PPC Studio

CASE STUDY · GOOGLE ADS + GA4

Client A grew purchases from Google ads by +72% in 15 months

Maternity & baby-care ecommerce brand · India · Apr 2025 to Jun 2026

+72%

purchases a month from Google ad visitors, Apr 2025 → Jun 2026

GA4-reported

+43%

website revenue, Q2 2026 vs Q2 2025

GA4-reported

−6%

cost per paid purchase, Apr 2025 → Jun 2026, while spend grew +62%

Google Ads spend ÷ GA4-reported paid purchases

THE BRIEF

Grow online orders without paying more for each one

The client

A direct-to-consumer brand in India selling breast pumps, sterilisers and other maternity & baby-care products from its own online store.

The challenge

Grow purchases from Google while the ad budget rose, and fix tracking so Google could optimise for real purchases and their value.

Our approach

Search for brand and product terms, Shopping and Performance Max for products, rebuilt purchase tracking, value-based bidding and steady budget scaling.

GROWTH AT A GLANCE · APR 2025 VS JUN 2026

First month against latest month

+72%

paid purchases

637 → 1,098

GA4-reported

+66%

paid sessions

19.2K → 31.9K

GA4-reported

+60%

all website sessions

89.9K → 143.5K

GA4-reported

+62%

monthly ad investment

₹2.7 L → ₹4.4 L

Google Ads-reported

Paid = GA4 google / cpc. Purchases = unique GA4 transaction IDs. All 15 months shown are complete calendar months.

MONTH ON MONTH · PURCHASES

May 2026 was the best month: 1,169 paid purchases, 32% above the monthly average



Q2 2026: 3,261 vs 2,028 in Q2 2025 (+61%)

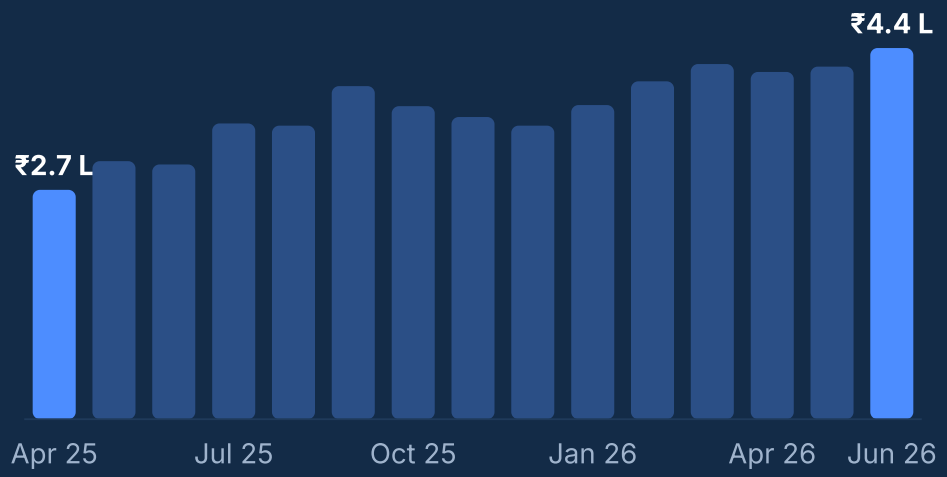
Average growth +4.0% a month

Dashed line = monthly average (886) · GA4-reported purchases from google / cpc visits

MONTH ON MONTH · EFFICIENCY

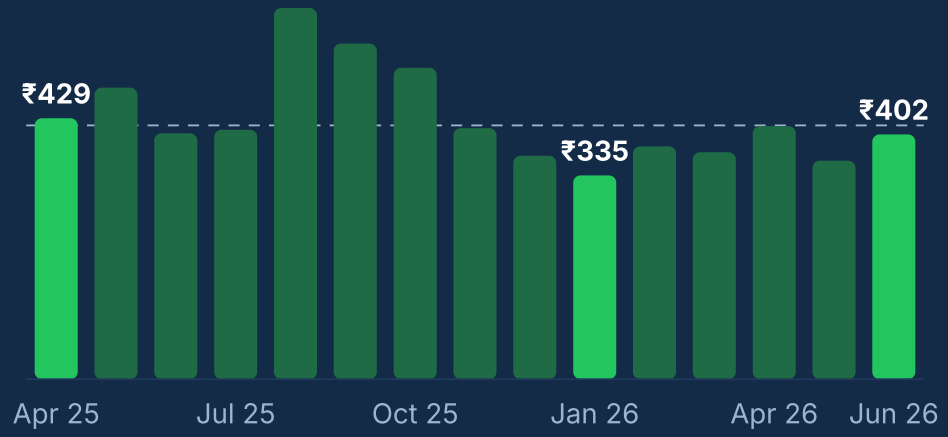
Spend rose +62%, yet each paid purchase cost less

Monthly ad spend



Google Ads-reported cost

Cost per paid purchase



Google Ads spend ÷ GA4-reported paid purchases · dashed line = average

Lowest: Jan 2026 at ₹335

₹402 in Jun 2026 vs ₹429 in Apr 2025

MONTH ON MONTH · WEBSITE

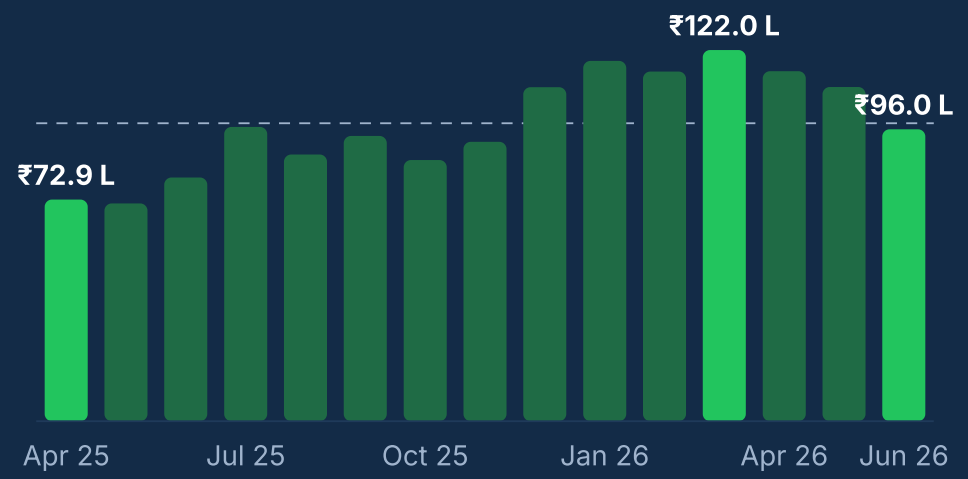
More visits and more revenue on the store

Website sessions per month



GA4-reported · all channels

Website revenue per month



GA4-reported · all channels · dashed line = average

Best visits: May 2026, 171.2K

Best revenue: Mar 2026, ₹122.0 L

QUARTER ON QUARTER

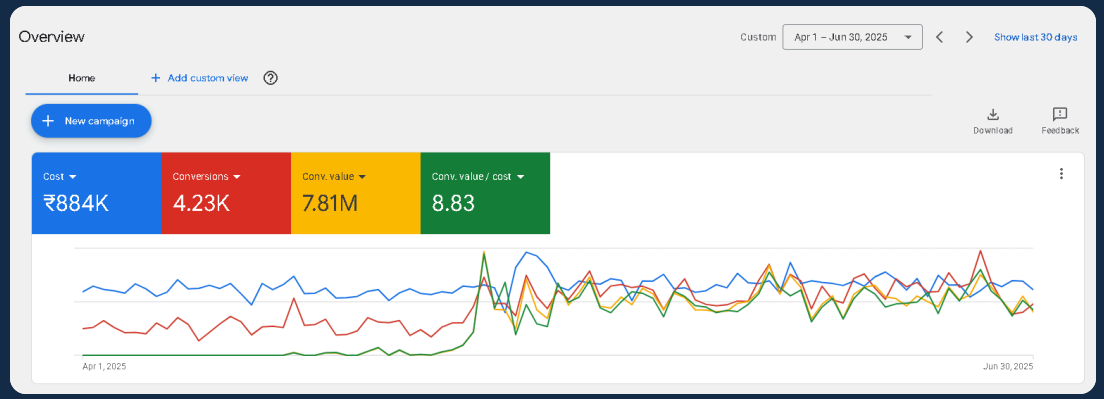
Paid purchases grew +61% year on year, quarter by quarter

	Q2 2025	Q3 2025	Q4 2025	Q1 2026	Q2 2026	VS Q2 2025
Paid purchases GA4-reported	2,028	2,151	2,552	3,302	3,261	+61%
All website purchases GA4-reported	4,047	5,033	5,139	6,194	6,261	+55%
Website revenue GA4-reported	₹2.25 Cr	₹2.78 Cr	₹2.88 Cr	₹3.55 Cr	₹3.21 Cr	+43%
Website sessions GA4-reported	287.9K	331.5K	322.0K	400.3K	483.7K	+68%
Ad spend Google Ads-reported	₹8.8 L	₹11.0 L	₹10.8 L	₹12.0 L	₹12.8 L	+44%

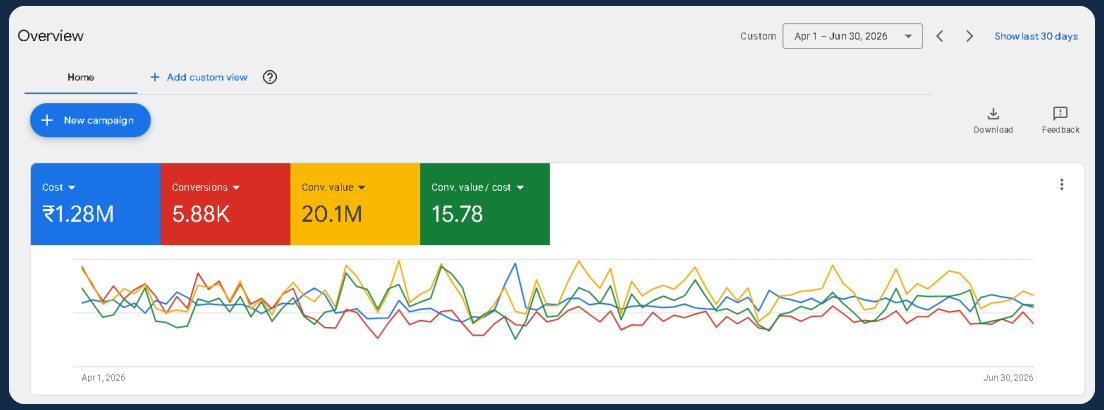
Q1 2026 was the peak quarter for revenue and paid purchases. Q2 2026 set new highs for all website purchases and sessions.

PROOF · GOOGLE ADS

The ad account itself, a year apart



Q2 2025 · baseline



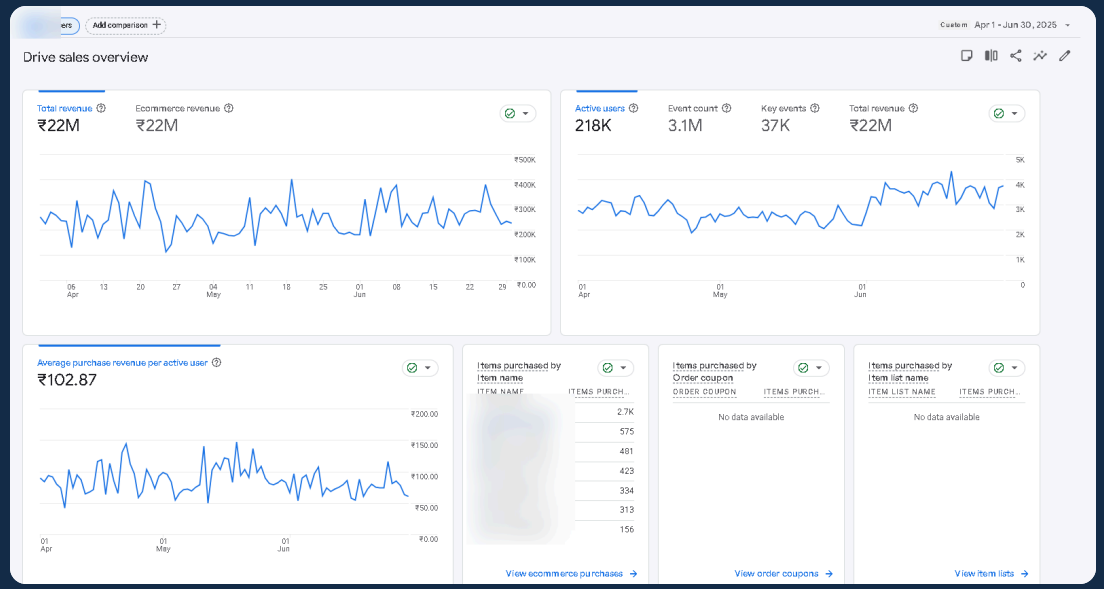
Q2 2026 · latest

Cost as shown: ₹884K in Q2 2025 → ₹1.28M in Q2 2026

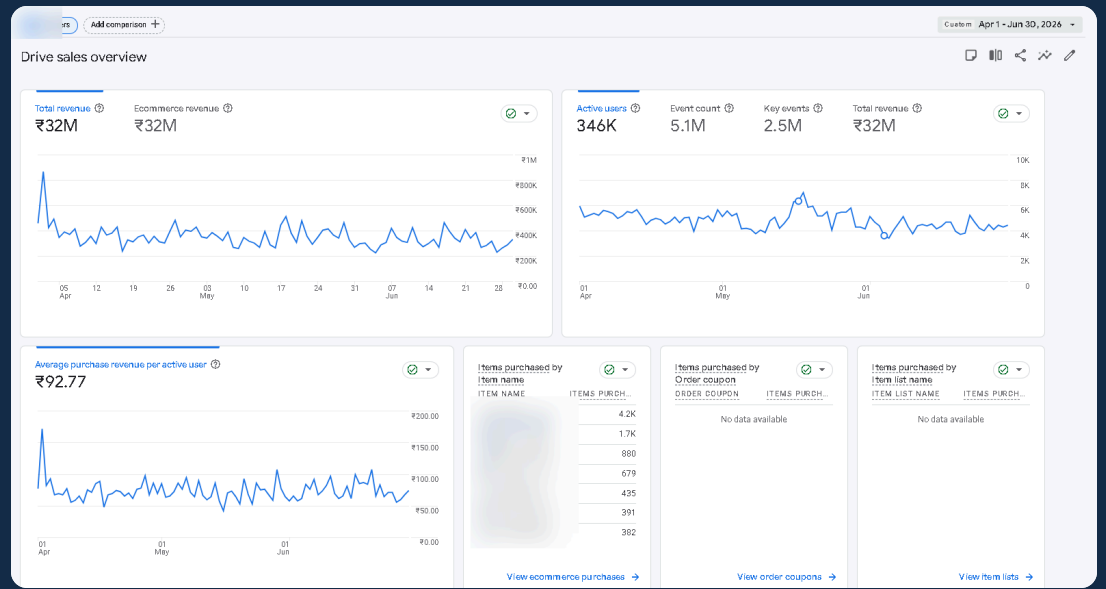
Google Ads, Q2 2025 vs Q2 2026, screenshot from the platform · identifying details blurred · click to enlarge

PROOF · GA4

Website revenue in GA4, a year apart



Q2 2025 · baseline



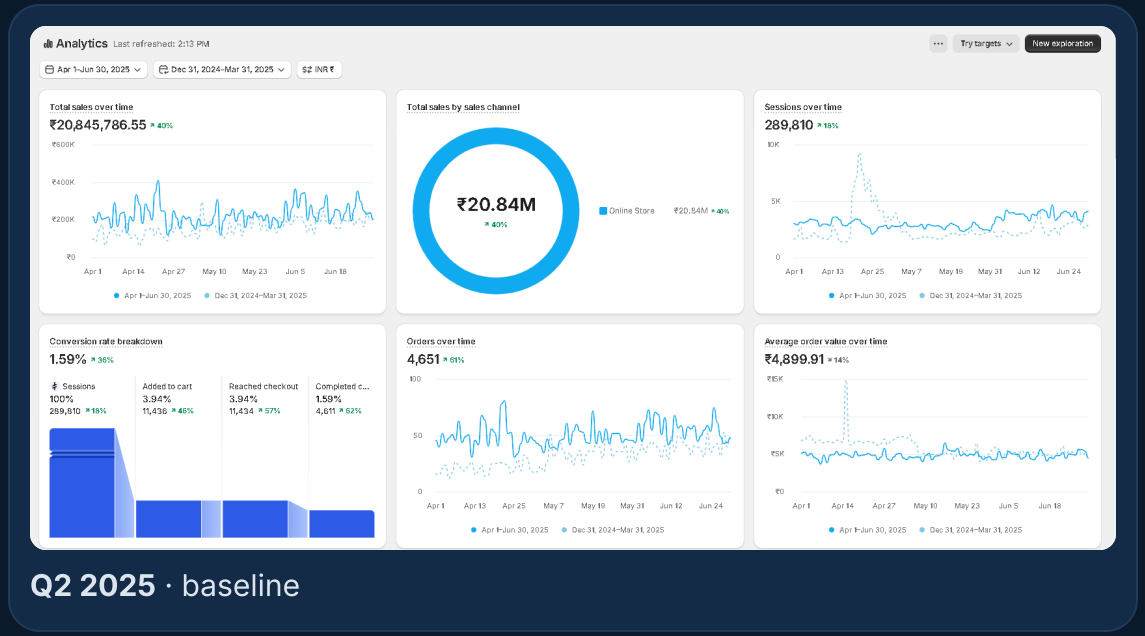
Q2 2026 · latest

Total revenue as shown: ₹22M in Q2 2025 → ₹32M in Q2 2026

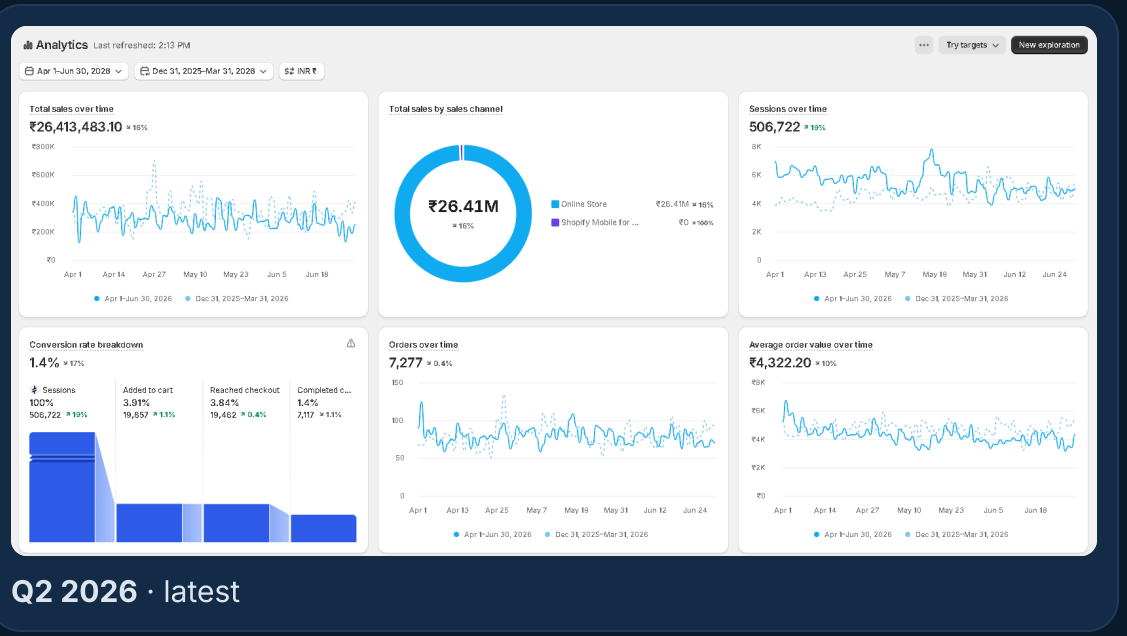
GA4, Q2 2025 vs Q2 2026, screenshot from the platform · identifying details blurred · click to enlarge

PROOF · SHOPIFY

The store dashboard, a year apart



Q2 2025 · baseline



Q2 2026 · latest

Shopify, Q2 2025 vs Q2 2026, screenshot from the platform · identifying details blurred · click to enlarge

YOUR STORE NEXT

PPC Studio

Is Google counting your real purchases, and bidding on them?

We audit three things: whether your purchase tracking is accurate, how your Shopping and Performance Max bidding is set up, and what each paid visit is worth in GA4.

Book a free Google Ads audit · ppcstud.io

NOTES

Data notes

> Sources: GA4 dated rows and Google Ads daily exports, Apr 2025 to 30 June 2026 (latest available); figures are platform-reported, not the store's own sales records, Google Ads conversion totals are not used because two purchase actions overlap, and Shopify screenshots are shown as visual proof only. Client anonymised.