PPC Studio

CASE STUDY · GOOGLE ADS + GA4

Client B more than doubled monthly conversions in 18 months

Multi-brand consumer electronics retailer · Ecommerce · India

+123%

monthly conversions, Dec 2024 → Jun 2026

Google Ads-reported

+96%

revenue per paid session, same months

GA4-reported

₹200

cost per conversion in Jun 2026, the lowest of any month since Aug 2025

Google Ads-reported

THE BRIEF

Scale paid demand without paying more for each conversion

The client

An online retailer in India selling branded audio, wearables and laptops. It relies on Google Shopping and Performance Max for paid demand.

The challenge

Early campaigns bid for clicks. Traffic grew, but each paid visit was worth little. The goal was more value per rupee as budgets rose.

Our approach

Consolidate into two always-on product campaigns, bid on purchase value, and feed Google Ads with purchase signals from GA4.

GROWTH AT A GLANCE · DEC 2024 VS JUN 2026

First month against latest month

+123%

conversions

213 → 476

Google Ads-reported

+78%

paid sessions

26,885 → 47,849

GA4-reported

+96%

revenue per paid session

₹26 → ₹51

GA4-reported

+166%

monthly ad investment

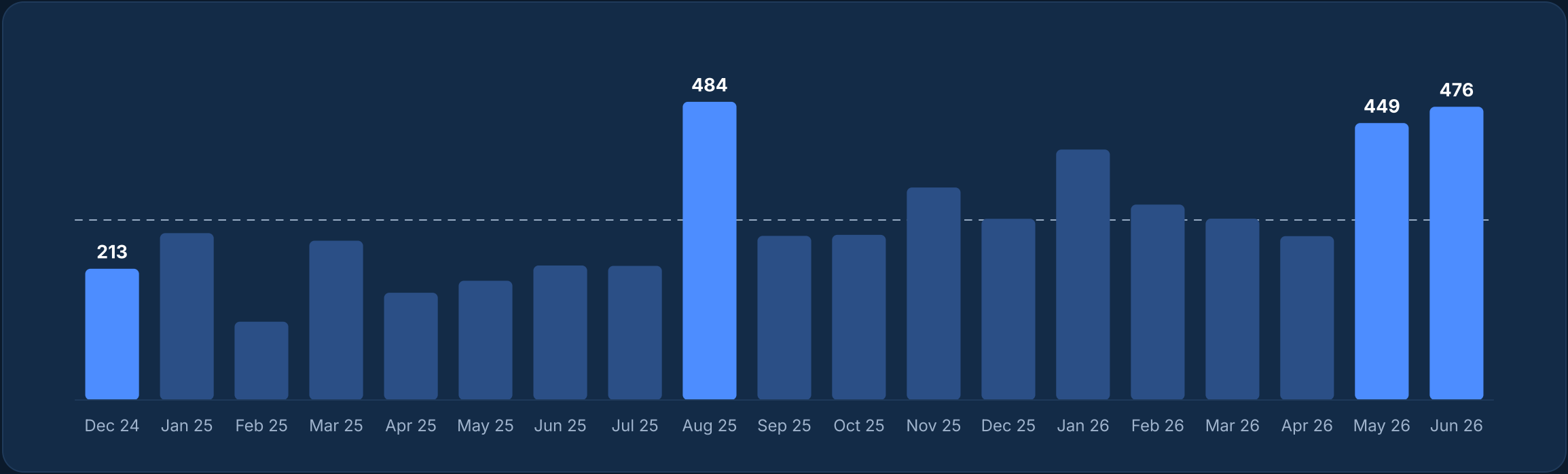
₹36K → ₹95K

Google Ads-reported

Paid sessions = GA4 google / cpc sessions. All 19 months shown (Dec 2024 to Jun 2026) are complete calendar months.

MONTH ON MONTH · CONVERSIONS

Aug 2025 was the best month: 484 conversions, 66% above the monthly average



+6% MoM (May 26 → Jun 26)

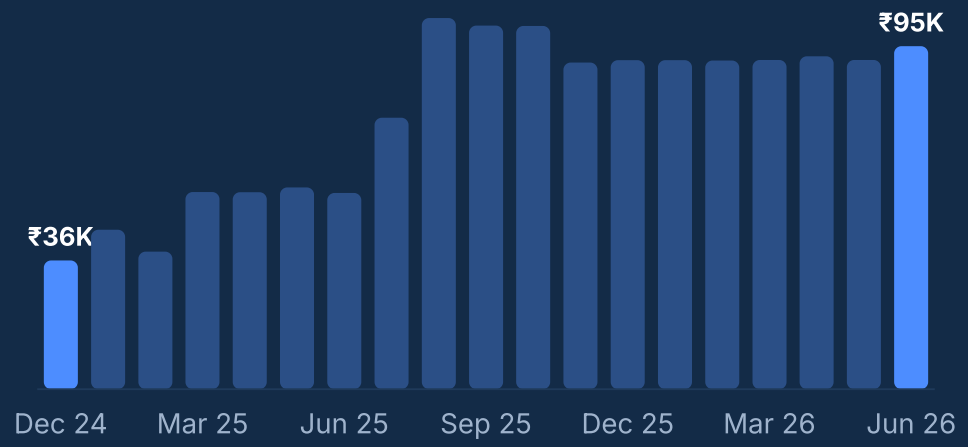
Q2 2026: 1,191 conversions vs 586 in Q2 2025 (+103%)

Dashed line = monthly average (292) · Google Ads-reported purchase conversions

MONTH ON MONTH · EFFICIENCY

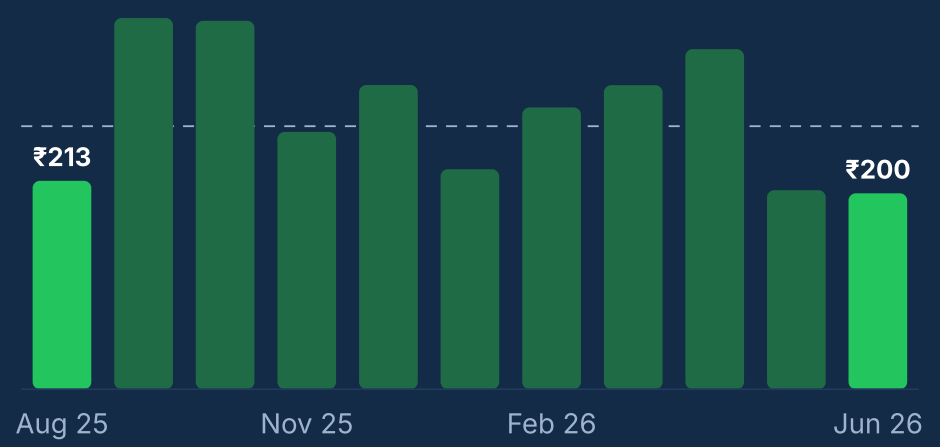
Cost per conversion fell to ₹200 while monthly spend held at ₹91–103K

Monthly ad spend



Google Ads-reported cost

Cost per conversion, Aug 2025 onward



Google Ads-reported · dashed line = average · from the first full month after the 9 Jul 2025 tracking change

-2% cost per conversion MoM (May 26 → Jun 26)

₹200 in Jun 2026 vs ₹268 average since Aug 2025

MONTH ON MONTH · SITE QUALITY

Each paid visit is now worth about twice as much

Paid sessions per month



GA4-reported · google / cpc sessions

Revenue per paid session



GA4-reported · google / cpc revenue ÷ sessions · dashed line = average (₹30)

Best month: May 2026 at ₹65, 114% above the average

Jun 26 MoM: sessions +45%, revenue per session -21%

WHAT WE CHANGED

From scattered tests to two campaigns that bid on value

Dec 2024

Onboarded. Restructured Search and Shopping, cleaned keywords and added assets.

Feb–Mar 2025

Launched Performance Max on selected products, and excluded non-performing products.

Jul 2025

Rebuilt conversion tracking on GA4 purchase events.

Aug–Oct 2025

Ran festive Shopping and PMax, then moved Shopping from click bidding to Target ROAS.

2026

Consolidated into two always-on value-bid campaigns and added a fresh PMax build in April.

Timeline from our account change log.

LATEST QUARTER · Q2 2026

Momentum into the latest months

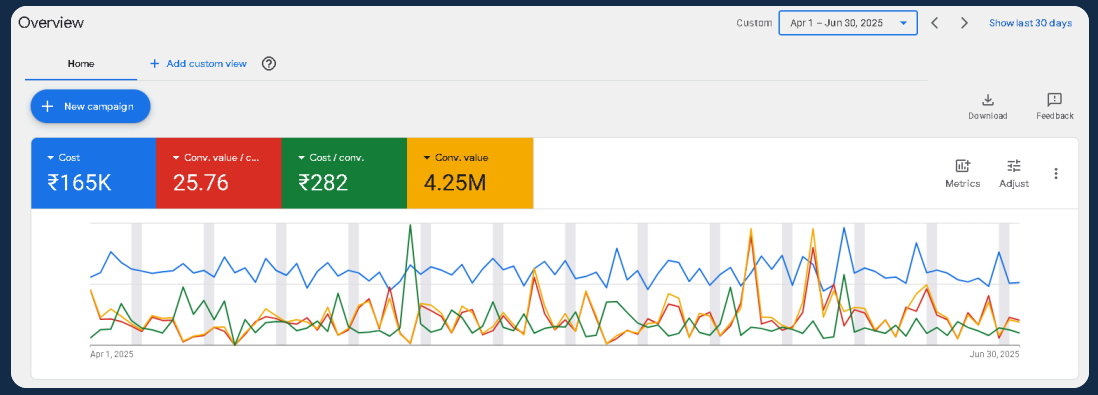
	APR 2026	MAY 2026	JUN 2026
Conversions Google Ads-reported	266	449	**476**
Cost per conversion Google Ads-reported	₹347	₹203	**₹200**
Ad spend Google Ads-reported	₹92,263	₹91,214	**₹95,076**
Paid sessions GA4-reported	26,235	33,056	**47,849**
Revenue per paid session GA4-reported	₹40	₹65	**₹51**

Conversions rose +79% from April to June on spend up +3%.

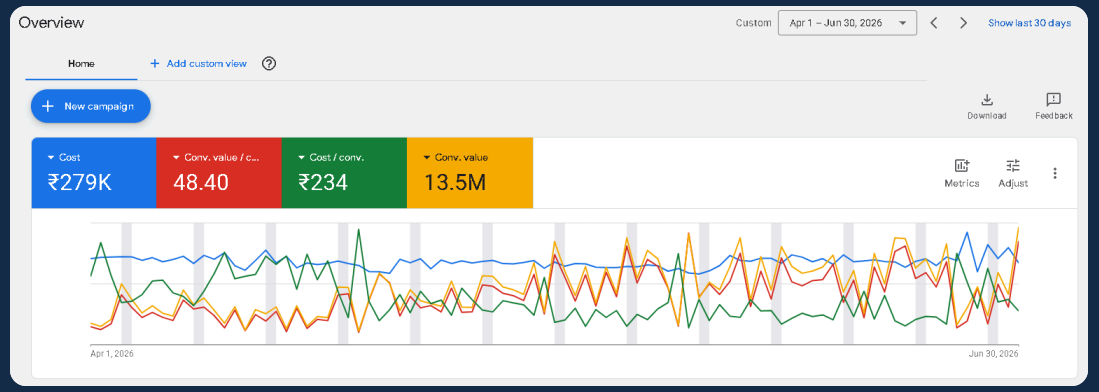
PROOF FROM THE PLATFORMS · GOOGLE ADS

The same story, straight from Google Ads

Q2 2025 · BASELINE



Q2 2026 · LATEST



Cost ₹165K → ₹279K

Cost per conversion ₹282 → ₹234

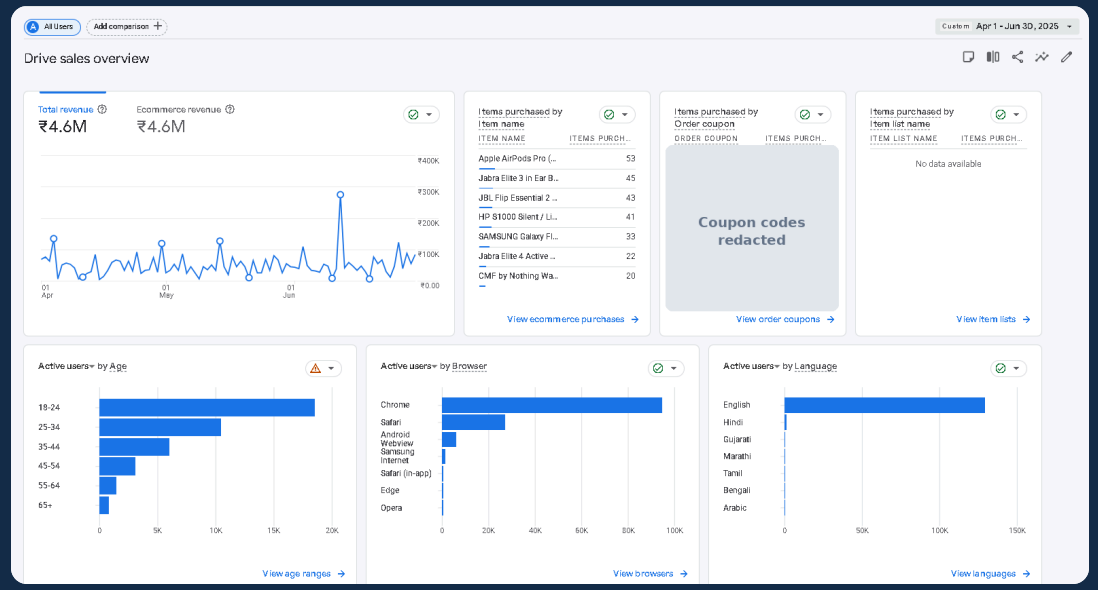
Google Ads-reported

Google Ads, Q2 2025 vs Q2 2026, screenshots from the platform. Identifying details are not shown.

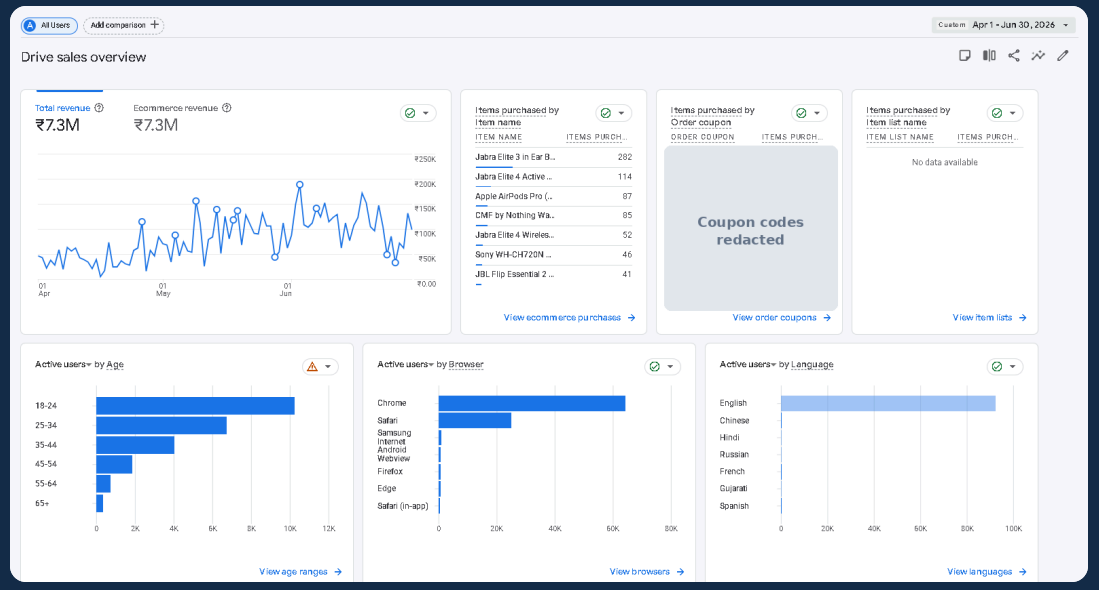
PROOF FROM THE PLATFORMS · GOOGLE ANALYTICS (GA4)

GA4 confirms the growth in tracked revenue

Q2 2025 · BASELINE



Q2 2026 · LATEST



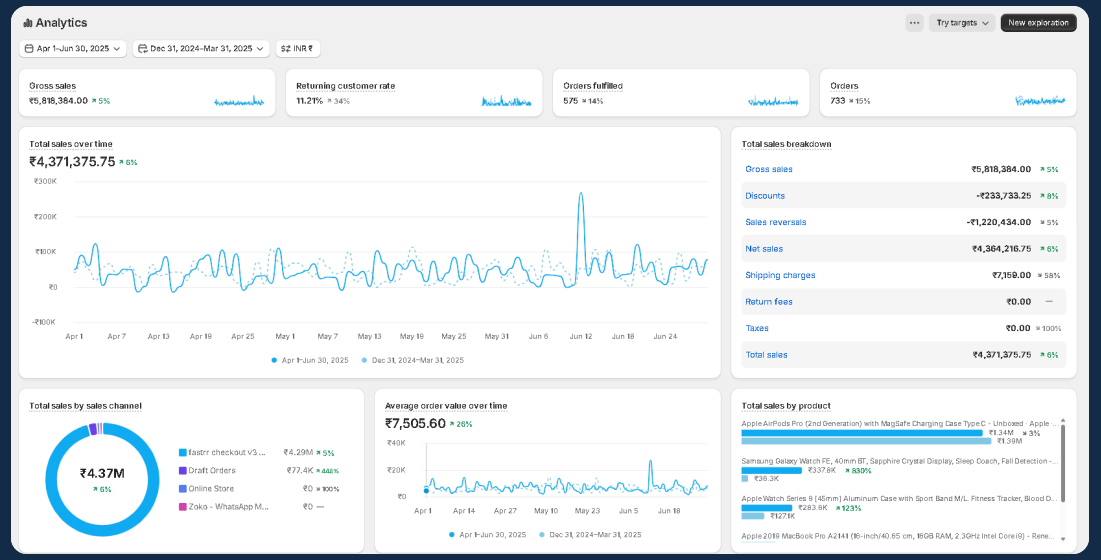
GA4 total revenue ₹4.6M → ₹7.3M GA4-reported · site-wide, all channels

Google Analytics (GA4), Q2 2025 vs Q2 2026, screenshots from the platform. Coupon codes redacted.

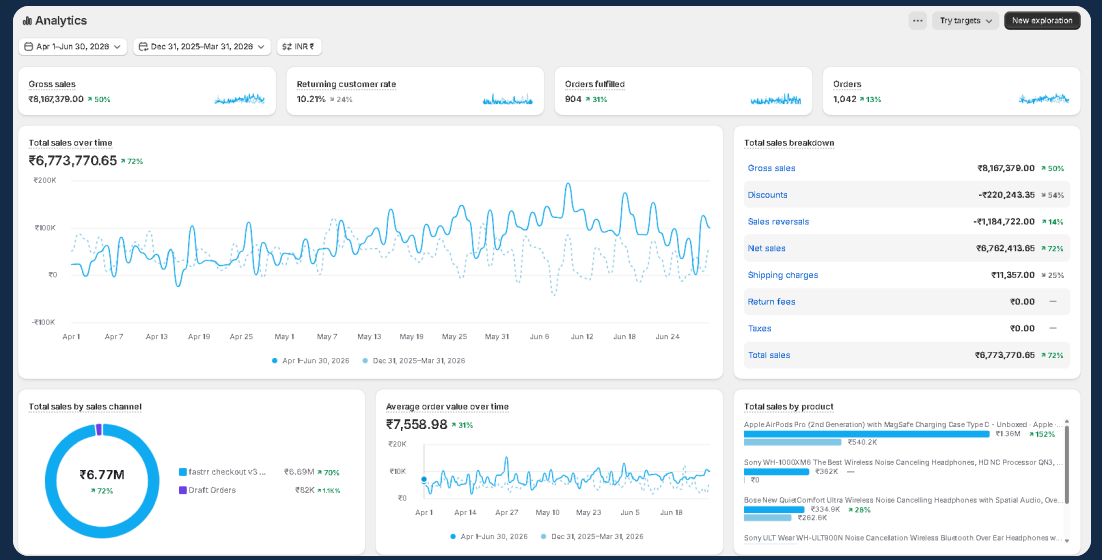
PROOF FROM THE PLATFORMS · SHOPIFY

Shopify shows more orders and higher sales

Q2 2025 · BASELINE



Q2 2026 · LATEST



Orders 733 → 1,042 (+42%)

Total sales ₹4.37M → ₹6.77M (+55%)

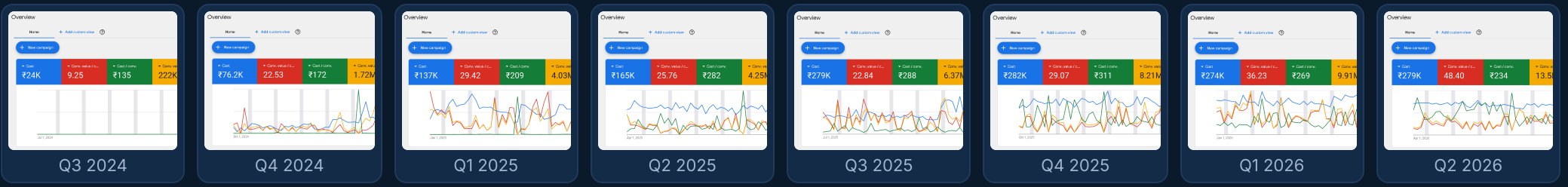
Shopify-reported · store-wide, all channels

Shopify, Q2 2025 vs Q2 2026, screenshots from the platform. Store details are not shown.

PROOF FROM THE PLATFORMS · EVERY QUARTER

Eight quarters of screenshots from the platforms

Google Ads



GA4



Shopify



Quarterly overview screenshots, Q3 2024 to Q2 2026. Q3 2024 is a partial quarter, before we onboarded. Coupon codes redacted.

YOUR ACCOUNT NEXT

PPC Studio

Is your Shopping spend buying clicks, or buying value?

We audit three things: how your bidding is set up, what each paid visit is worth in GA4, and whether your Google Ads conversions match your analytics.

Book a free Google Ads audit · ppcstud.io

NOTES

Data notes

> Sources: Google Ads daily exports and GA4 google / cpc rows, Dec 2024 to 30 June 2026 (latest available). Conversions and revenue are platform-reported, not backend sales. Ads conversions are counted from the 9 Jul 2025 GA4-sourced setup, and some 2026 GA4 purchases lack transaction IDs. Client anonymised.