

Jewelry Store Case Study



Client: Jewelry Store - Physical Location

Flights: March 1st - December 15th

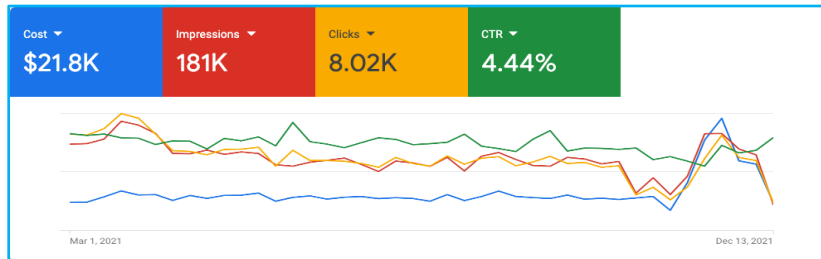
Budget: \$21,765

Goal: The goal was to use paid digital ads to drive phone calls, online form fills, and mapped location directions to increase in-store foot traffic leading to more jewelry purchases over time.

Approach: We utilized a targeted Google Ads approach with a 10-mile radius surrounding the physical store location in Chicago. Focusing on their specialties and highest revenue-generating categories, we positioned the campaign around four main areas including Fine Jewelry, Engagement Rings, Custom Jewelry, and Jewelry Repair. We also utilized a "Shared Budget" optimization method to let Google reallocate ad spend daily based on shifting

Campaign Performance/Data

Google Ads - Full Campaign Overview



Google Ads - Breakdown By Campaign

Campaign	↓ Cost	Impr.	Interactions	Interaction rate	Avg. cost
Fine Jewelry	\$10,057.52	70,496	3,297 clicks	4.68%	\$3.05
Engagement	\$5,638.80	64,144	2,229 clicks	3.47%	\$2.53
Custom Jewelry	\$4,420.86	31,744	1,762 clicks	5.55%	\$2.51
Jewelry Repair	\$1,647.43	14,528	736 clicks	5.07%	\$2.24
Total: Filtered campaigns ⓘ	\$21,764.61	180,912	8,024 clicks	4.44%	\$2.71

Outcome: Through actions taken from the ads, we were able to generate 1,122 mapped directions, 596 phone calls, and 8 form fills, for a total of 1,726 meaningful, trackable conversions. This resulted in a 21.51% conversion rate and impactful revenue growth over