E-commerce Case Study
High-End Fashion Brand

A California-based upscale fashion brand known for its minimalist, high-quality fashion, partnered with Utopiads to enhance its digital marketing strategy. The goal was to drive significant eCommerce growth, attract new customers, and maximize return on ad spend through optimized Google Ads campaigns.

Solutions

- Streamlined ad account structures for efficiency
- Implemented comprehensive conversion tracking for both online revenue and calls
- Enhanced product visibility through optimized feeds and targeted campaigns
- Expanded market reach by targeting new geographic areas and customer segments

Challenges

- Limited online visibility in a competitive fashion market
- Need to attract new customers unfamiliar with the brand
- Inefficient ad spend across existing campaigns
- Lack of comprehensive conversion tracking

Strategy / Approach

- Conducted a comprehensive audit to identify underperforming campaigns
- Established revenue and call conversion tracking systems
- Restructured ad account by consolidating similar-themed keywords and products
- Reallocated budgets to better-performing campaigns, focusing on Shopping campaigns
- Launched Performance Max campaigns to broaden ad reach
- Improved product feeds by addressing missing GTINs and enhancing product attributes
- Created separate campaigns for best-selling items and seasonal products
- Expanded strategy to target select U.S. states and implemented Demand Gen Prospecting campaigns

Aftermath

Through a strategic, multi-phase approach, Utopiads significantly improved their digital marketing performance. The collaboration led to substantial growth in revenue, increased customer engagement, and enhanced brand presence in the competitive fashion market.

OVER 12 MONTHS

Revenue Generated
$48M

ROAS
27.41x

New Customers
14K

Purchases
90K

Impressions
31M

Clicks
189K