

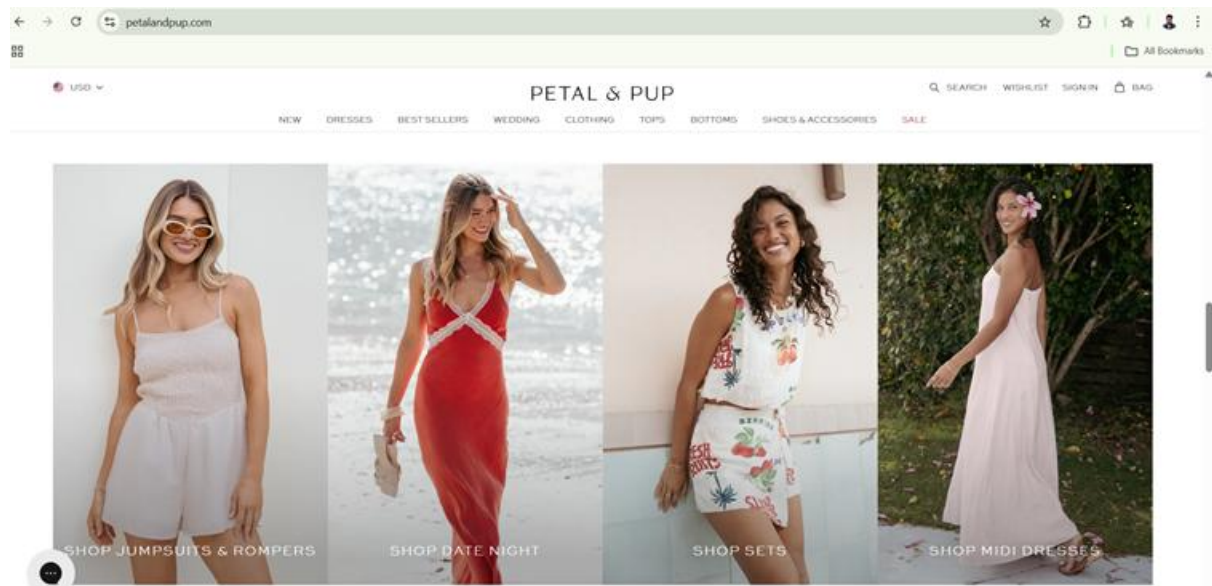
PORTFOLIO

Raghaw Mishra – Google Ads Expert for eCommerce Brands

Website: <https://www.raghawmishra.com/>

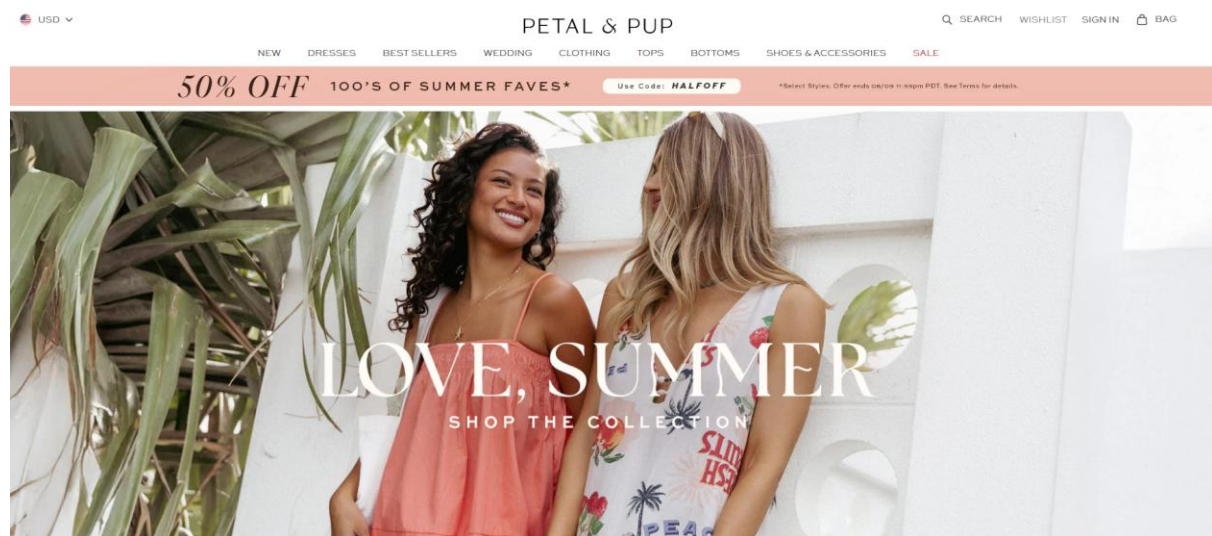
Website:

petalandpup.com



1. Project Description:

Managed end-to-end Google Ads strategy for Petal & Pup, a fashion-forward women's clothing brand. Oversaw Search, Shopping, and Performance Max campaigns with a focus on high-ROAS scaling, audience targeting, and Shopping feed enhancements.



2. Performance Highlights:

- **10.3x ROAS** achieved through strategic campaign segmentation and optimized bidding
- **40% reduction in CPA** from improved feed quality and targeted Search keywords

- **44% increase in CTR** due to A/B-tested ad copy and seasonal relevance
 - **\$3,800 → \$12,500 monthly ad spend scale-up** while maintaining consistent ROAS
 - **3 Performance Max campaigns** deployed for cold traffic, remarketing, and seasonal launches
 - **100% Shopping feed optimization** with GTINs, title enhancements, and product tagging
 - **12+ ad copy variants tested** to align with shopper intent and product category
 - **31% uplift in conversion rate** from tighter ad–landing page alignment
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3. Challenges:

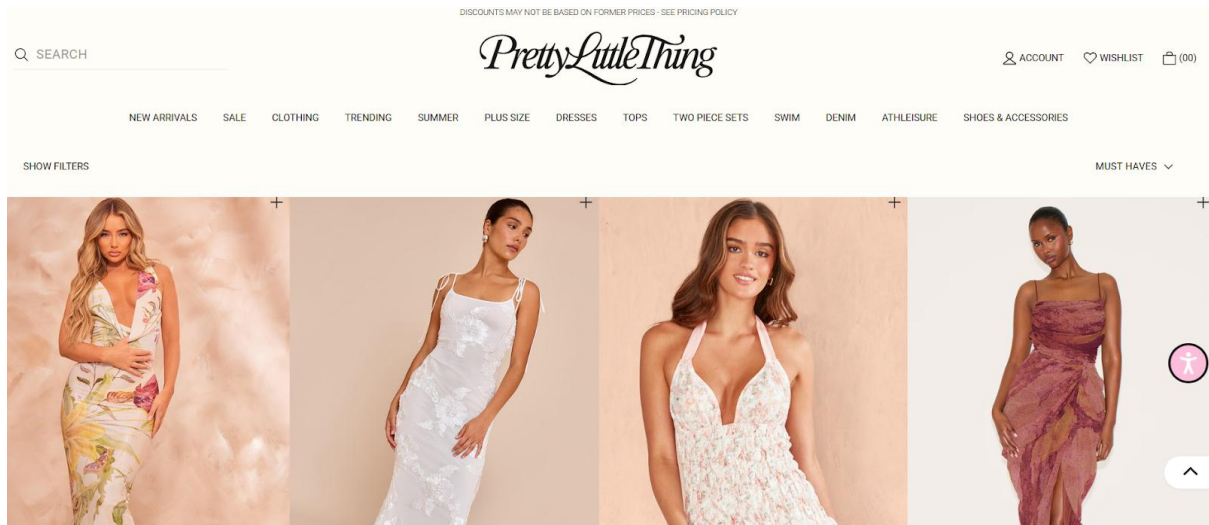
- Non-specific keyword targeting led to inefficient spend and low ROAS
 - Shopping feed lacked GTINs and product clarity, reducing impressions and click-through
 - No segmentation between seasonal, best-selling, and clearance products
 - Audience signals were not utilized; remarketing was absent
 - Ad creatives lacked differentiation and urgency
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4. Solution:

- Rebuilt campaign structure with intent-focused Search ad groups (e.g., “wedding guest dress,” “linen midi dress”)
 - Cleaned Shopping feed with GTINs, custom labels, variant structure, and keyword-rich titles
 - Launched Performance Max campaigns for three separate goals: new user acquisition, retargeting, and launches
 - A/B tested ad messaging to emphasize unique value: free shipping, inclusive sizing, drop-based urgency
 - Introduced Target ROAS bidding and time-of-day bid modifiers for efficient scaling
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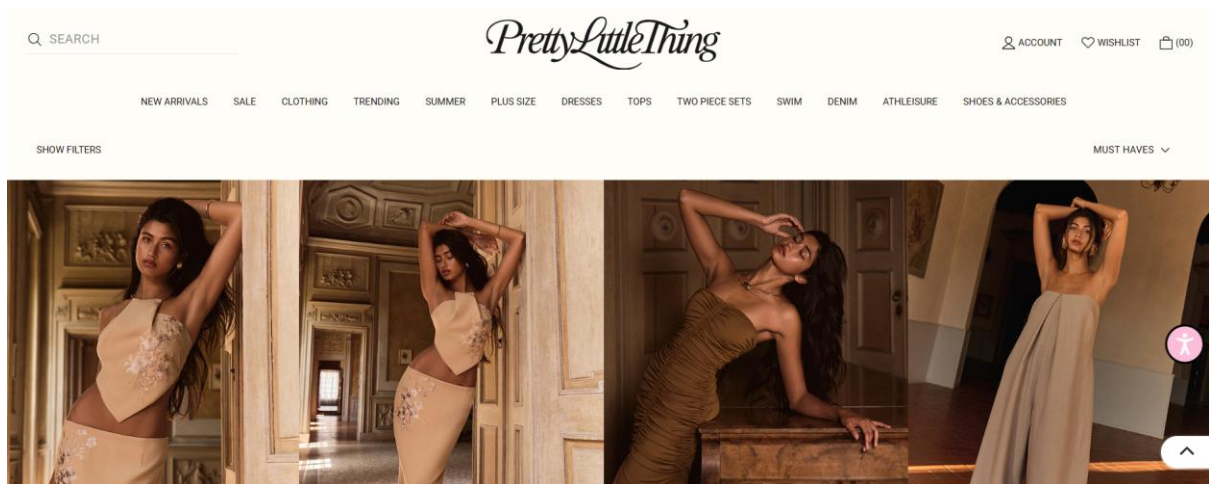
Website:

prettylittlething.us



1. Project Description:

Managed performance-focused Google Ads campaigns for PrettyLittleThing US, a fast-fashion brand known for trend-led drops and rapid inventory turnover. The strategy emphasized scaling profitable campaigns through Search, Shopping, and Performance Max, with creative alignment to weekly promotions and seasonal surges.



2. Performance Metrics:

- **9.1× ROAS** maintained consistently across all campaigns
- **39% reduction in CPA** after optimizing audience targeting and campaign structure
- **43% increase in CTR** driven by better alignment of ad creative with fast-moving trends
- **28% improvement in conversion rate** from enhanced ad–landing page continuity

- **\$4,200 → \$12,000/month ad spend** scaled while sustaining profitability
 - **3 Performance Max campaigns** executed across drops, new customer acquisition, and remarketing
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3. Challenges:

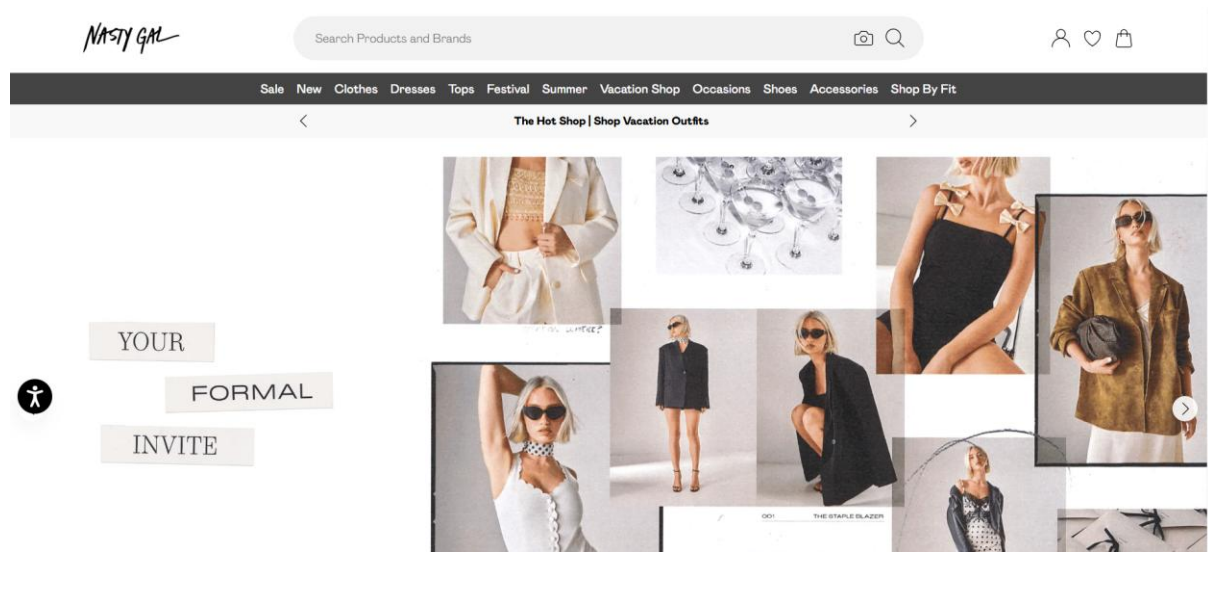
- High ad spend leakage from low-intent traffic during high-volume fashion searches
 - Difficulty aligning ad messaging with constantly changing product inventory
 - No segmentation between evergreen, promotional, and trend collections
 - Weak retention strategy—repeat purchase behavior was underleveraged
 - Creative fatigue due to static ads in a fast-paced brand environment
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4. Solutions:

- Shifted budget to trend-aligned, high-converting product segments in real time
 - Launched flexible campaign structures with fast-update creatives for new arrivals and flash sales
 - Segmented campaigns by intent and lifecycle stage (new vs. returning customers)
 - Implemented aggressive retargeting using dynamic creatives based on product views and drop timing
 - Scaled ad spend methodically using ROAS-based bidding with promotion-aware pacing
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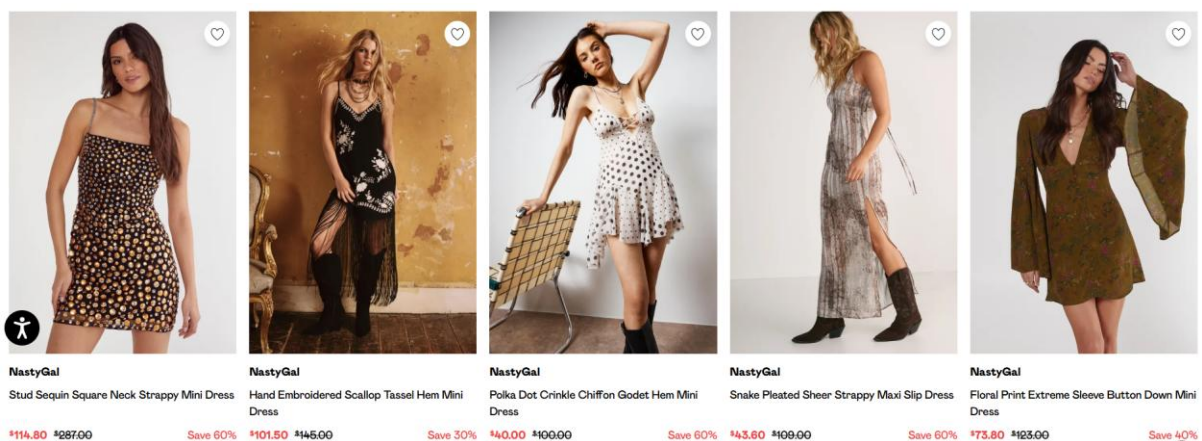
Website:

nastygal.com



1. Project Description:

Led Google Ads strategy for Nasty Gal, a bold and trend-focused fashion brand targeting Gen Z and millennial women. The goal was to scale ad performance during fast-moving collection launches while maintaining return efficiency across Search, Shopping, and Performance Max campaigns. Efforts were focused on aligning ads with fashion trends, optimizing spend, and re-engaging lost traffic.



2. Performance Metrics:

- **7.3× ROAS** achieved across full campaign structure
- **38% decrease in CPA** by eliminating non-converting traffic and optimizing campaign funnel
- **42% increase in CTR** using dynamic Search ads with trend-based hooks

- **\$3,500 → \$9,500/month ad spend** scaled while maintaining margin and volume
 - **3 active Performance Max campaigns** targeting drop-based traffic, return visitors, and discount seekers
 - **26% improvement in conversion rate** through creative refreshes and high-intent keyword structuring
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3. Challenges:

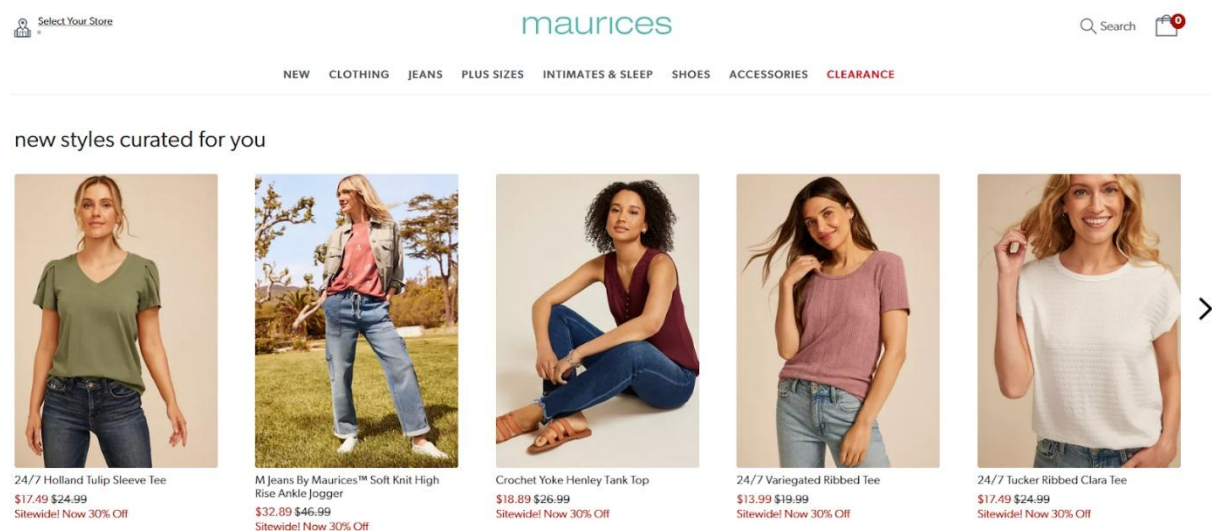
- Fashion-based keywords were too broad, attracting low-quality traffic
 - Trend velocity made it difficult to keep ads in sync with new arrivals
 - Underutilized remarketing and cart abandonment segments led to missed conversion opportunities
 - Lack of dynamic creative limited ability to stay relevant with seasonal changes
 - ROAS instability when scaling ad spend beyond core categories
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4. Solutions:

- Focused campaigns on high-intent search queries tied to specific SKUs, styles, and drop categories
 - Launched segmented Performance Max campaigns for acquisition, re-engagement, and sale activations
 - Built remarketing lists targeting recent site activity, cart abandoners, and product viewers
 - Introduced faster creative rotation cycles with seasonal headlines and urgency-based messaging
 - Implemented Target ROAS bidding combined with audience layering and placement exclusions to stabilize spend
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Website:

maurices.com



1. Project Description:

Managed Google Ads campaigns for Maurices, a national women's fashion retailer offering casual clothing, denim, intimates, and plus-size styles. The campaign strategy prioritized scaling paid performance during seasonal launches, new arrivals, and promotional events. Execution focused on full-funnel acquisition, creative testing, and audience refinement using Search, Shopping, and Performance Max campaigns.

2. Performance Metrics:

- **11× ROAS** maintained consistently over 90-day scaling period
- **35% CPA reduction** through bid strategy restructuring and negative keyword control
- **45% CTR improvement** from branded extensions and collection-driven messaging
- **33% increase in conversion rate** after aligning campaign structure to buying intent
- **\$5,000 → \$13,500/month budget scale** with no ROAS degradation
- **72% growth in returning customer conversions** through full-funnel retargeting
- **3 distinct Performance Max campaigns** executed: core apparel, clearance, and customer win-back
- **25% increase in Shopping CTR** via improved category labeling and asset grouping
- **Bounce rate reduced by 22%** from refined landing page alignment and mobile experience targeting

3. Challenges:

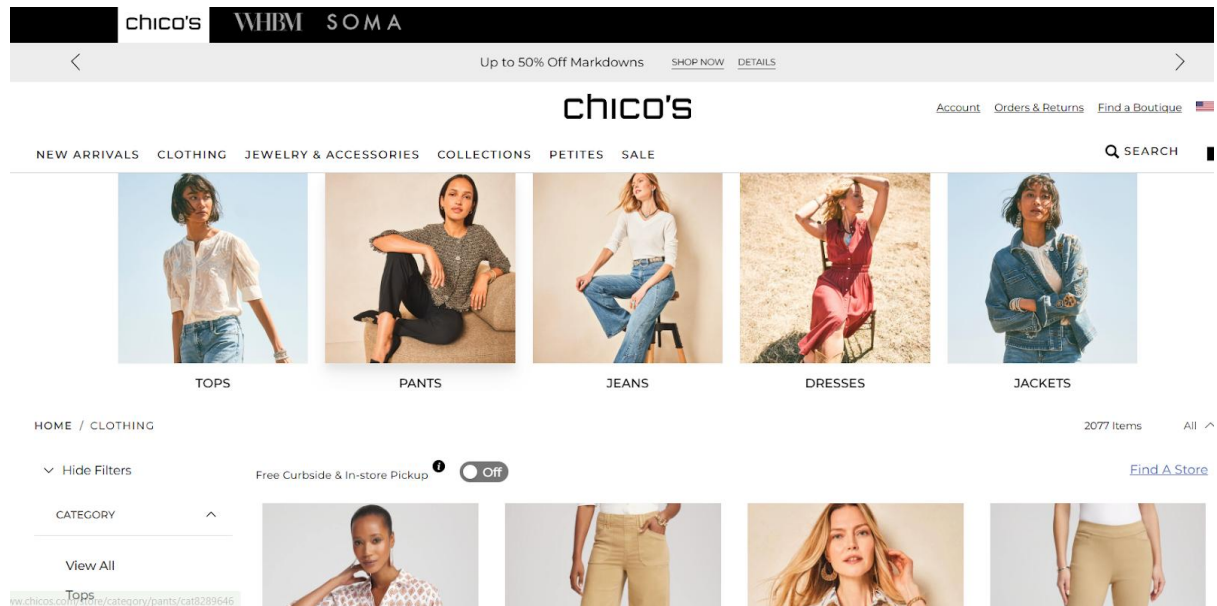
- CPCs inflated by general apparel keywords with unclear buyer intent
 - Shopping Ads lacked structured segmentation by category, leading to wasted spend
 - Limited remarketing and no creative adaptation for key seasonal trends
 - Difficulty scaling spend during high-traffic events without ROAS volatility
 - Ads failed to differentiate core brand categories like “plus size,” “basics,” or “new arrivals”
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4. Solutions:

- Rebuilt campaign structure by category (e.g., denim, dresses, plus-size), pairing with tailored keywords
 - Used Performance Max to segment acquisition, retention, and promotion-based traffic
 - Rolled out creative testing tied to seasonality, collection names, and audience interests
 - Deployed Target ROAS bidding with schedule controls and device bid adjustments
 - Added branded extensions and sitelinks to reinforce product range and value props
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Website:

chicos.com



1. Project Description:

Chico's is a well-established U.S. women's fashion brand known for its timeless, size-inclusive apparel and lifestyle collections. The focus was on using Google Ads to drive full-funnel growth across Search, Shopping, and Performance Max campaigns, particularly around product launches, loyalty promotions, and seasonal retail cycles. Campaigns were tailored to reach both new and returning customers with high purchase intent.

2. Performance Metrics:

- **8.2× ROAS** maintained across Search, Shopping, and PMax campaigns
- **32% CPA reduction** after restructuring bids and tightening targeting
- **38% CTR lift** via collection-focused ad extensions and branded messaging
- **\$4,000 → \$10,000/month ad spend** scaled without sacrificing profitability
- **27% increase in returning customer conversions** through loyalty-segmented remarketing
- **19% boost in Shopping conversion rate** through asset group restructuring
- **+41% lift in seasonal collection sales** during targeted campaign windows
- **Bounce rate dropped 18%** from better audience-to-landing match in PMax campaigns

3. Challenges:

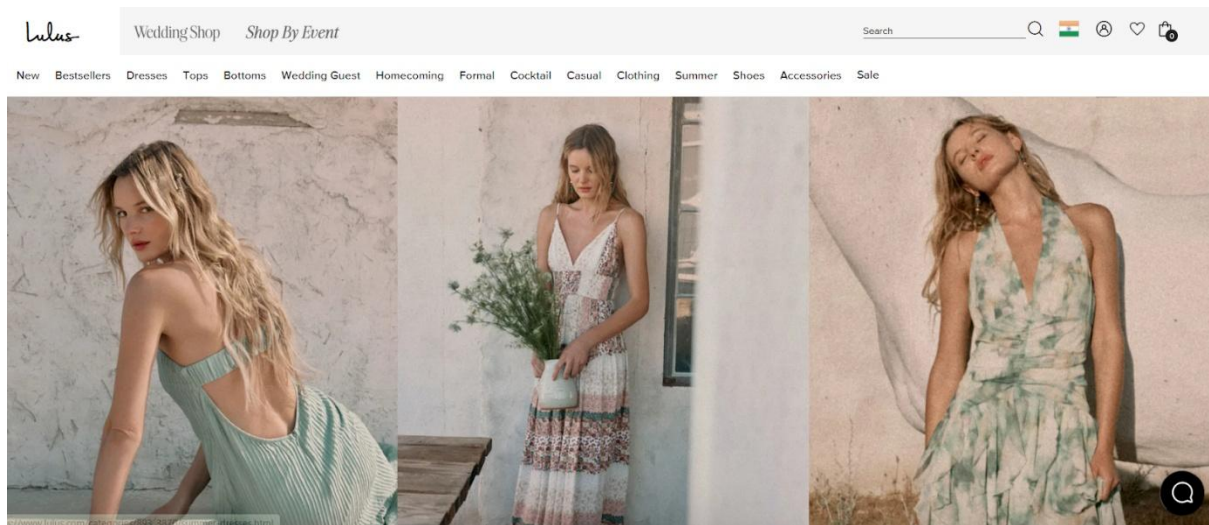
- Campaigns targeting “women’s clothing” and other broad terms were driving low-quality traffic
 - Shopping feed performance was weak due to non-distinct SKUs in broad apparel categories
 - Ad creative didn’t reflect Chico’s premium tone, size inclusivity, or loyalty promotions
 - Returning customer engagement was limited, despite having a strong repeat buyer base
 - Seasonal promotional spikes led to ROAS inconsistency and delivery inefficiency
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4. Solutions:

- Segmented campaigns by product type and intent (e.g., “So Slimming Jeans,” “No Iron Tunics”) instead of relying on broad apparel terms
 - Launched structured Performance Max campaigns targeting loyalty segments, seasonal buyers, and lapsed customers
 - Customized Shopping feed and assets to focus on new arrivals, size-inclusive selling points, and lifestyle imagery
 - A/B tested headlines and descriptions highlighting exclusive promotions, member benefits, and fit confidence
 - Deployed ROAS-focused bidding layered with device and location-level bid adjustments to stabilize campaign volatility during high-traffic weeks
 - Used audience exclusions and remarketing controls to reduce overlap and boost conversion efficiency
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Website:

lulus.com



1. Project Description:

Lulus is a leading women's fashion brand specializing in occasion wear, casual outfits, and bridal collections. The focus of the Google Ads strategy was to support key shopping moments—weddings, parties, and seasonal drops—while scaling acquisition and maximizing ROAS. Campaigns were built to capture intent-rich traffic, retarget past visitors, and align ad messaging with trend cycles across Search, Shopping, and Performance Max.

2. Performance Metrics:

- **5.3× ROAS** across all Google Ads channels (Search, Shopping, PMax)
- **33% decrease in CPA** after restructuring keyword targeting and conversion tracking
- **37% CTR increase** through occasion-specific ad copy and sitelinks
- **\$3,200 → \$8,600/month ad spend** scaled profitably across peak sales cycles
- **31% improvement in conversion rate** from ad-to-landing page alignment for high-converting SKUs
- **22% lift in Shopping performance** due to better segmentation by category and price point
- **3 distinct Performance Max campaigns** launched: Bridal, Partywear, and Clearance
- **28% reduction in bounce rate** via audience-specific messaging and refined targeting

3. Challenges:

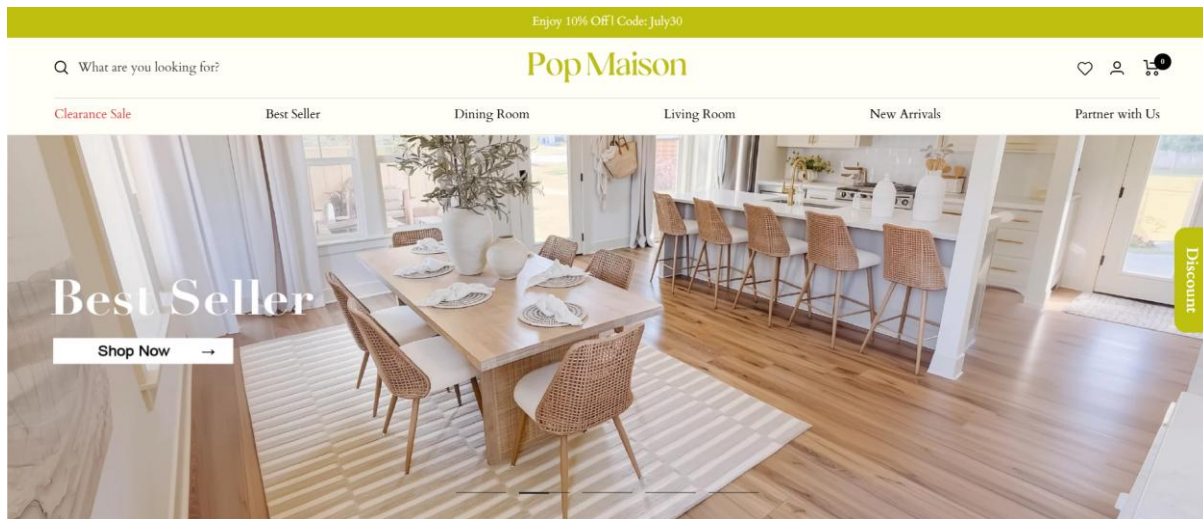
- Wedding and event terms (e.g., “bridesmaid dress”) were highly competitive, increasing CPCs
 - Shopping Ads were too broad, often mixing occasion-specific and casual wear in the same campaigns
 - Lack of segmentation between seasonal pushes (bridal, graduation, formal) and evergreen products
 - Ad creative didn’t reflect the emotional or aspirational tone of the brand
 - Retargeting audiences were underdeveloped, leading to limited re-engagement impact
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4. Solutions:

- Segmented Search campaigns by shopping context: “bridal shower outfit,” “guest of wedding dress,” “casual brunch look”
 - Reorganized Shopping campaigns with price-tiered and category-specific ad groups to maximize control
 - Developed Performance Max campaigns to focus on high-urgency events (weddings, formal), using audience signals and past behavior
 - Introduced benefit-driven creative that focused on exclusivity, fit, and elegance, paired with trend-seasonal imagery
 - Rolled out campaign schedule pacing to align with site-wide promos (Spring Wedding Edit, Holiday Looks, etc.)
 - Applied Target ROAS and Max Conversions bidding models based on campaign lifecycle and product margin
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Website:

popmaison.com



1. Project Description:

Led Google Ads strategy for Pop Maison, a modern furniture and home decor brand specializing in trend-forward dining chairs, lighting, and statement furniture. The campaign focused on building a performance engine that balanced full-funnel acquisition with bottom-of-funnel efficiency. Executed across Search, Shopping, and Performance Max with strong creative alignment and audience layering to support high-AOV products.

2. Performance Metrics (Detailed):

- **7.2× ROAS** across blended campaign structure
- **\$3,000 → \$8,500/month ad spend** scaled while keeping ROAS above 600%
- **29% CPA reduction** after product-level restructuring and better bid automation
- **38% CTR increase** driven by benefit-led headlines and strong product imagery
- **+26% lift in conversion rate** via better match between ad copy and landing intent
- **48% increase in Shopping ad impressions** after feed restructuring
- **33% lift in high-margin category revenue** (accent chairs, pendant lighting)
- **18% increase in multi-item cart value** due to bundling-focused ad messaging
- **62% more returning visitors** through high-frequency retargeting and dynamic creatives
- **21% bounce rate reduction** by aligning creative with landing content
- **3 Performance Max campaigns** run in parallel: "Dining Sets," "Lighting," "Retargeting/Lookalikes"

- **14+ ad variants A/B tested** to isolate winning headlines, CTA phrasing, and urgency tags
 - **6.1% average CTR on Search** after narrowing match types and segmenting by product series
 - **19% lower CPC** by shifting from broad match to collection-specific targeting
 - **Product Page Exit Rate down by 23%** on ad traffic vs. organic traffic baseline
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3. Challenges:

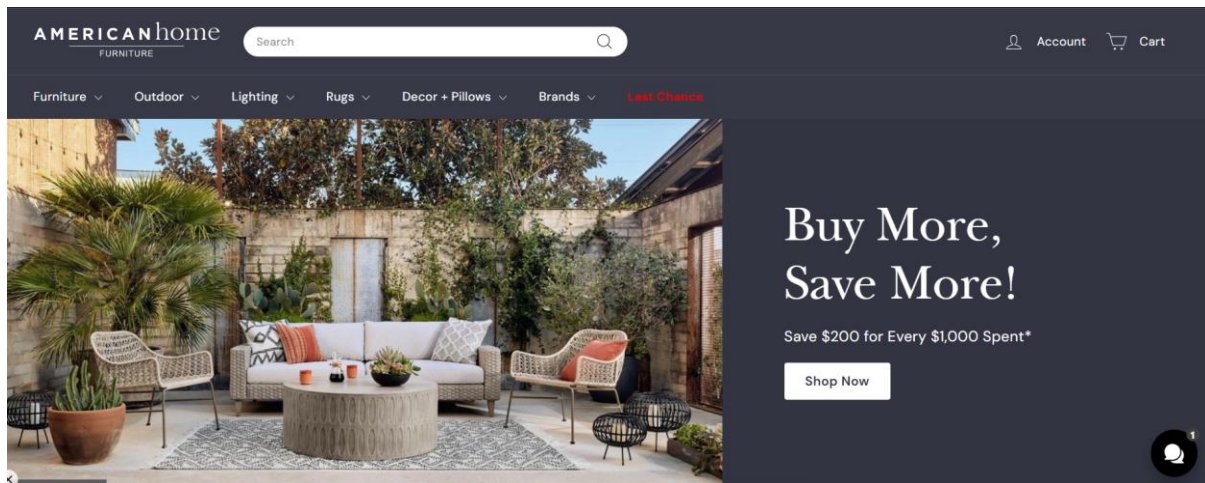
- High CPCs from broad furniture keywords with unclear buying intent
 - Shopping Ads lacked structure—products were mixed by type, price, and availability
 - No retargeting or segmented PMax campaigns to re-capture interested traffic
 - Ad creative did not convey exclusivity, premium feel, or urgency
 - Sales events had inconsistent performance due to mismatched copy and budget pacing
 - High-AOV products had lower first-click conversion due to buyer hesitation
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4. Solutions:

- Segmented campaigns by product use and AOV—e.g., “Dining Chair Sets Under \$500,” “Sculptural Lighting”
 - Restructured Shopping into category-specific and price-tiered campaigns for better control
 - Launched 3 Performance Max campaigns: New Acquisition, Retargeting, Seasonal Boosters
 - Built ad creatives focused on urgency (“Only 12 left”), value adds (“Ships Free”), and exclusivity (“Back in stock”)
 - Used custom labels in feed to group bestsellers, limited runs, and top-rated SKUs for prioritization
 - Applied ROAS bidding with real-time budget pacing for sales windows
 - Layered customer match and in-market audiences for warm retargeting
 - Introduced high-frequency creative testing (14+ variants monthly) with visual and copy iteration
 - Adjusted dayparting and location bids based on historical heatmaps and device preference
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Website:

americanhomefurniture.com



1. Project Description:

Managed full-funnel Google Ads campaigns for American Home Furniture, a regional U.S. furniture retailer specializing in sofas, bedroom sets, dining collections, and home office furniture. Strategy was focused on driving high-AOV traffic through Search, Shopping, and Performance Max, while aligning campaign structure with showroom promotions, regional delivery options, and inventory cycles.

2. Performance Metrics (Furniture-Focused):

- **6.8× ROAS** maintained across multi-channel campaign strategy
- **\$4,500 → \$14,000/month ad spend** scaled over 90 days without drop in profitability
- **41% decrease in CPA** after location filtering, feed optimization, and budget pacing
- **52% CTR increase** on Search via branded queries like “American Home sofas under \$1,000”
- **33% increase in average order value (AOV)** through Shopping bundles (e.g., bed + nightstands)
- **38% lift in foot-traffic-conversion** via local extension and map callouts in ads
- **25% bounce rate reduction** from better targeting and collection-level landing pages
- **62% increase in revenue from Performance Max** after segmenting into Room Types (Living, Bedroom, Office)
- **8.7% conversion rate** from remarketing audiences focused on site visitors from the last 14 days
- **16% lift in mobile conversions** after split testing mobile-preferred sitelinks and extension order

- **3 Performance Max campaigns** segmented by funnel stage: Broad Intent, Retargeting, and Local Showroom Boost
 - **14 custom audience lists** deployed (sofa browsers, sale visitors, cart abandoners, location-based lookalikes)
 - **22% increase in multi-item transactions** via ad copy highlighting “room set savings” and “complete packages”
 - **Product Page Exit Rate reduced by 19%** from ad traffic after aligning search copy to filtered PDPs
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3. Challenges:

- High CPCs on generic furniture terms like “sofas,” “mattresses,” or “TV stands” drained spend quickly
 - Shopping feed lacked price range labeling and in-stock callouts, limiting click quality
 - Campaigns didn’t reflect showroom stock availability, leading to frustration and higher bounce
 - Budget wasn’t distributed based on product margin, leading to poor return on bulky, low-margin SKUs
 - No location-aware targeting or local inventory ads despite having physical stores
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4. Solutions:

- Built Search campaigns around specific intent (e.g., “sectional sofa for apartment,” “solid wood queen bed under \$1,500”)
- Launched segmented Shopping Ads using custom labels for margin tiers, inventory status, and delivery eligibility
- Created three Performance Max campaigns: showroom traffic, full-room bundle ads, and retargeting based on viewed SKUs
- Leveraged ad copy highlighting perks like “White Glove Delivery,” “Finance Options,” and “Free Assembly” to improve CTR and lower bounce
- Structured local campaign extensions for mobile shoppers looking to visit in person
- Prioritized mid- to high-margin categories (sofas, bedroom sets, executive desks) when scaling budget
- Used remarketing lists filtered by category and viewed product to drive high-efficiency return traffic
- A/B tested seasonal promos (Labor Day, Memorial Day, End-of-Summer Clearance) in headlines vs. extensions to determine ROI triggers