee Brand | Global Reach

DURATION JAN –JULY 2026 • GOOGLE SEARCH | PMAX | SHOPPING | DEMAND GEN | VIDEO



At a Glance

- ◆ Built a global awareness strategy combining video, display and audience-led campaigns to introduce the coffee brand across international markets.



SUMMARY

Reached 26.4M impressions and generated 478K clicks at a 1.81% CTR, supported by ₹4.31M in spend.

26.4M
IMPRESSIONS

478K
CLICKS

1.81%
CTR

₹4.31M
COST

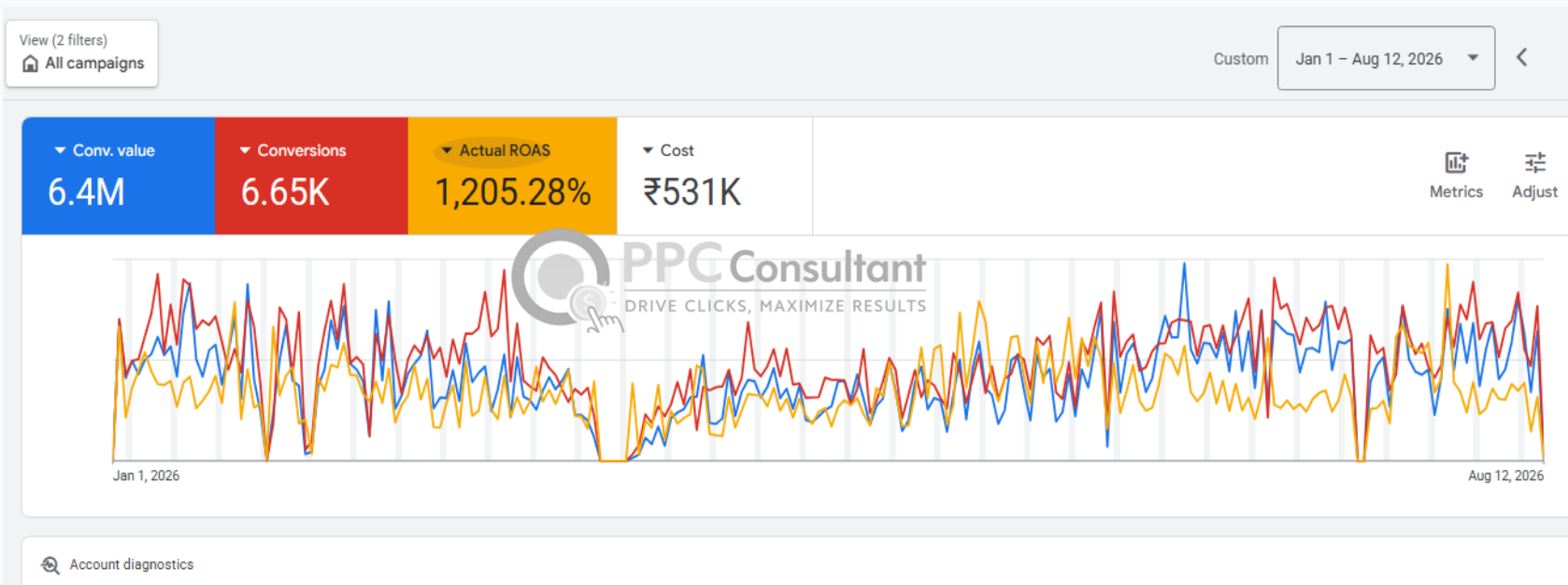
Computer & Printer Parts

DURATION JAN –JULY 2026 • GOOGLE SEARCH | PMAX | SHOPPING | DEMAND GEN | VIDEO



At a Glance

Organised campaigns by device compatibility, part number and product category to connect technical searches with the correct replacement components



SUMMARY

Generated 6.4M in conversion value from ₹531K spend, delivering 1,205.28% ROAS with 6.65K reported conversions.

6.4M
CONV. VALUE

6.65K
CONVERSIONS

1,205.28%
ROAS

₹531K
COST

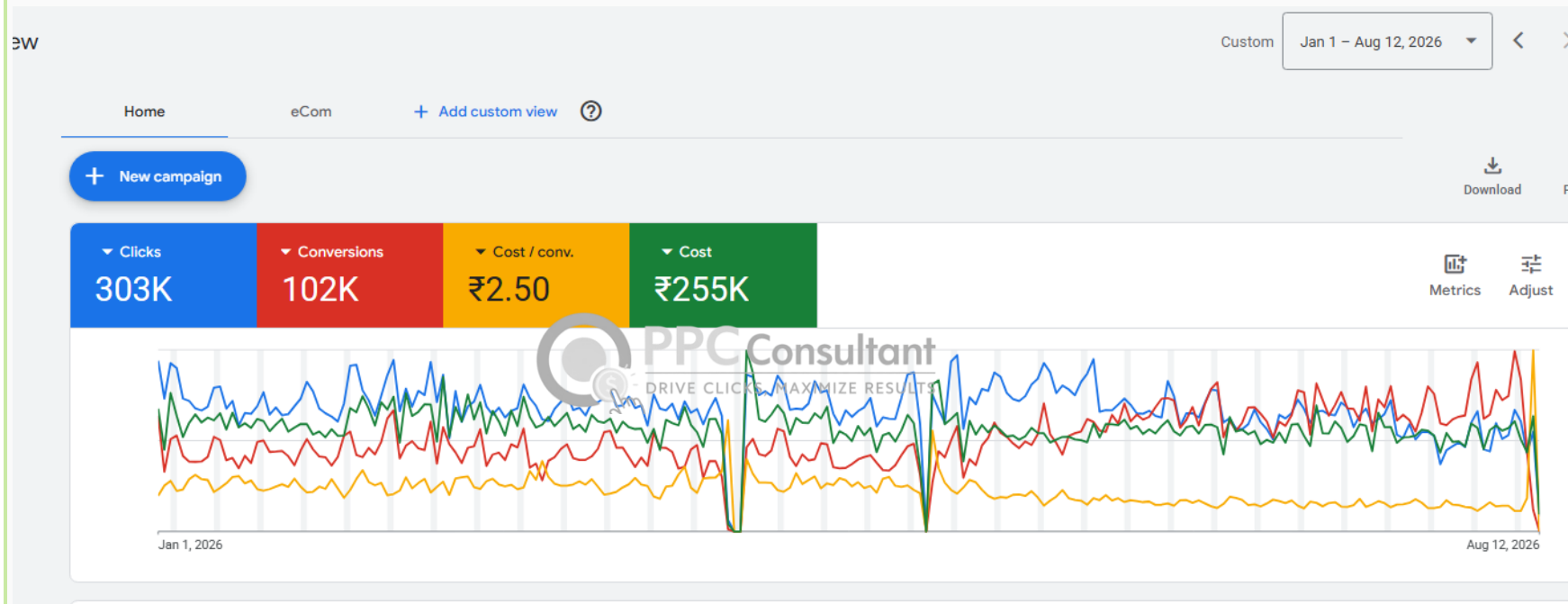
Restaurant Chain | 12+ Locations

DURATION JAN –JULY 2026 • GOOGLE SEARCH | PMAX | DEMAND GEN | VIDEO



At a Glance

Built location-specific campaigns around nearby dining intent, offers and directions to attract customers across every outlet



SUMMARY

Drove 102K conversions from 303K clicks at ₹2.50 per conversion, with ₹255K total spend through Aug 12, 2026.

303K
CLICKS

102K
CONVERSIONS

₹2.50
COST / CONV.

₹255K
COST

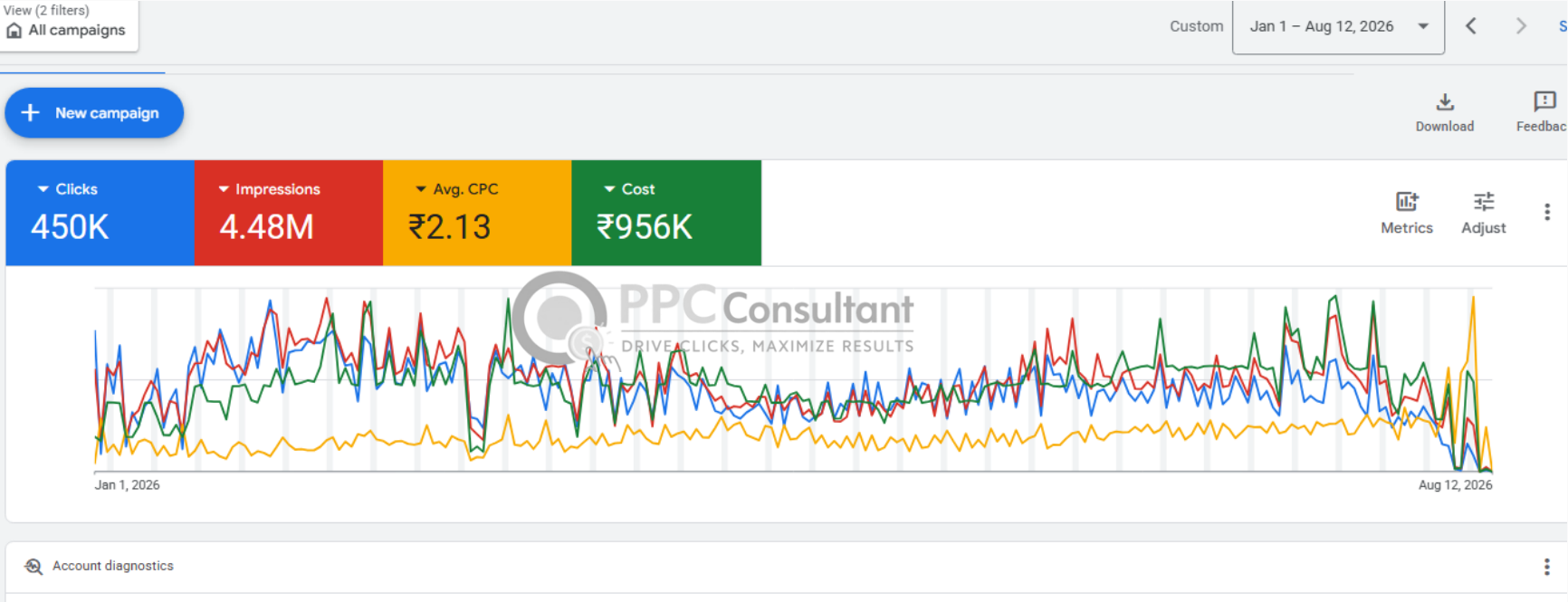
At-Home Salon & Beauty Services

DURATION JAN –JULY 2026 • GOOGLE SEARCH | PMAX | DEMAND GEN | VIDEO



At a Glance

Built service- and city-specific campaigns to connect customers with trusted salon professionals at their doorstep



SUMMARY

Reached 4.48M impressions and generated 450K clicks on ₹956K spend, averaging ₹2.13 per click.

450K
CLICKS

4.48M
IMPRESSIONS

₹2.13
AVG. CPC

₹956K
COST

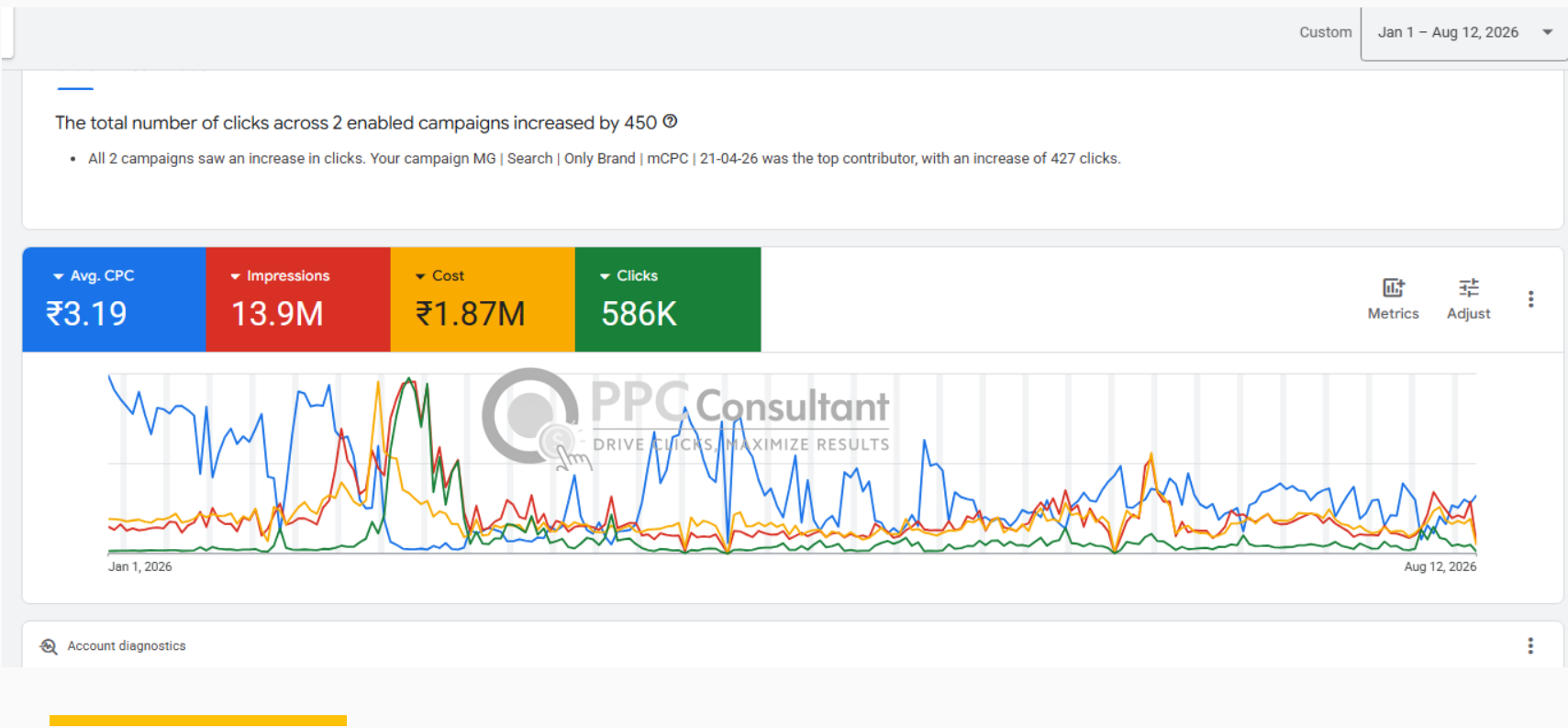
Ayurvedic Clinic Lead Generation

DURATION JAN –JULY 2026 • GOOGLE SEARCH | PMAX | DEMAND GEN | VIDEO



At a Glance

Combined symptom-led keywords, local targeting and consultation-focused landing pages to improve patient lead generation



SUMMARY

Generated 586K clicks from 13.9M impressions on ₹1.87M spend, with an average CPC of ₹3.19.

₹3.19
AVG. CPC

13.9M
IMPRESSIONS

₹1.87M
COST

586K
CLICKS

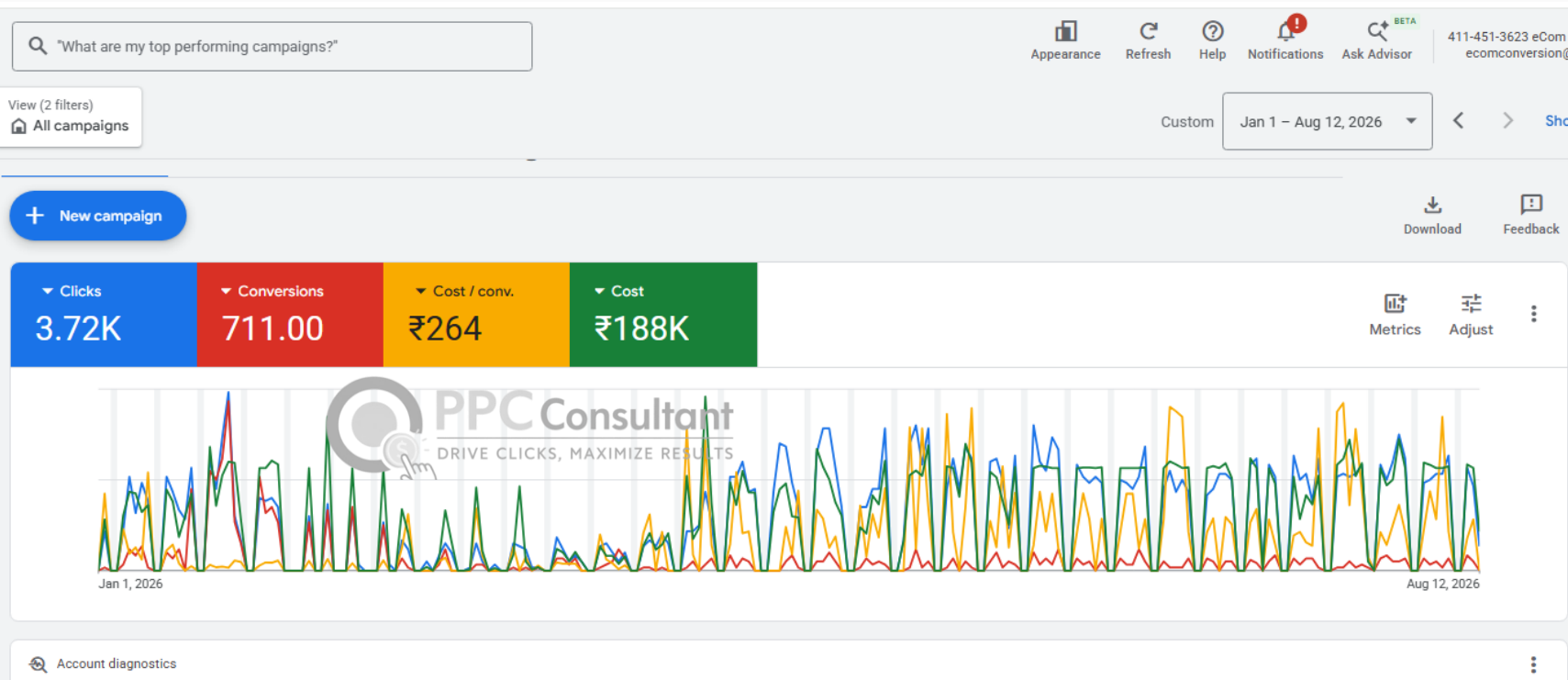
B2B Lead Generation

DURATION JAN –JULY 2026 • GOOGLE SEARCH



At a Glance

- Converted high-value B2B searches into enquiries through industry-specific targeting and lead-focused landing pages.



SUMMARY

Recorded 711 conversions from 3.72K clicks at ₹264 per conversion, with ₹188K total spend.

3.72K
CLICKS

711
CONVERSIONS

₹264
COST / CONV.

₹188K
COST

LET'S TURN THE INSIGHTS INTO ACTION

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Get a focused account review to uncover wasted spend, missed demand and the clearest opportunities to scale profitably.

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WEBSITE

www.ppcconsultant.in

PHONE

+91 7838481200

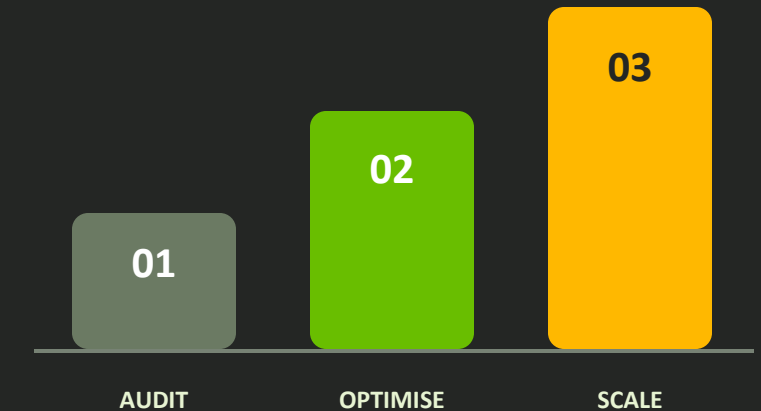
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Uttar Pradesh, India

A CLEARER PATH TO

Profitable Growth

A practical sequence designed to improve efficiency before scaling investment.



LESS WASTE • BETTER CONVERSIONS • SMARTER SCALE