PPC STUDIO · CASE STUDY

Scaling Google Ads for an electric-mobility ecommerce brand in India

Client C · Hoverboards, RC cars & drift scooters · Ecommerce · India
Month-by-month results, April 2025 to August 2026

+27%
avg. monthly GA4 revenue, first managed year vs year before

+45%
Google Ads purchase conversions, same comparison

2.3×
average daily active users on the site (GA4)

THE CLIENT & THE BRIEF

Strong products, but Google Ads couldn’t scale them

Who

An Indian online retailer of hoverboards, RC cars and drift scooters. About 95% of site users are in India.

Before us

Google Ads ran on a few broad campaigns. Monthly GA4 revenue swung from ₹8.3L to ₹23.8L between Apr 2024 and Mar 2025.

The brief

Sales. Grow online purchases from Google Ads month after month, while keeping return on spend under control.

Started 1 April 2025 | Google Ads: PMax · Shopping · Search | Measured in GA4 + Google Ads

HEADLINE RESULTS · FIRST MANAGED YEAR (APR 25–MAR 26) VS THE YEAR BEFORE (APR 24–MAR 25)

More revenue, more purchases, every month on average

+27%

Avg. monthly revenue

₹17.3L → ₹22.0L a month

GA4-reported, all channels

+31%

Ecommerce purchases

1660 → 2168 in 12 months

GA4-reported, all channels

+45%

Google Ads purchases

912 → 1320 in 12 months

Google Ads-reported, “Purchase” action

2.3×

Daily active users

1,283 → 3,006 a day on average

GA4-reported

₹1.81Cr

Purchase value from Google Ads in the first managed year, on ₹28.6L spend

Google Ads-reported, “Purchase” action

1.8×

Best month (Jan 2026, ₹39.5L) against the average managed month

GA4-reported revenue

MONTH ON MONTH · REVENUE

Monthly revenue, before and after we took over



+33% Jun 25 vs May 25

₹4.4L → ₹39.5L Dec 25 to Jan 26

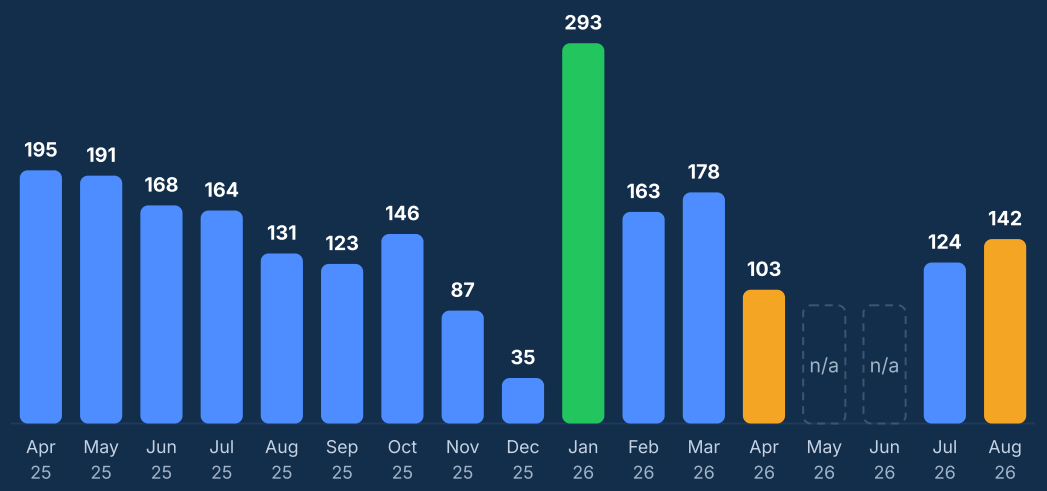
+21% Aug 26 vs Jul 26

GA4 total revenue in ₹ lakh, from daily rows. No daily export covers 14 Apr to 30 Jun 2026.

MONTH ON MONTH · PURCHASERS & TRAFFIC

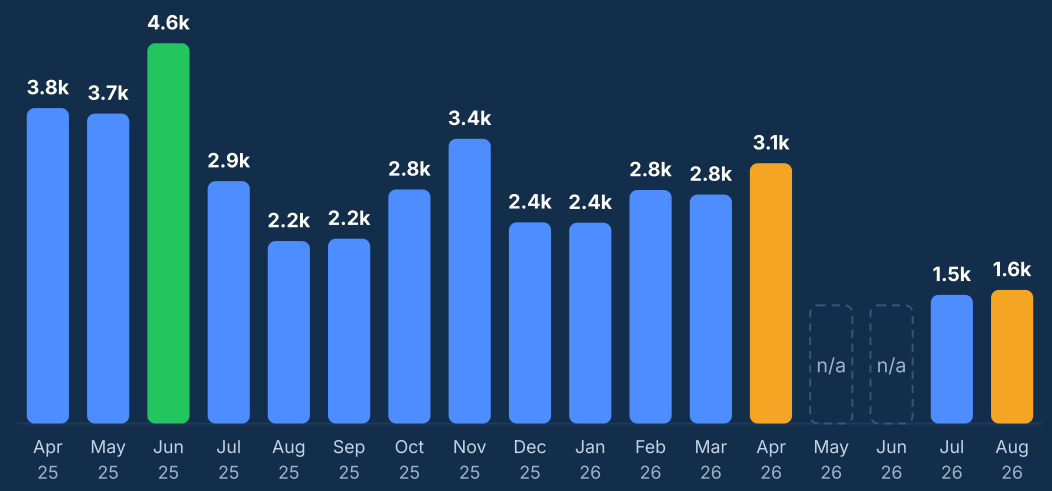
More people on the site, and a record January

Purchasers per month



GA4-reported daily purchasers, summed by month

Average daily active users



GA4-reported

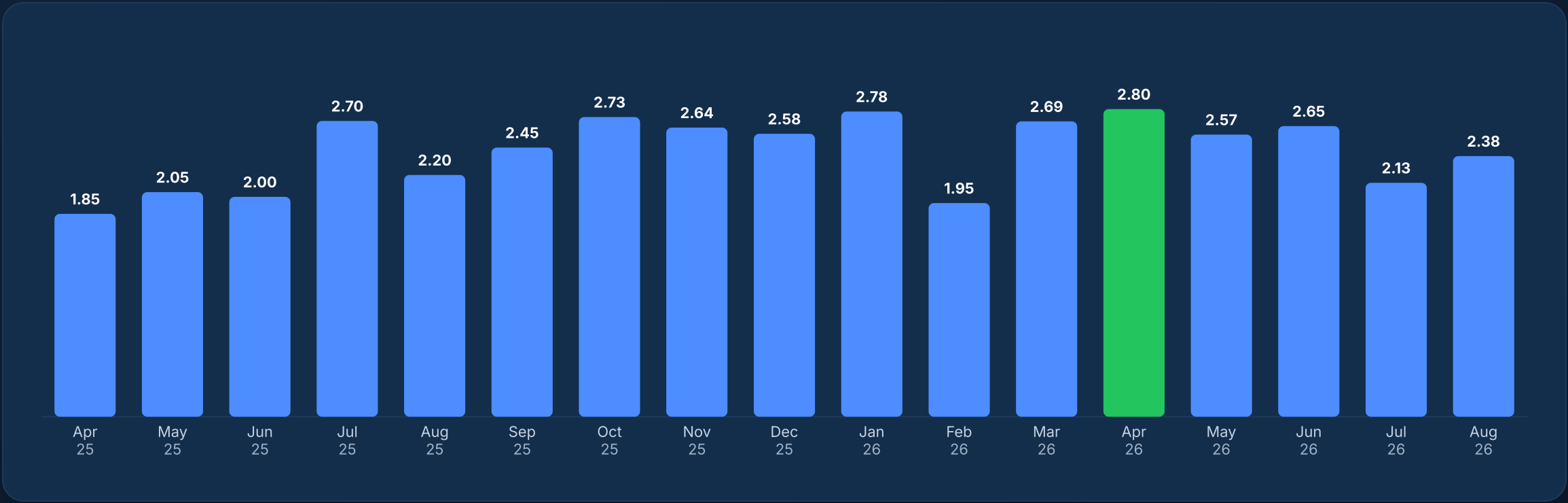
293 purchasers in Jan 26, 1.9× the average month

+15% avg. purchasers a month, year 1 vs year before

+118% daily users in Apr 25 vs Mar 25, our first month

MONTH ON MONTH · GOOGLE ADS INVESTMENT

A steadily larger budget the account could absorb



+52% Apr 25 → Apr 26 (peak month)

+38% Mar 26 vs Feb 26, the largest monthly step-up

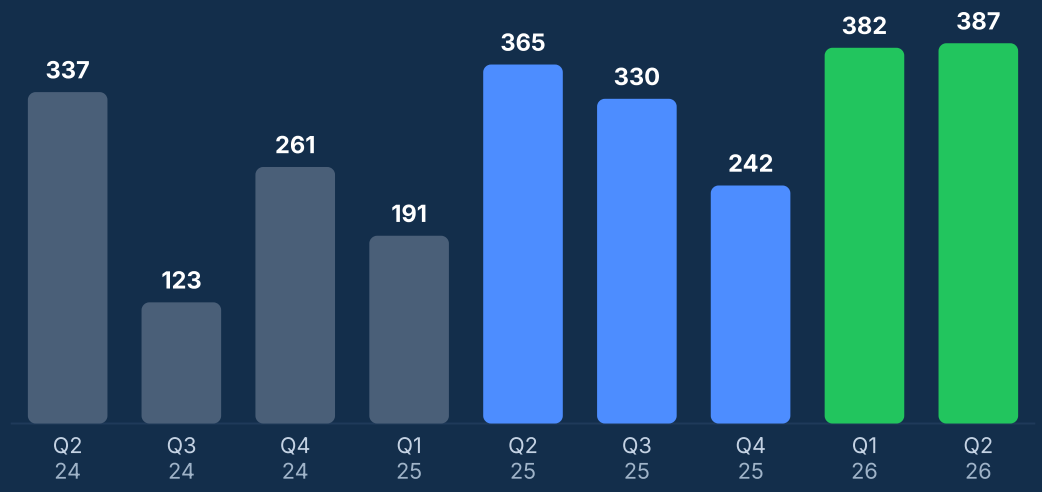
₹2.42L average month, Apr 25–Aug 26

Google Ads spend in ₹ lakh, excl. GST, from our monthly reporting sheet. Quarter totals match the Google Ads exports.

GOOGLE ADS EFFICIENCY · BY QUARTER

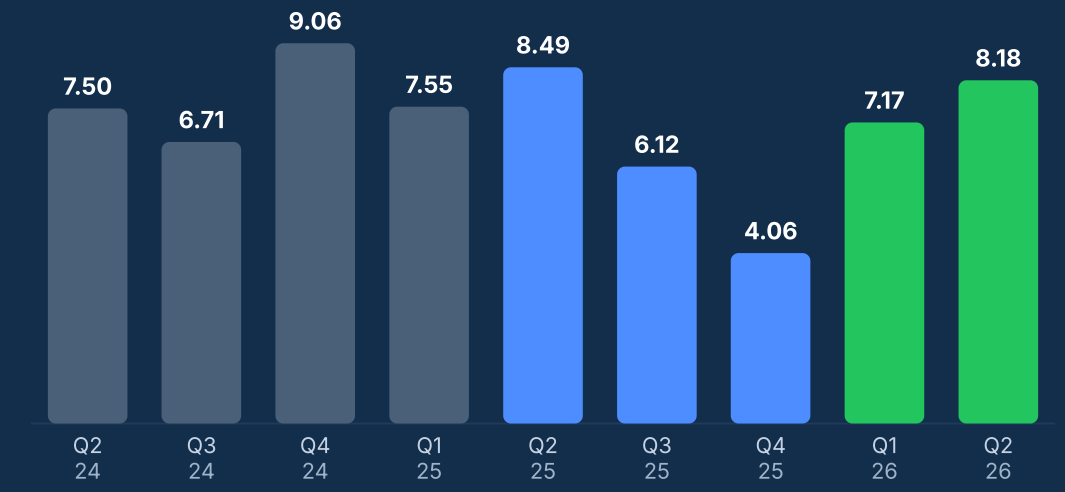
More purchases, and a strong recovery in return per ₹1

Google Ads purchases per quarter



Google Ads-reported, “Purchase” action

Purchase value per ₹1 of spend



Google Ads-reported, “Purchase” action ÷ cost

387 purchases in Q2 2026, the most of any quarter on record

4.06 → 8.18 value per ₹1, Q4 25 to Q2 26

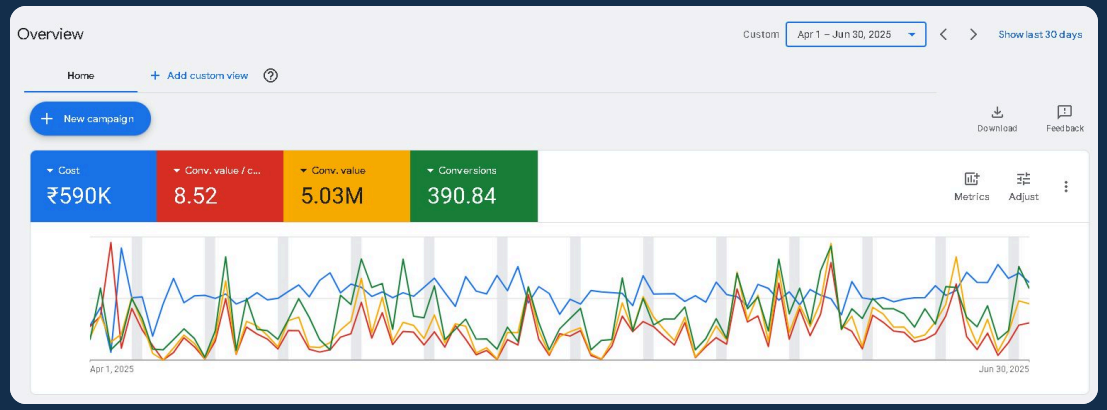
Shown by quarter because the Google Ads exports have no monthly purchase split.

PROOF · GOOGLE ADS

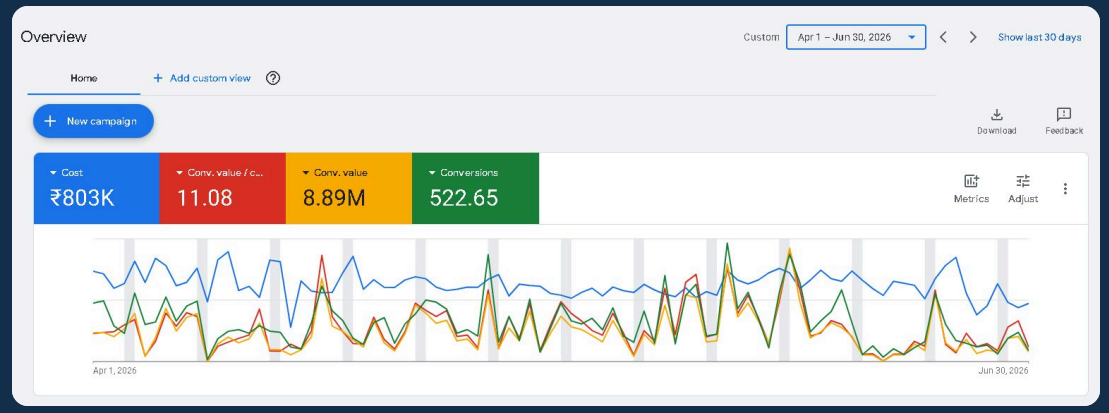
The same quarter in Google Ads, one year apart

₹50.3L → ₹88.9L conversion value, Q2 2025 vs Q2 2026 (+77%), on spend of ₹5.9L → ₹8.0L

Google Ads-reported, read from the screenshots below



Google Ads, Q2 2025 (Apr–Jun), screenshot from the platform

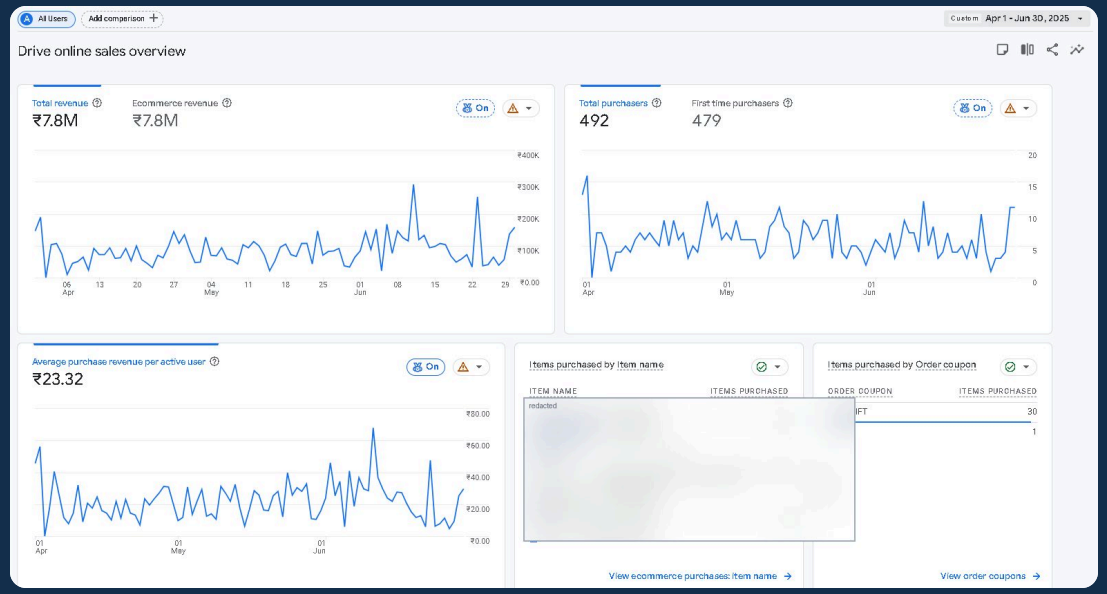


Google Ads, Q2 2026 (Apr–Jun), screenshot from the platform

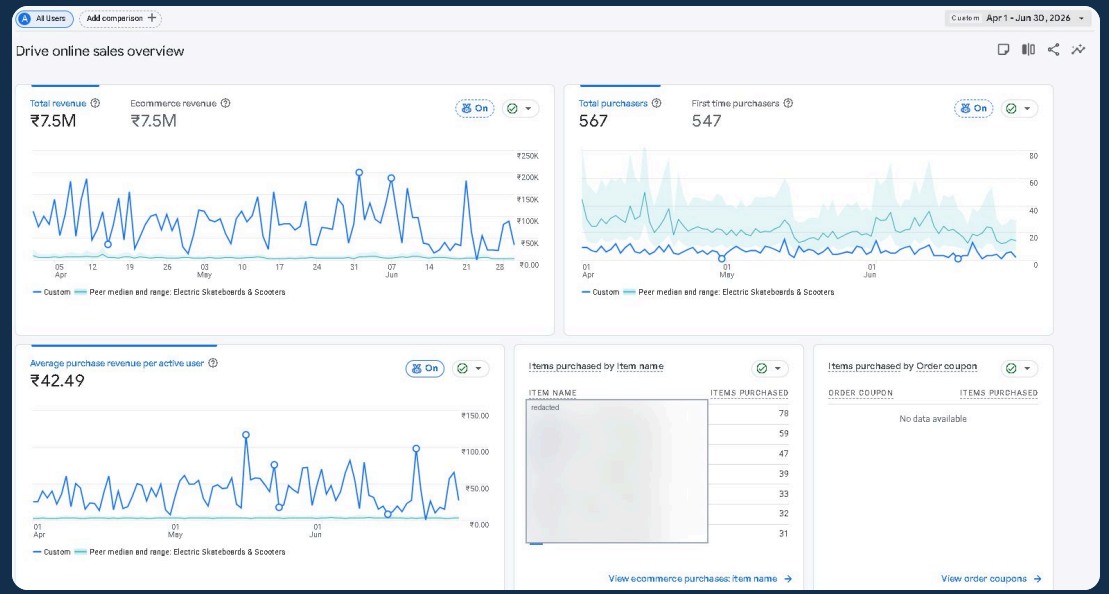
Google Ads-reported, all conversion actions. Slide 7 counts the “Purchase” action only · Identifying details blurred

PROOF · GA4

GA4’s own sales overview, one year apart



GA4, Q2 2025 (Apr–Jun), screenshot from the platform



GA4, Q2 2026 (Apr–Jun), screenshot from the platform

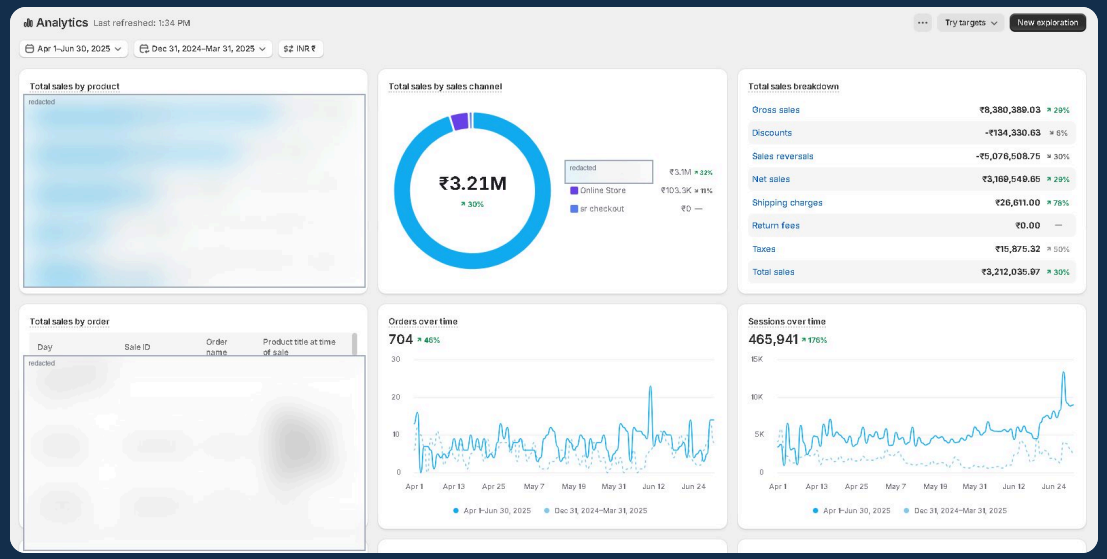
GA4-reported, all channels · Identifying details blurred

PROOF · SHOPIFY

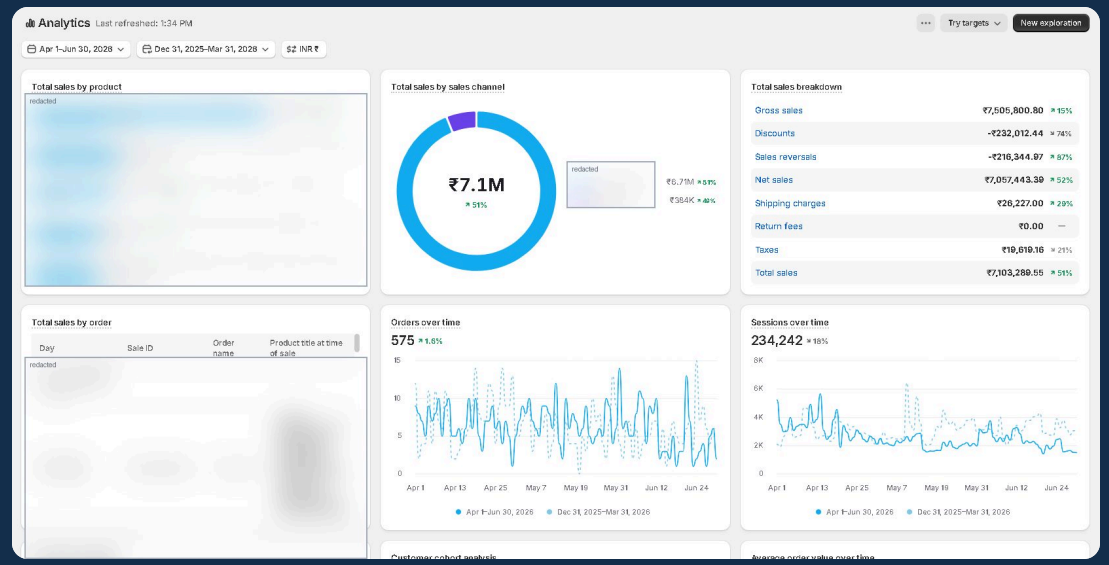
Store sales more than doubled in Shopify, Q2 vs Q2

₹32.1L → ₹71.0L total sales, Q2 2025 vs Q2 2026 (+121%)

Shopify-reported total sales, read from the screenshots below



Shopify, Q2 2025 (Apr–Jun), screenshot from the platform



Shopify, Q2 2026 (Apr–Jun), screenshot from the platform

Shopify-reported, store-wide, all channels · Identifying details blurred

WHAT WE DID

How we got there

- **Apr 2025.** Rebuilt the account around the three hero lines: hoverboards, drift scooters and RC cars.
- **Jul–Sep 2025.** Added Performance Max and Shopping campaigns by product line, plus remarketing, and stepped budgets up behind the winners.
- **Oct–Nov 2025.** Set target-ROAS guardrails per campaign and rotated festive creative and offers.
- **Dec 2025–Jan 2026.** Repaired purchase tracking: one primary purchase signal, and duplicates removed from bidding.
- **Feb–Apr 2026.** Scaled spend back up on clean data, with new RC car assets and a relaunched search campaign with exact-match keywords.
- **Jul–Aug 2026.** Daily budget pacing, city-level pruning, product-group bids and new-customer value bidding.

WORK WITH PPC STUDIO

Want month-on-month growth like this from your Google Ads?

We start with a Google Ads and GA4 health check. We look at your purchase tracking, campaign structure and budget headroom, then show you where the next month of growth will come from.

Book your audit → ppcstud.io

NOTES

Scorecard & notes

METRIC (GA4-REPORTED)	FIRST MONTH (APR 25)	BEST MONTH	AVERAGE MONTH (APR 25–MAR 26)	LATEST (AUG 26)
Revenue	₹23.5L	₹39.5L (Jan 26)	₹22.0L	₹20.5L
Purchasers	195	293 (Jan 26)	156	142
Avg. daily active users	3,797	4,577 (Jun 25)	3,006	1,607
Google Ads spend (Google Ads-reported)	₹1.85L	₹2.80L (Apr 26)	₹2.38L	₹2.38L

Notes: figures are platform-reported (GA4 or Google Ads), not backend sales. GA4 figures cover all channels. Data to 30 Aug 2026. Apr 2026 covers 1–13 Apr and Aug 2026 runs to 30 Aug. No daily GA4 export covers May–Jun 2026. Google Ads proof screenshots show all conversion actions. Shopify figures are store-wide. Client anonymised.