ANONYMISED ECOMMERCE CASE STUDY

# Google Ads Growth for a Home Furnishings Ecommerce Brand

April to August 2026 Compared With the Preceding Period

A home furnishings ecommerce brand scaled Google Ads spend by 152 percent. Google Ads attributed conversion value grew faster, rising 164 percent to £450,261, while reported ROAS improved from 9.90x to 10.37x. The account reached materially greater scale without a decline in platform reported conversion value efficiency.

| £450K | 10.37x | +164% | +4.8% |
| --- | --- | --- | --- |
| Attributed value | Reported ROAS | Value growth | ROAS change |

## The challenge

For a high consideration ecommerce brand in home furnishings, the commercial challenge was to create room for substantially more advertising spend while protecting the value returned for each pound invested. Success depended on attributed conversion value growing at least as quickly as spend, rather than on traffic or conversion count alone.

## What Alex changed

- **Focused Performance Max setup** Alex built a streamlined campaign around the retailer's product catalogue.
- **Product feed optimisation** He improved the product feed used by Performance Max.
- **Budget management** He adjusted budgets in response to conversion value and reported ROAS.
- **Search term pruning** He reviewed query data and excluded irrelevant or low value traffic.

### Campaign highlight

During the reporting period, the feed only Performance Max campaign generated £166,551 in attributed conversion value from £14,710 in spend at 11.32x reported ROAS. It produced about 37 percent of account attributed value from about 34 percent of account spend.

### Why the result matters

Spend reached 2.52 times the preceding period, while Ads attributed conversion value reached 2.64 times the preceding period. The account therefore added scale without weakening its platform reported return, and conversion value per cost edged higher.

### Client testimonial

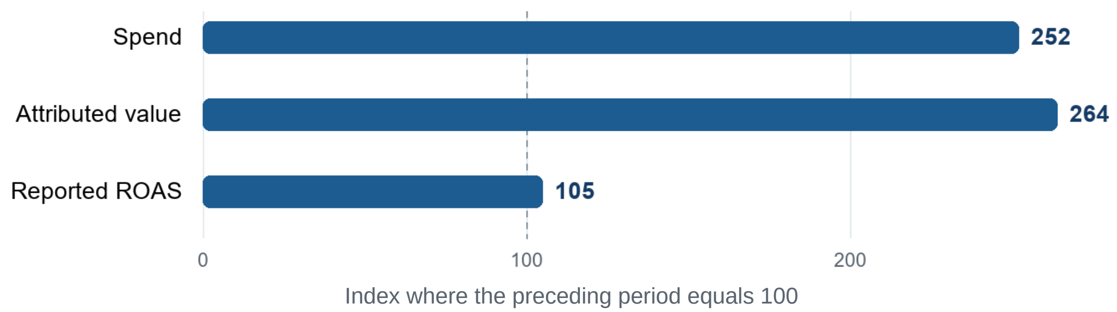
> *"We would definitely recommend working with Alex. He is proactive, data-driven, and genuinely focused on improving performance rather than simply managing campaigns.*
>
> *For any brand looking for a reliable PPC manager who can help scale paid media efficiently while keeping a close eye on ROI, we would absolutely recommend Alex."*

## Results

The current period covers 1 April to 31 August 2026. The preceding period covers the immediately prior equal length window from 30 October 2025 to 31 March 2026.

| Metric | Preceding period | Current period | Change |
|---|---|---|---|
| Ad spend | £17,229 | £43,425 | **+152.0%** |
| Ads attributed conversion value | £170,479 | £450,261 | **+164.1%** |
| Conversion value per cost | 9.90x | 10.37x | **+4.8%** |
| Reported conversions | 745.77 | 1,268.14 | **+70.0%** |
| Clicks | 40,650 | 80,368 | **+97.7%** |
| Value per reported conversion | £228.60 | £355.06 | **+55.3%** |
| Cost per reported conversion | £23.10 | £34.24 | **+48.2%** |

### Growth relative to the preceding period




## Efficiency context

Cost per reported conversion rose from £23.10 to £34.24. Attributed value per reported conversion rose faster, from £228.60 to £355.06, which explains why reported ROAS improved despite the higher acquisition cost.

### Data basis

Source: Google Ads account reporting viewed 4 September 2026. Conversion value and ROAS are Google Ads attributed metrics, not audited sales or profit. This was not a controlled experiment. Seasonality, promotions, pricing, stock, website changes, customer mix, attribution settings and tracking changes may also have influenced the result. Figures are rounded.