

HOME DECOR

ONLINE SALES (E-COMMERCE) CASE STUDY

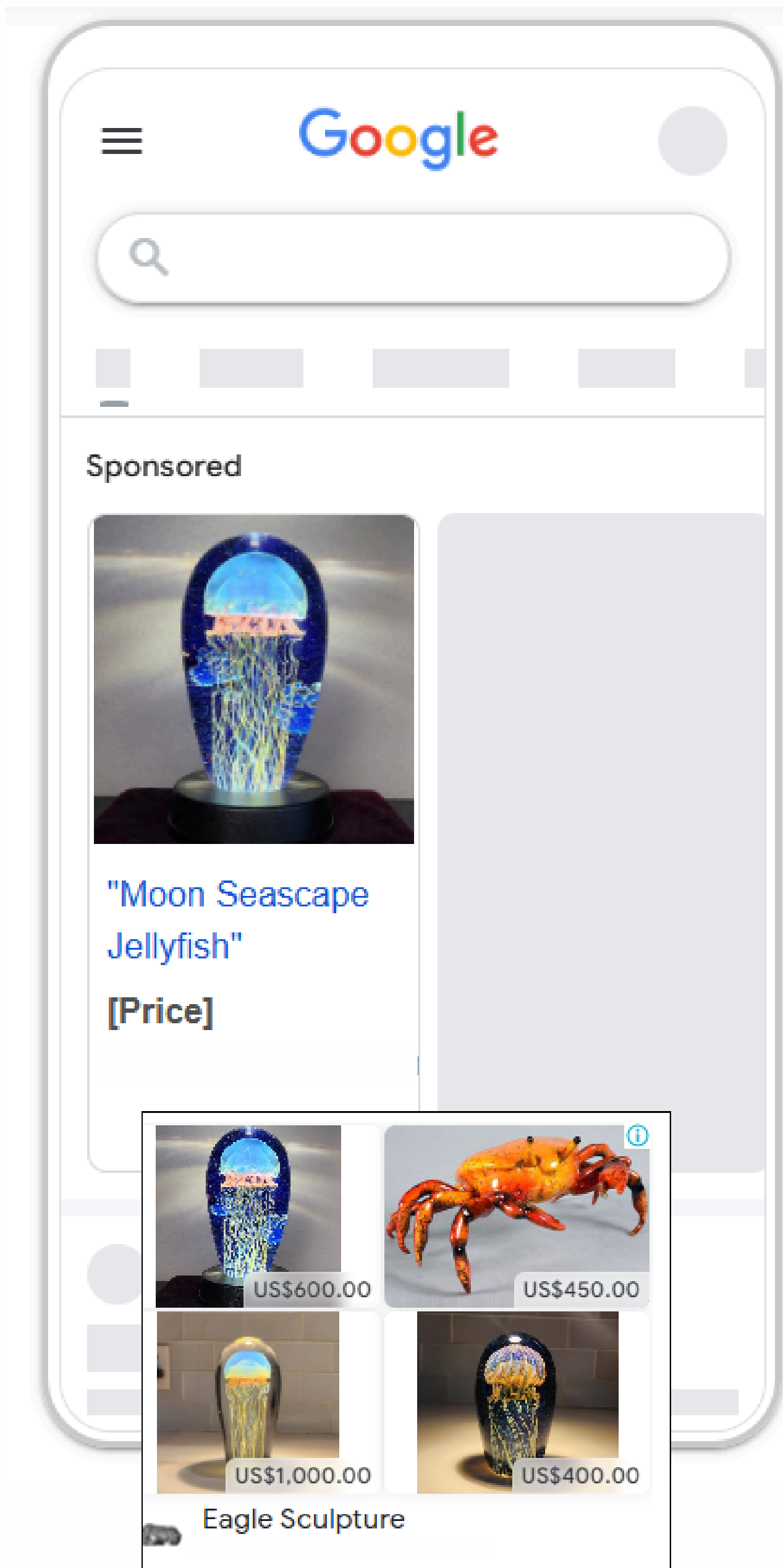
APRIL' 2025

ROI ≈ 2,392% – ONLINE SALES GROWTH WITH GOOGLE ADS HOME DECOR ITEMS

A home decor eCommerce brand offering premium online decor items wanted to scale its digital sales while keeping advertising costs lean and profitable.

The client was operating with a very limited advertising budget in a highly competitive home decor market, making it difficult to generate consistent online sales through paid channels. With larger brands aggressively bidding on high-intent keywords, the client needed to maximize every dollar spent while avoiding wasted ad spend. The challenge was to drive qualified, purchase-ready traffic and generate meaningful revenue without the flexibility to scale budgets upfront, all while proving clear and measurable ROI from Google Ads.

Orders	Net sales	Average order value
27	\$34,409.20 <div>28%</div>	\$1,274.41 <div>71%</div>
Net sales	Last year (Jan 1 - Dec 31, 2025) \$34,409.20 <div>✓</div> Previous year (Jan 1 - Dec 31, 2024) \$26,858.10	
Clicks	Impressions	Avg. CPC
672	32.2K	\$0.86
Cost	\$581	



Google Sales Campaign

Despite operating on a tight ad budget, the Google Ads campaign delivered strong performance and tangible business impact. With an ad spend of just \$581, the campaigns generated 32,200 impressions and 672 high-intent clicks at an efficient average CPC of \$0.86. This highly targeted traffic translated into \$34,409.20 in net online sales, with an impressive average order value of \$1,274.41. The brand recorded a **28% increase in overall sales** and a **71% growth in AOV**, demonstrating that a lean, performance-focused Google Ads strategy can drive substantial revenue and scalable growth with minimal investment.



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Started

OUR STRATEGY

ONLINE SALES GROWTH WITH GOOGLE ADS – HOME DECOR ITEMS

Home Decor Items Online Sales Case Study

Google Ads Success — Home Decor Sales Case Study

Net sales

\$34,409.20

28%

Average order value

\$1,274.41

71%

From \$581 to \$34K+ Sales — Home Decor Case Study

PPC WITH AI (SMART CREATIVE EXECUTION)

We leveraged AI-powered ad creative generation to craft multiple high-converting ad variations tailored to different home decor buyer intents - luxury, gifting, wall art, and interior styling. By continuously testing headlines, descriptions, and value propositions using AI-assisted insights, we identified top-performing combinations faster, improving CTR, relevance, and conversion efficiency while keeping CPC low.

KEYWORD & INTENT-BASED TARGETING

Campaigns were built around high-intent, purchase-ready keywords such as “buy wall art online,” “premium home decor,” and product-specific search terms. We structured campaigns by category, product type, and buyer intent, ensuring ads matched user intent precisely, leading to higher Quality Scores and stronger conversion rates.

VISUAL MESSAGING

AI-assisted copy frameworks highlighted limited-time offers, premium craftsmanship, ethical sourcing, and fast delivery to address buyer motivations. Ad messaging was dynamically aligned with search intent, ensuring users saw the most relevant value proposition at each stage of the buying journey, driving faster purchase decisions.

CONTINUOUS OPTIMIZATION & PERFORMANCE SCALING

We continuously analyzed search terms, device performance, audience behavior, and conversion data. Budgets were shifted toward top-performing products and keywords, while low-performing queries were eliminated. This ensured sustained growth while maintaining tight control over ad spend.

ADVANCED BID OPTIMIZATION

Using Google’s smart bidding combined with manual performance signals, we optimized for revenue and conversion value rather than clicks alone. AI-driven bid adjustments allowed us to capture high-value buyers efficiently, ensuring consistent ROAS even with a limited budget.

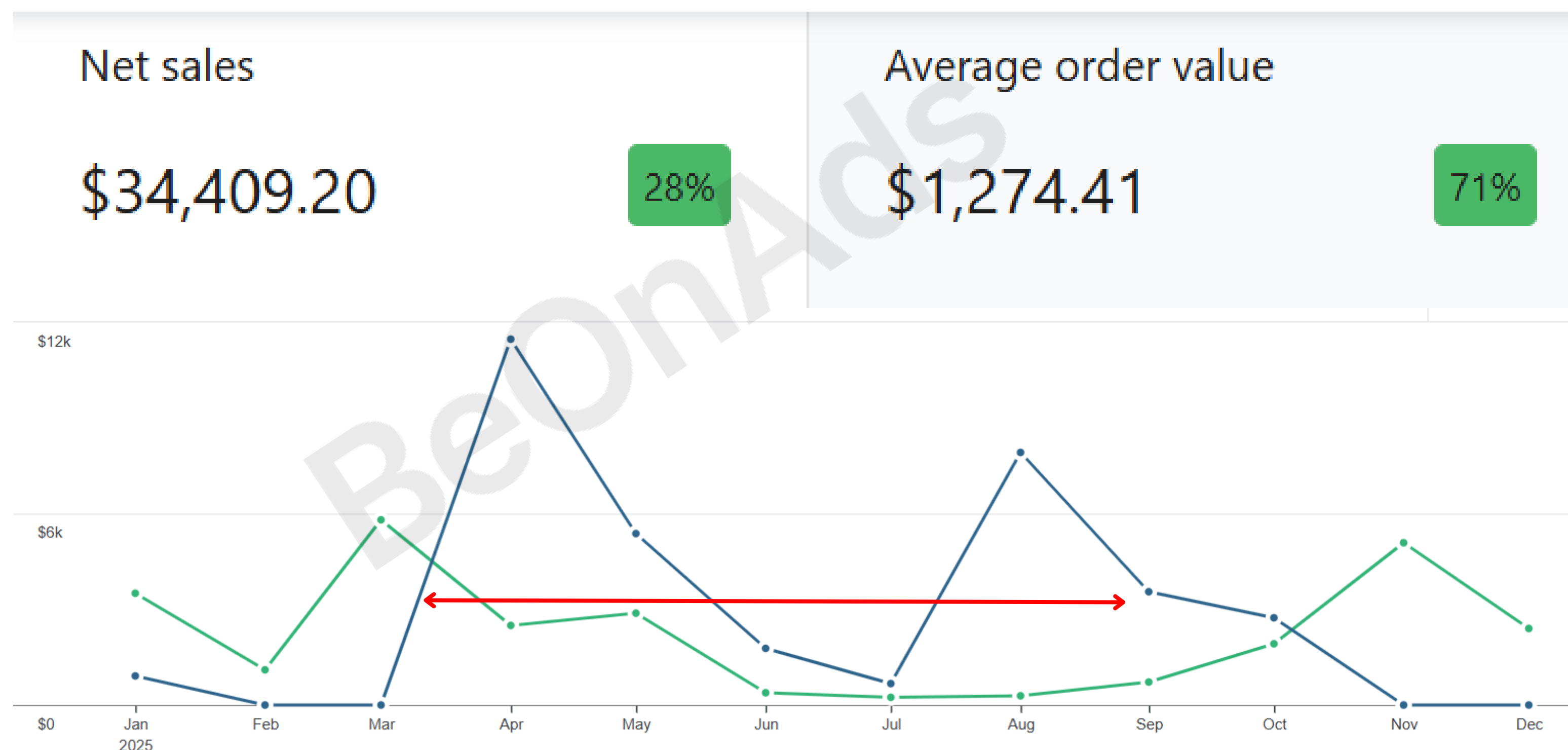
NURTURE HIGH-INTENT SHOPPERS

Visitors who viewed products but didn’t convert were re-engaged using AI-powered remarketing creatives, showcasing recently viewed items, complementary decor products, and personalized messaging. This approach helped recover lost demand and significantly increased overall conversion efficiency.

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RESULTS

ONLINE SALES GROWTH WITH GOOGLE ADS – HOME DECOR ITEMS



STRONG NET SALES GROWTH

A total ad spend of \$581 generated \$34,409.20 in net online sales, delivering substantial revenue growth and validating Google Search as a highly profitable channel for home decor eCommerce.

WE DON'T JUST MANAGE, WE SCALE

BeOnAds specializes in delivering high-impact, ROI-driven Google Ads solutions for brands looking to scale profitably - even with limited budgets. By combining advanced campaign structuring, AI-powered creatives, smart bidding, and continuous optimization, BeOnAds transforms high-intent search demand into measurable revenue. This case study highlights BeOnAds' ability to turn a modest ad spend into \$34K+ in online sales, proving its strength in driving efficient growth, high AOV, and exceptional returns for eCommerce brands.

GET A 7-DAY FREE TRIAL!

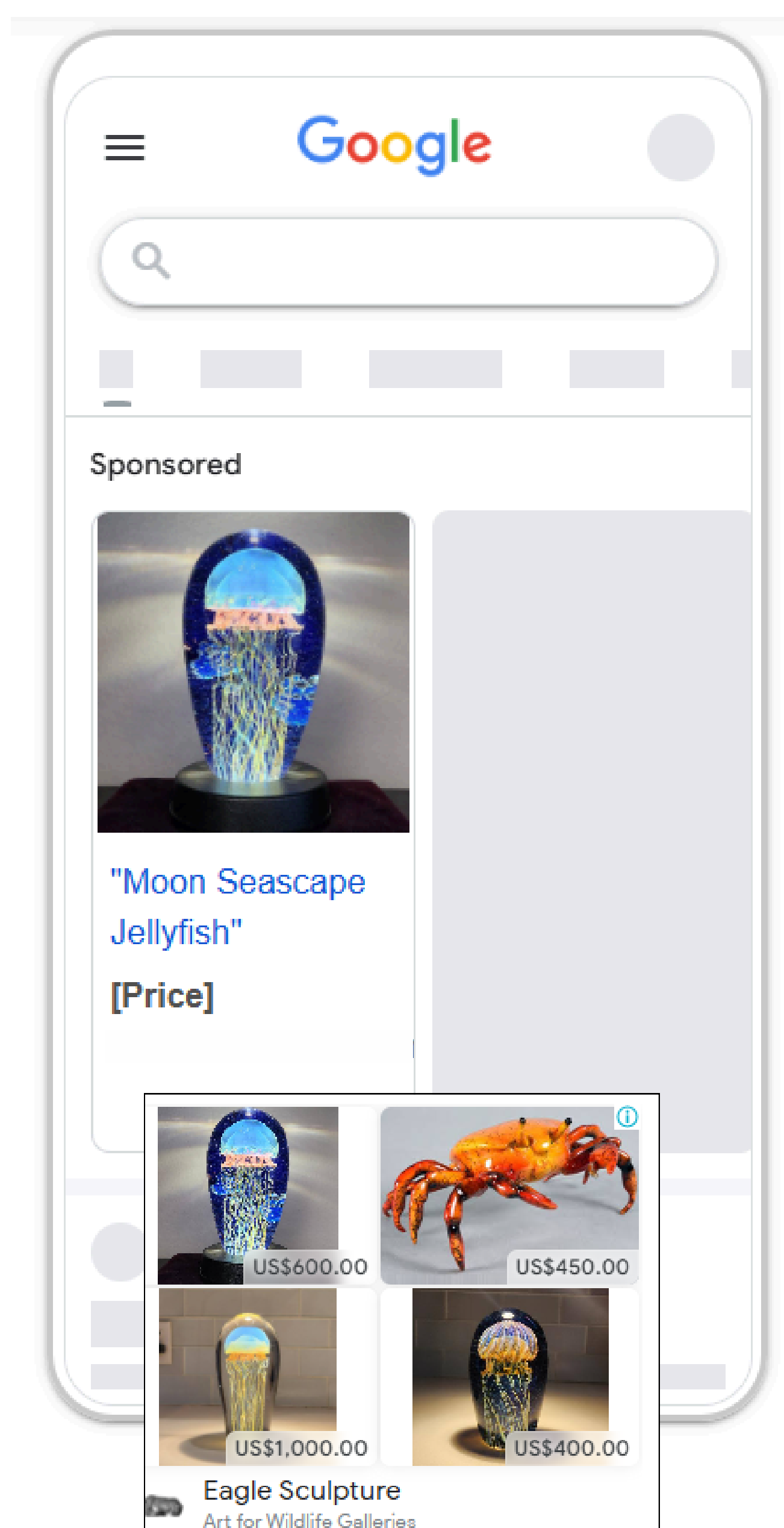
work@beonads.com

LOW CPC & EFFICIENT SPEND

The campaign achieved a low average CPC of \$0.86, allowing the brand to capture high-intent traffic while maximizing reach and minimizing wasted spend on a limited budget.

HIGH AVERAGE ORDER VALUE (AOV)

With a strong focus on premium products and intent-led messaging, the campaign drove an average order value of \$1,274.41, reflecting high purchase intent and effective product positioning.



BeOnAds
SUCCESS STORY
\$581 SPEND TURNED INTO \$34,409+
IN HOME DECOR SALES
Driving ROI with Effective Google Ads

Low CPC & Efficient Spend
\$0.86 Avg. CPC

Strong Net Sales Growth
\$34,409.20 Net Sales

Scalable & Sustainable Performance
+28% Sales Growth AOV Increase

TURN HIGH-INTENT SEARCH INTO MEASURABLE REVENUE
FOR ECOMMERCE WITH **BeOnAds**