

eCommerce Case Study

SAVE TIME AND ACHIEVE HIGHER ROAS BY TRUSTING
TC ADVERTISING SELECT TO RUN YOUR SEM CAMPAIGNS

OBJECTIVE

This solar power client aimed to maximize return on ad spend (ROAS) for eCommerce.

RESULTS

13x

Return on ad
spend (ROAS)

14.85x

Best return on ad
spend (ROAS)
achieved

\$1.3MM

Total eCommerce
revenue from SEM

\$2.3MM

Estimated revenue
from Call Tracking
Metrics

(3,297 phone calls at \$700 avg/call)

STRATEGY & SOLUTIONS

STRATEGY

We recommended a proprietary strategy involving SEM and Performance Max ad groups to promote solar panels, inverters, and batteries.

TARGETING

We targeted people who are interested in sustainable living and green energy, particularly those who own their own homes and have expressed interest in purchasing solar panels. We also focused on reaching DIY enthusiasts.

OUTCOME

TC ADVERTISING SELECT achieved a 13x return on ad spend (ROAS) for SEM campaigns – **DOUBLE** what the client achieved running their SEM campaigns in-house.

CONTEXT



CAMPAIGN LENGTH

Nine-Month Snapshot



GEOGRAPHY

National



INVESTMENT

\$25,000–\$40,000/month



SOLUTIONS

- Performance Max
- Search Engine Marketing (SEM)
- Call Tracking Metrics

