



HOW WE TURNED A PREMIUM BATHROOM RETAILER INTO A £100K+/MO REVENUE BRAND

And BOOSTED THEIR ROAS BY **146% ON GOOGLE ADS**

RESULTS

51%

Increase in Store
Conversion Rate



58%

Increase in Conversions



34%

Increase in Total Revenue





CLIENT OVERVIEW

This UK-based premium bathroom furniture and accessories retailer offers high-end suites, vanities and taps to homeowners seeking luxury quality.

Despite a best-in-class product line, their Google Ads performance was flat, with campaigns lacking structure for sustainable scaling.

CHALLENGE

Unfocused campaign structures, inconsistent creative testing and broad audience targeting meant wasted spend, low ROAS and low revenue.

Our goal: Restructure their Google Ads account, hit a ROAS of 4–6, and drive £100K+ in monthly ad-driven revenue.

OUR PROCESS

01

ACCOUNT FOUNDATION & FUNNEL MAPPING

Cleaning up Google Ads and grouping campaigns into funnel stages

02

CREATIVE REFRESH & RAPID TESTING

Producing aspirational imagery and benefit-driven ad copy

03

AUDIENCE INSIGHTS & EXPANSION

Layering audience signals and refining targeting

04

SMART SCALING & SEGMENTED GROWTH

Ramping budgets methodically with proven winners

05

CONTINUOUS OPTIMIZATION & LIFETIME VALUE

Weekly testing and refinement playbook

PHASE 1: ACCOUNT FOUNDATION & FUNNEL MAPPING

We began by cleaning up the account, grouping campaigns into top, middle and bottom funnel stages so every pound spent had clear purpose. We launched fresh Search, Brand and Performance Max campaigns and split Shopping into hero-product and category buckets. This foundational work gave us precise data, so we knew exactly which audiences and channels to invest in.

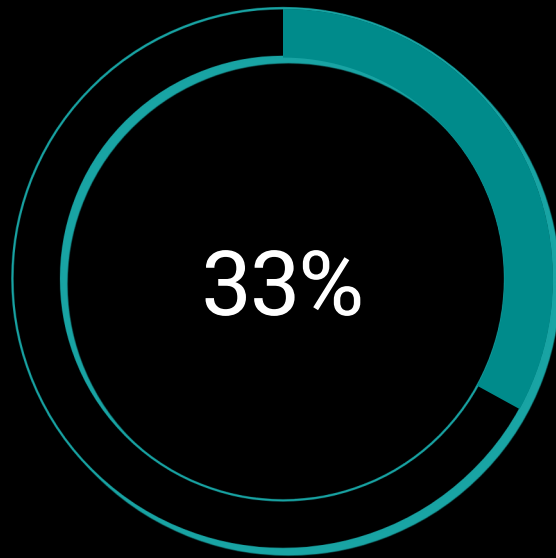


PHASE 2: CREATIVE REFRESH & RAPID TESTING

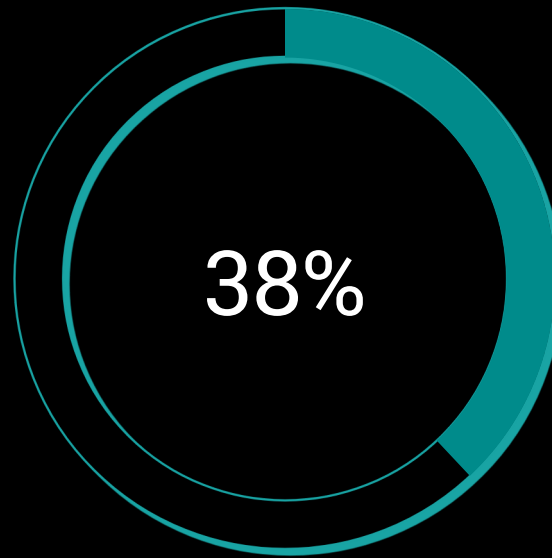
Next we focused on human-centric storytelling. We produced aspirational bathroom imagery: think spa-like before & afters and paired them with concise, benefit-driven copy. Responsive search ads and Performance Max assets spoke directly to high-intent shoppers, while Shopping ads showcased product transformations. Quick A/B tests let us ditch anything that didn't resonate and scale what did.

The power of CRO

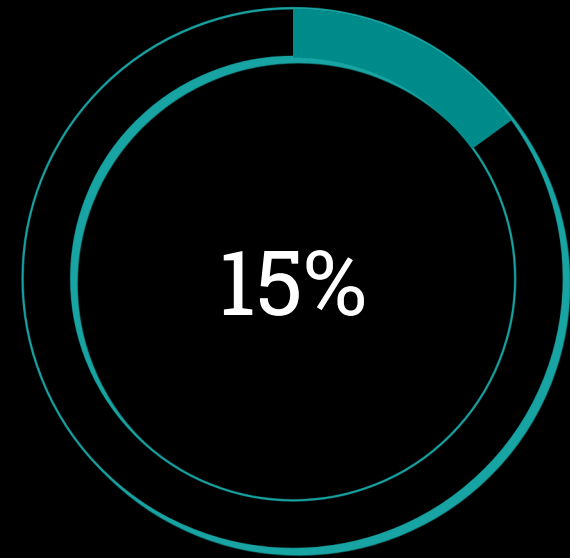
Phase 1 and Phase 2 alone led to...



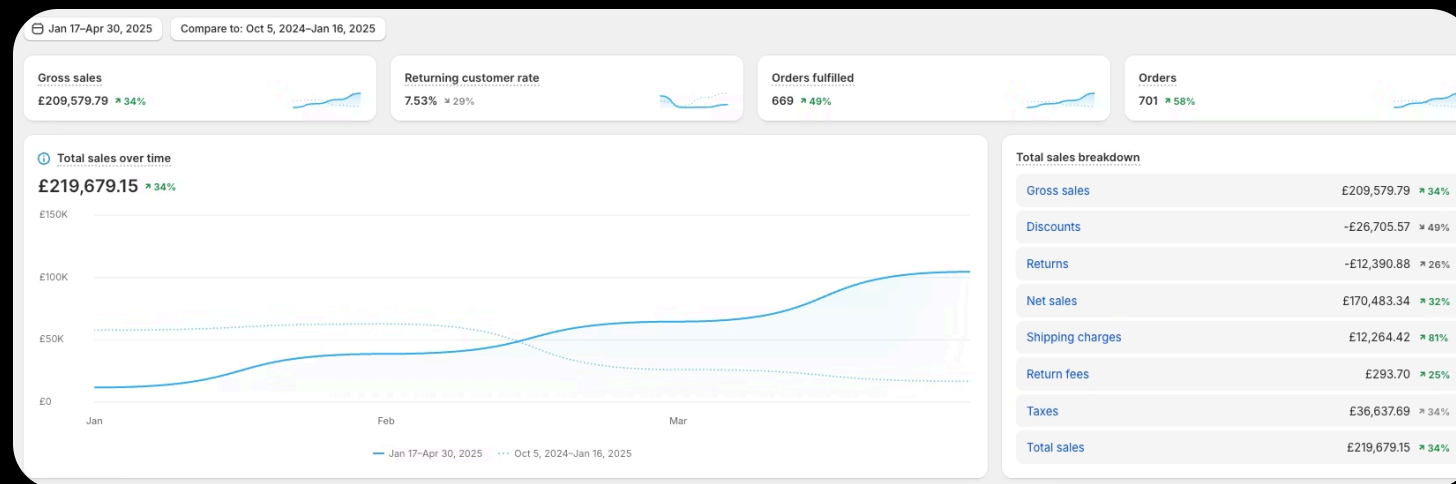
Increase in conversion Rate



Increase in Conversions



Revenue growth at the start of Q1



PHASE 3: AUDIENCE INSIGHTS & EXPANSION

With strong creatives live, we dug into who was converting. We added audience signals like site visitors, cart abandoners and top purchasers to Performance Max and built improved segments for Search and Shopping campaigns. We refined keyword targeting and expanded into high-intent search terms. The result was a laser-focused reach that drove more qualified traffic.

Imps	↓ Clicks	Conversions	Cost / conv	Conv. rate	Avg. CPC	CTR	Search	Segment	Columns	Reports	Download	Collapse	More
↕	↕	↕	↕	↕	↕	↕	↕	↕	↕	↕	↕	↕	↕
↕	↕	↕	↕	↕	↕	↕	↕	↕	↕	↕	↕	↕	↕
377,751 (+15.51%)	4,672 (+14.01%)	91.72 (+25.92%)	£60.02 (+13.77%)	1.82% (+6.55%)	£1.18 (+17.78%)	1.24%	£5,505.47	35,937.60 (+30.83%)	6.53 (+20.50%)	380.00%	51.02% (+6.03%)		
189,393 (-17.05%)	2,878 (-10.26%)	60.18 (+62.99%)	£57.27 (+18.08%)	2.09% (+9.35%)	£1.20 (+30.55%)	1.70%	£3,446.58	15,557.22 (+17.14%)	4.51 (+8.50%)	400.00%	49.97% (+13.99%)		
155,905 (+17.45%)	2,286 (+10.32%)	54.96 (+18.87%)	£57.23 (+16.62%)	2.40% (+6.28%)	£1.62 (+16.41%)	1.47%	£3,695.09	16,073.32 (+15.38%)	4.35 (+13.96%)	370.00%	43.50% (+1.84%)		
8,676 (-58.96%)	401 (-55.49%)	1.00 (-53.87%)	£325.90 (+3.65%)	0.25% (+8.43%)	£1.56 (+8.43%)	4.62%	£925.90	171.73 (+7.04%)	0.27 (-28.56%)	-	< 10% (0.00%)		
474 (+11.40%)	231 (+0.43%)	18.24 (+41.63%)	£10.87 (+41.63%)	7.80% (+22.58%)	£0.79 (+11.43%)	48.73%	£183.64	6,651.21 (+36.79%)	36.52 (+80.31%)	-	88.88% (-0.19%)		
712,199 (+4.36%)	10,468 (+1.45%)	226.10 (+16.60%)	£59.52 (+16.60%)	2.09% (+0.25%)	£1.29 (+10.25%)	1.47%	£13,456.49	74,391.07 (+34.70%)	5.53 (+10.74%)		29.55% (+90.20%)		
757,690 (+1.80%)	11,060 (+1.77%)	235.25 (+17.79%)	£60.77 (+14.82%)	2.04% (+8.81%)	£1.29 (+26.98%)	1.46%	£14,295.44	75,895.48 (+29.22%)	5.31 (+7.43%)		28.43% (+90.79%)		

Imps	↓ Clicks	Conversions	Cost / conv	Conv. rate	Avg. CPC	CTR	Cost	Conv. value	Conv. value / cost
↕	↕	↕	↕	↕	↕	↕	↕	↕	↕
↕	↕	↕	↕	↕	↕	↕	↕	↕	↕
460,907 (+18.30%)	5,627 (+25.04%)	73.84 (+156.12%)	£71.15 (-46.49%)	1.22% (+119.09%)	£0.93 (+9.60%)	1.22%	£5,254.03	27,808.90 (+140.57%)	5.29 (+75.54%)
212,172 (-33.12%)	3,346 (+23.56%)	44.09 (+55.98%)	£68.97 (-9.31%)	1.22% (+26.24%)	£0.91 (+14.48%)	1.58%	£3,040.39	15,303.71 (+41.46%)	5.03 (+37.31%)
71,683 (+4%)	1,097 (+4%)	24.33 (+4%)	£57.64 (+4%)	2.22% (+4%)	£1.28 (+4%)	1.53%	£1,402.76	6,916.88 (+4%)	4.93 (+4%)
21,637 (+30.49%)	932 (+66.54%)	1.00 (+66.67%)	£1,404.55 (+342.88%)	0.11% (+77.25%)	£1.51 (+10.74%)	4.31%	£1,404.55	521.06 (+63.70%)	0.37 (-75.41%)
427 (-46.15%)	237 (+28.11%)	14.82	£20.06 (-37.86%)	6.25% (+19.52%)	£1.25 (-25.74%)	55.50%	£297.14	5,832.73 (+49.55%)	19.63 (+57.19%)
766,827 (+25.39%)	11,239 (+106.57%)	150.08 (+30.58%)	£72.11 (-30.58%)	1.35% (+69.15%)	£1.01 (+12.37%)	1.47%	£1,398.87	56,383.28 (+127.29%)	4.95 (+44.69%)
766,827 (+17.87%)	11,239 (+19.27%)	158.08 (+121.23%)	£72.11 (-38.25%)	1.35% (+108.95%)	£1.01 (+14.53%)	1.47%	£1,398.87	56,383.28 (+115.91%)	4.95 (+58.06%)

PHASE 4: SMART SCALING & SEGMENTED GROWTH

Armed with winning ads and audience winners, we ramped budgets methodically. Google Shopping was further segmented into hero products and high-margin categories, while bids on proven keywords were increased. Performance Max campaigns were expanded with additional audience signals and creative assets. This phase delivered our first £50K+ month at ~5 ROAS and quickly climbed to £75,955 at 5.31 ROAS - all while maintaining efficiency.

Customer Cohort Analysis

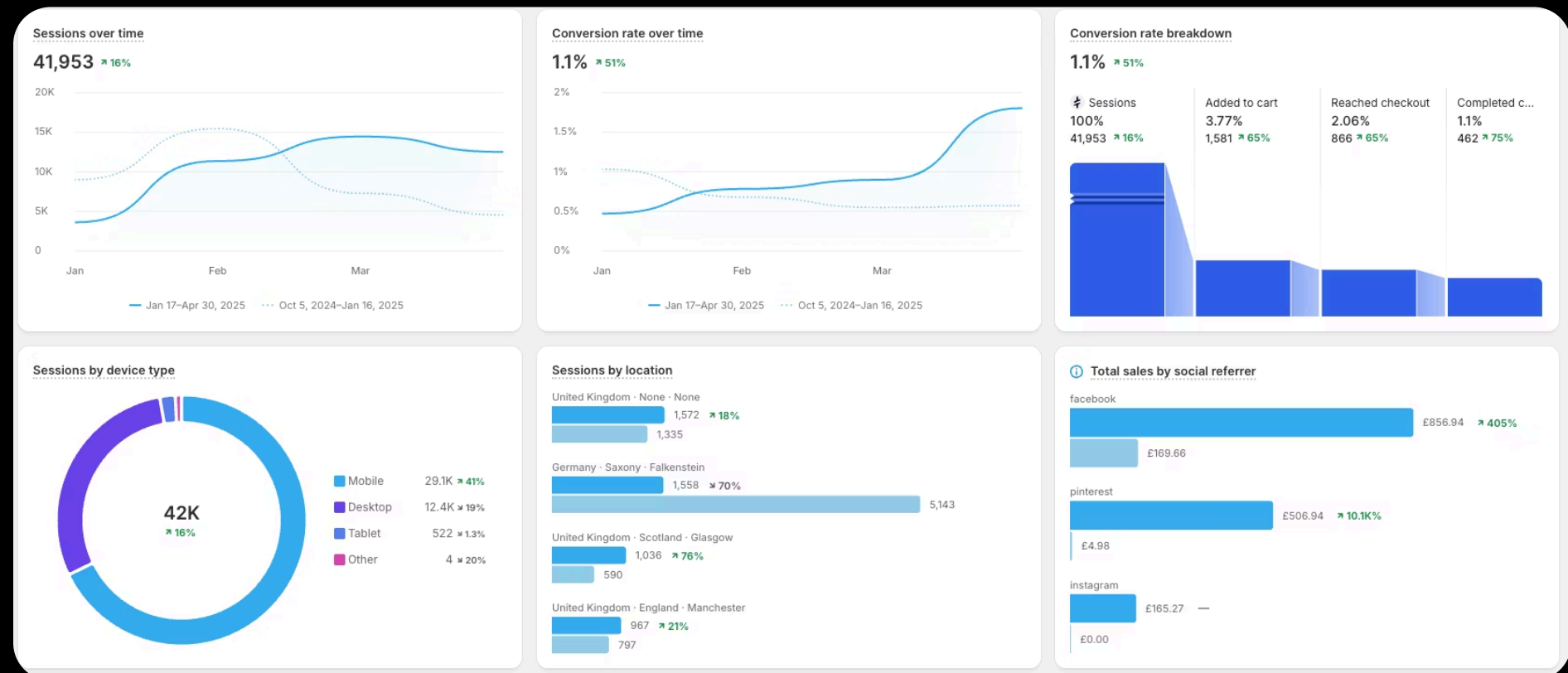
Early signs of strong customer retention



Bought again within 1 month



Bought again after 3 months



PHASE 5: CONTINUOUS OPTIMIZATION & LIFETIME VALUE

To keep momentum we set up a weekly and monthly playbook: fine-tuning bids, expanding keyword coverage, testing new ad copy and creative assets, and optimizing audience signals in Performance Max. We triggered dynamic remarketing campaigns to re-engage past visitors. This ongoing cycle of testing and refinement ensures our ads never go stale and ROI stays high - season after season.

RESULTS

BEFORE

490

Total Order Placed

£144,869

Total Revenue

1.02%

Conversion Rate

AFTER

701

Total Orders Placed

43% increase

£219,679.15

Total Revenue

52% increase

1.1%

Conversion Rate

7% increase