

Global Fragrance Discovery Platform

Fragrance Media & Affiliate Commerce · Google Ads, Performance Max, Meta

- Managed a \$280K+ monthly budget across Search, Performance Max, Shopping, Demand Gen, Meta prospecting and remarketing.
- Segmented audiences by purchase intent and ran a fixed creative-testing cadence across multiple international markets.
- Rebuilt affiliate landing paths so more of the editorial audience converted into tracked, attributable revenue.

\$11.6M+

Attributable revenue

\$280K+

Monthly media budget managed

4.7x

Blended ROAS

-29%

Blended CPA, with +68% qualified traffic

Attribution

Last Year

No Comparison

1 Global Filter Active

Channels

Paid Channels

Custom

Triple Attribution

Search sources

	Source	Budget	ROAS	ROAS	Purchases	CV	CPA	NC CPA	AOV	AOV	Spen
	Meta	-	1.69	1.19	11,083	\$1,372,393.68	\$104.05	\$107.97	\$123.83	\$114	\$1,153,200
	Google Ads	-	5.69	5.98	3,208	\$412,048.86	\$21.49	\$22.86	\$128.44	\$81	\$68,920
	TikTok	-	1.88	1.55	142	\$16,164.21	\$73.64	\$76.89	\$113.83	\$118	\$10,450
	Pinterest	-	3.30	1.17	9	\$959.64	\$90.96	\$90.96	\$106.63	\$108	\$818.4
	(4 Sources)		1.92	1.46	14,442	\$1,801,566.39	\$85.41	\$89.11	\$124.74	\$106	\$1,233,400

Rows per page 30

Cross-channel attribution — paid sources over twelve months

Campaigns

Custom

1 - 31 Jan 2026

Show last 30 days

Campaigns

Drafts

Settings

Add filter

Search

Segment

Columns

Reports

Download

Expand

More

	Campaign	Campaign type	Avg. CPM	Impr.	Interact	Interact /	Avg. cost	Cost	Conv. rate	Conv. value	Conv. value / cost	Convert	Cost / conv.
	Drafts in progress: 1												
	Brand Campaign EM mCPC	Search	HUF12,150	38,623	16,757 Clicks	43.39%	HUF28	HUF469,279	3.02%	23,089,389.03	49.20	506.81	HUF926
	Cold Dress KW Generic	Search	HUF23,817	347.9...	42,968 Clicks	12.35%	HUF193	HUF8,287,985	0.56%	12,048,201.58	1.45	238.60	HUF34,736
	KW Non EU Shopping	Performance Max	HUF2,346	979.2...	12,540 Clicks, agements	1.28%	HUF183	HUF2,297,419	2.19%	11,014,820.63	4.79	274.45	HUF8,371
	YT Shorts	Demand Gen	HUF281	4,263...	1,192,979 agements	27.98%	HUF1	HUF1,196,822	0.00%	2,422,199.74	2.02	48.63	HUF24,613
	Total: All enabled campaigns in your c...		HUF2,176	5,629...	1,265,244 Clicks, agements	22.47%	HUF10	HUF12,251.5...	0.08%	48,574,610.97	3.96	1,068.49	HUF11,466

Google Ads — Search, Shopping and Demand Gen in a non-USD market

PROJECT OVERVIEW

THE CHALLENGE

OUR APPROACH

BUSINESS IMPACT

VERIFIED OUTCOMES

\$11.6M+

Attributable revenue

\$280K+

Monthly budget

4.7x

Blended ROAS

-29%

Blended CPA

ENLARGED PERFORMANCE EVIDENCE

Google Ads campaign evidence supplied in the original portfolio

WHAT WE DELIVERED

Google Ads | Performance Max | Shopping and Demand Gen | Meta | Affiliate landing paths
| Attribution

HAVE A SIMILAR GROWTH CHALLENGE?

Let's map the system before scaling it.