STOREIS. × Santoni

Driving efficiency and revenue with Search Ads 360



DRIVING EFFICIENCY & REVENUE WITH SA360

KEY WINS

-57% CPC vs PY

+31% Revenue vs PY

+115% Impression vs PY

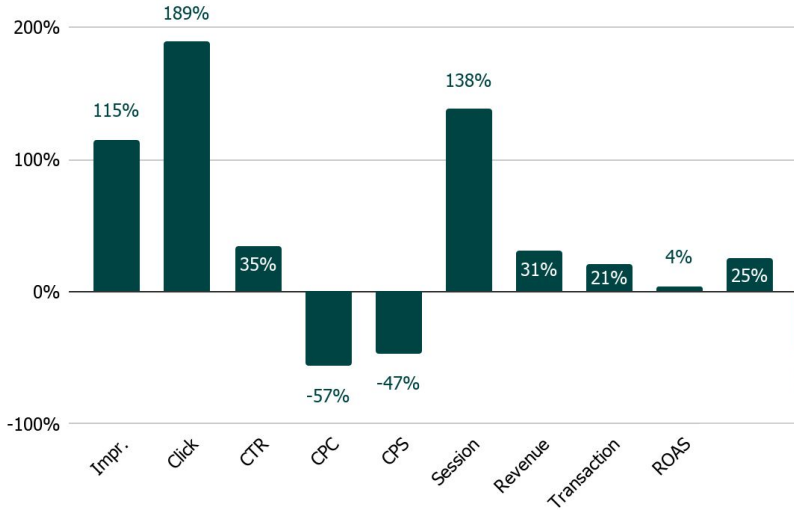
MAIN CHALLENGE

Lowering performance channel costs to **maximize investment efficiency.**

HOW TO

Following the initial setup of Search Ads 360, we evaluated the performance of our Search and Performance Max campaigns. Once sufficient data was gathered, we transitioned the conversion tracking from Google Ads to Floodlight and applied a dedicated SA360 bidding strategy to each individual campaign.
Performance evaluations remain ongoing to ensure timely adjustments and the continuous adoption of the most effective solutions.

Despite a +25% increase in investment YoY, channel efficiency further improved, delivering a **+4% increase in ROAS** and a **+31%** growth in Revenue compared to the previous year.



WANT TO LEARN MORE?
LET'S TALK :)

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