Google Ads Case Study

How We Used a Prospecting-First Framework to Scale an eCommerce Brand to $2.1M/Month

Ecommerce Brand Case Study | By Prakhar Kathal



Client Context

Industry

eCommerce (DTC Brand)

Monthly Revenue (Before)

Stuck in scaling phase

Platform

Google Ads

Challenge

Growth plateau despite active campaigns



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The Scaling Problem

Despite running active campaigns, the client's Google Ads account was fundamentally broken. The structure itself was preventing growth rather than enabling it.

Multiple Overlapping Campaigns

Campaigns were competing against each other for the same audience, creating internal friction and wasted spend.

Heavy Dependence on Branded Traffic

The majority of budget was going to people already searching for the brand, leaving little room for new customer acquisition.

Performance Max Over-Prioritizing Warm Audiences

PMax campaigns were defaulting to audiences Google already knew, avoiding the risk of prospecting.

Internal Competition Between Campaigns

Without clear separation, campaigns were bidding against each other, driving up costs and reducing efficiency.

Highlight: Growth was capped due to poor signal structure, not lack of budget or effort.

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The Hidden Issue

The real problem wasn't visible on the surface. Google's algorithm was optimizing for the wrong thing entirely.

Google Was Optimizing for Easy Conversions

The algorithm naturally gravitated toward people already familiar with the brand because they convert faster and cheaper.

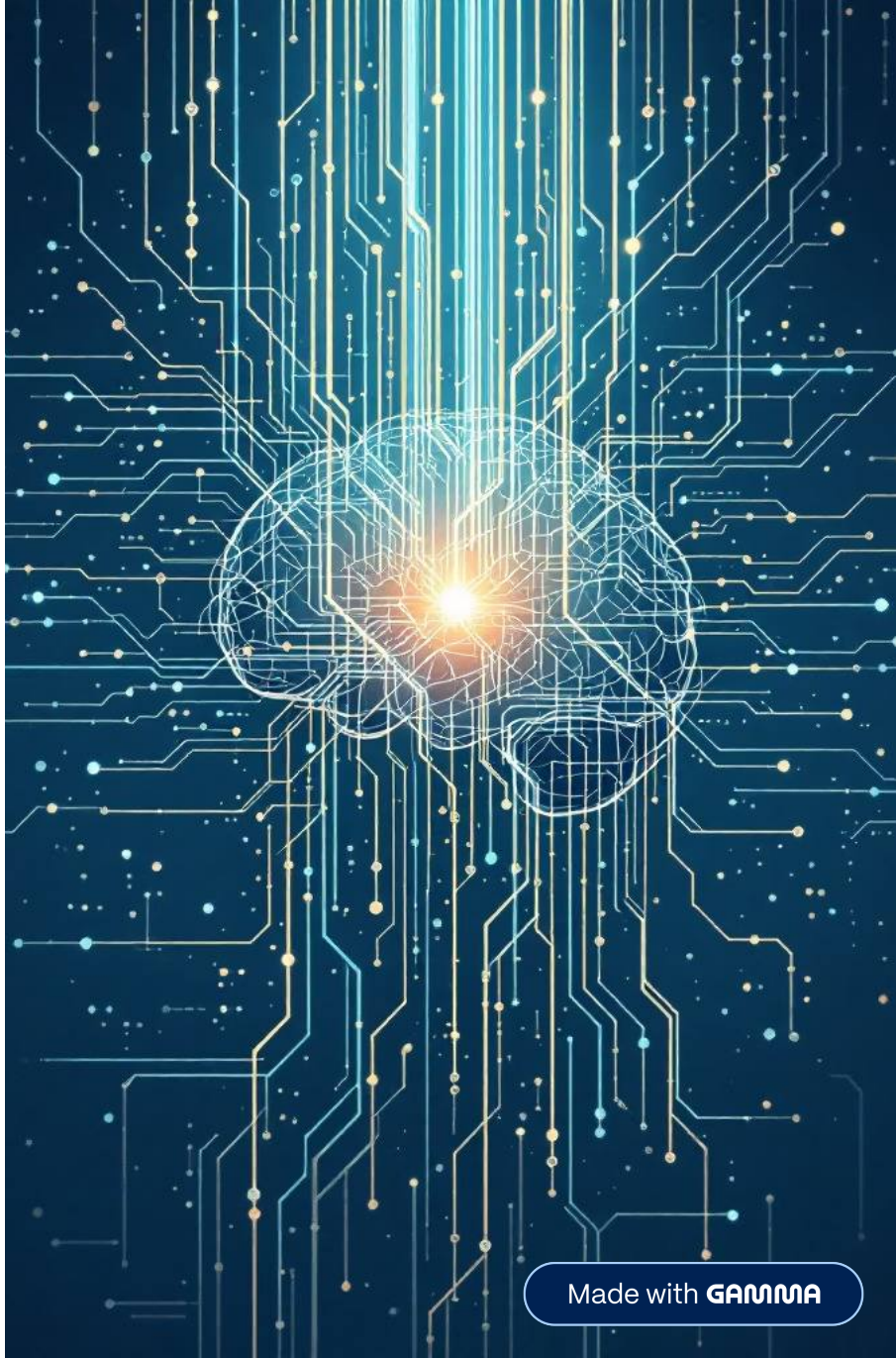
Majority of Conversions Came from Existing Demand

Most sales were from people who would have found the brand anyway, not from new customer acquisition.

No Clear Distinction Between New vs Returning Users

Without separation, Google couldn't learn the difference between prospecting signals and retargeting signals.

Highlight: The algorithm was learning from bad signals, creating a self-reinforcing cycle of poor prospecting.

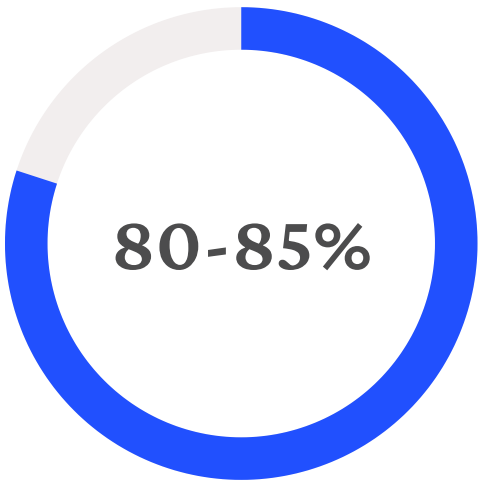


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Core Strategy

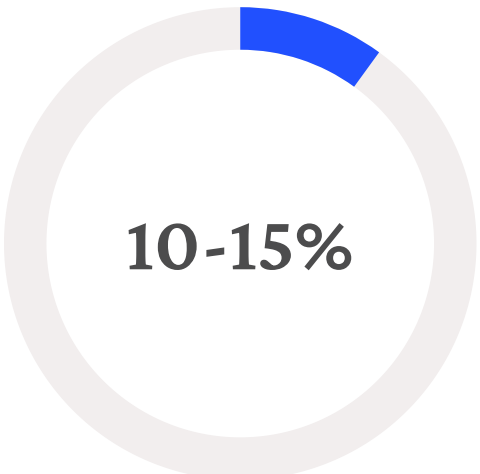
Prospecting-First Framework

Our approach was simple in concept but radical in execution: prioritize new customer acquisition above all else. This meant deliberately under-allocating budget to branded campaigns that were already working, in order to fuel the prospecting engine that was being starved.



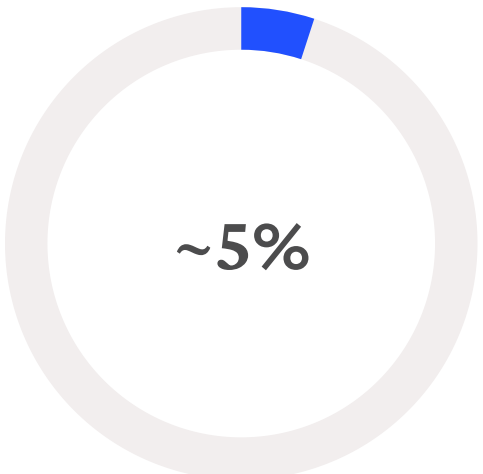
Prospecting

Search, Shopping, YouTube, Demand Gen campaigns focused on new customers



Brand

Branded campaigns to capture existing demand



Retargeting

Conversion layer for warm audiences

Highlight: Growth comes from new demand, not existing demand. This framework forces Google to learn prospecting signals.

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Campaign Structure

3-Layer Growth System

We rebuilt the entire account architecture to create clean separation between prospecting, brand, and retargeting. This structure ensures Google receives clear signals about what each campaign is supposed to do.

Layer 1: Prospecting Engine

Search, Shopping, YouTube, and Demand Gen campaigns designed to find and convert new customers. This layer receives 80-85% of budget and is the primary growth driver.

Layer 2: Brand Capture

Branded campaigns that capture people already searching for the brand. This layer receives 10-15% of budget and protects existing demand without competing with prospecting.

Layer 3: Retargeting

Conversion layer for people who have already interacted with the brand. This layer receives ~5% of budget and maximizes efficiency on warm audiences.

Highlight: Clean separation = clean signals. When campaigns have distinct purposes, Google can optimize each one properly.

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Execution

Implementing this framework required a complete account overhaul. We didn't just tweak settings—we rebuilt the foundation.

01

Restructured Entire Account into 3 Layers

Created separate campaigns for each layer with clear naming conventions and budget allocations.

02

Removed Campaign Overlaps

Eliminated internal competition by ensuring no audience overlap between prospecting, brand, and retargeting campaigns.

03

Implemented Tiered Shopping Structure

Created three Shopping campaign tiers: Best Sellers (high volume), Scaling (mid-performing), and Testing (new products).

04

Weekly Optimization System

Established ongoing processes including search term cleanup, feed optimization, and budget reallocation based on performance.

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Results

The impact of the prospecting-first framework was dramatic and immediate. By fixing the underlying structure, we unlocked sustainable growth that had been impossible before.

$2.1M

Monthly Revenue

Revenue scaled to $2.1M/month

$700K

Monthly Ad Spend

Ad spend of ~$700K/month

Stable and Predictable Scaling

Growth became consistent and forecastable rather than erratic and capped.

Improved New Customer Acquisition

Successfully acquired new customers at scale.

Highlight: Scaling unlocked by fixing structure, not increasing spend. The same budget, properly allocated, drove 3x the revenue.





Key Takeaways

Google Ads success depends on signal clarity

The algorithm can only optimize what you tell it to optimize. Clear campaign structure creates clear signals.

Prospecting drives real growth

Branded traffic and retargeting are important, but they don't scale your business. Only prospecting creates new demand.

Structure > tactics

Fancy ad copy and targeting won't fix a broken account structure. Get the foundation right first.

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Ready to Break Your Scaling Ceiling?

Most Google Ads accounts are structured wrong. They optimize for easy conversions rather than real growth. If you're stuck in a scaling plateau, your account structure is probably the problem—not your budget, not your product, not your targeting.

Free Google Ads Audit

Get a complete analysis of your account structure, budget allocation, and growth potential from AdScale's performance marketing experts.

Custom Strategy

Receive a tailored roadmap showing exactly how to restructure your campaigns for sustainable scaling.

Real Growth

Stop optimizing for vanity metrics. Start scaling your business with a prospecting-first framework.

Get Your Free Audit

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