



Case Study : Maximus 4x4 “Google Ads”

How we helped “Maximus 4x4” to acquire desired conversions with lowest CPC and CPA.

Maximus 4x4

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Welcome To Maximus 4X4

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Client Overview

Client Name: Maximus 4x4

Industry: Camping Equipments (Roof Top Tents | Car Awnings)

Location: Australia

Company Bio: Maximus 4x4 intention is to meet the needs of Australia's demands in the 4x4 and camping leisure industry with the end goal of a reliable and robust product.



Our Findings

- **Campaign Objective**
- **Issues With Product Feeds**
- **Conversion Tracking Missing**
- **Irrelevant keywords in Campaigns**
- **Custom Segments Missing**

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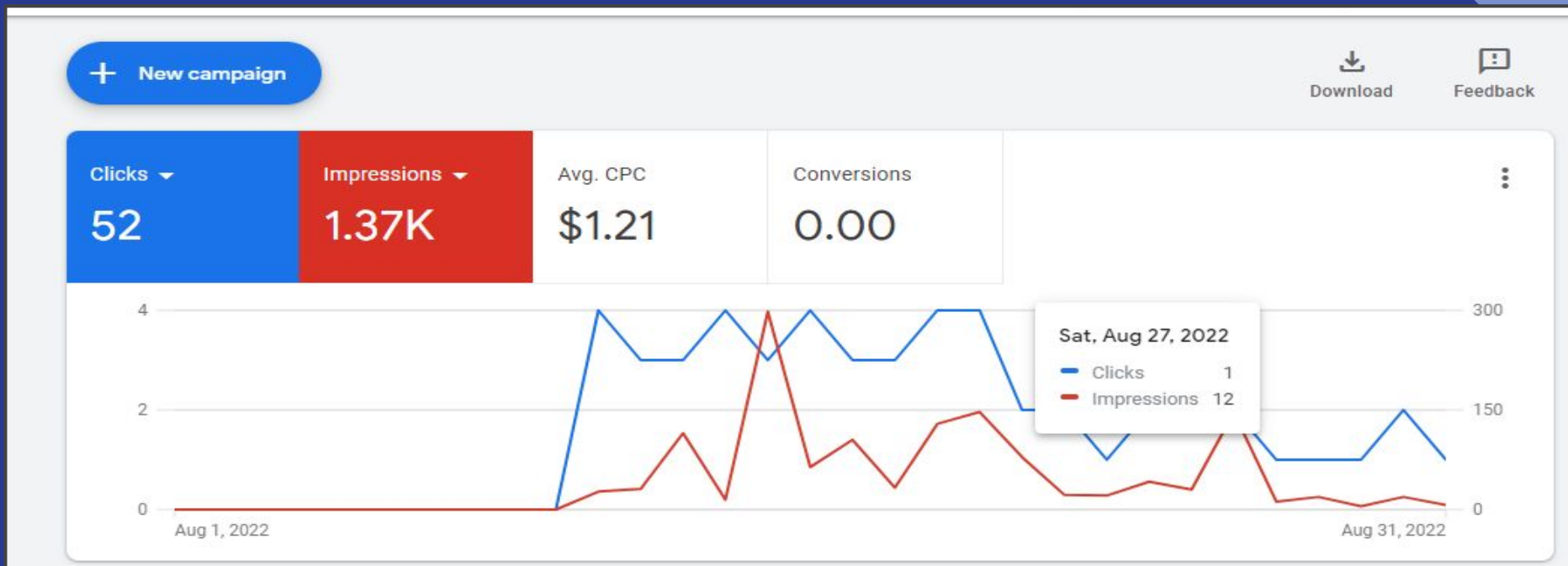
Action Taken

- **Created Performance Max Campaign**
- **Setup Google Merchant Centre Feed**
- **Setup Conversion Tracking**
- **Created Custom Segments**
- **Setup Remarketing Tags**
- **Created Display Ads Remarketing Campaign**

.



Result: Before



Results: After

+ New campaign



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Feedback

Clicks ▾

3.44K

Impressions ▾

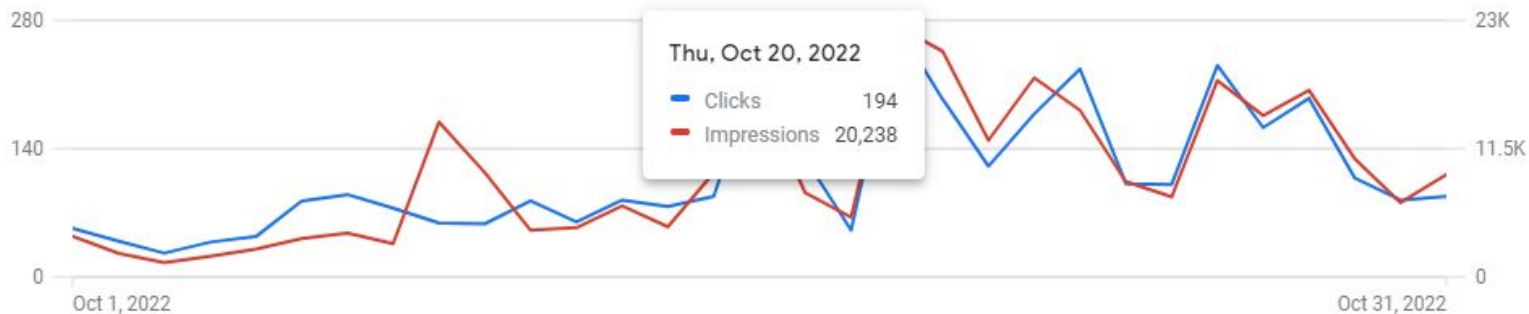
282K

Avg. CPC

\$0.38

Conversions

50.00



Results :

Metrics	Before	After
Impressions	1.37k	282K
Clicks	52	3.44K
Avg. CPC	\$1.21	\$0.38
Conversions	0	50

About us - Rank The Page

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