

Heart Made of Gold Increased Their Google Ads Revenue By 157% And Their Conversions By 96% In Just 3 Months

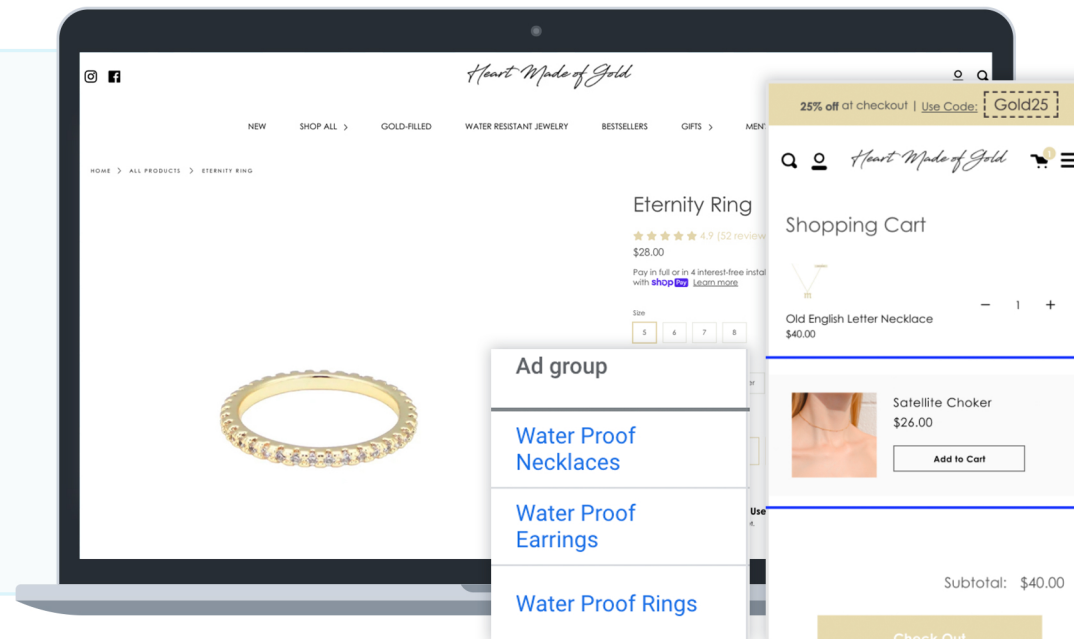
Heart Made of Gold focuses on affordable, eco-friendly fashion jewelry that is sourced and made ethically. Heart Made of Gold prides itself on great customer service and providing its clients with high-quality jewelry above the industry standard with designs that are on-trend and timeless.

Heart Made of Gold wanted to scale its Google Ads campaigns to grow its business even more. They decided to partner up with Search Bloom to receive their expert guidance on how to attain the results they were looking for. **By the end of Q4 2021, Heart Made of Gold saw a 96% increase in their conversions, 129% increase to their traffic, 81% increase in their revenue and a 21% increase in their CTR in just 3 months.** Search Bloom was able to accomplish these results by applying techniques such as broad match campaign, cart page upsell, redesigning mobile product page, and display ads.

In addition to skyrocketing Heart Made of Gold's Google Ads campaigns, Search Bloom was able to assist Heart Made of Gold bring in gold during their Black Friday | Cyber Monday. Comparing the results from 2020 to 2021, **Heart Made of Gold saw a 157% increase in their BFCM revenue that also resulted in their year-over-year revenue growth by increasing their YoY revenue by 98%.**

How We Did It:

- Broad Match Campaign
- Cart Page Upsell
- Redesigned Mobile Product Page
- Phrase Match Keyword
- Display Ads



“Search Bloom lives up to the hype. The attention to detail Search Bloom puts in when it comes to the analytics side is excellent. It's very important to see what is working and what is not. I have a team of four people helping my small business grow each month and bi-monthly meetings to strategize the upcoming months. They deliver on meeting deadlines and stellar communication. Within 2-3 months I started seeing results.”

Katie van Daalen Wetters - Founder/CEO | Heart Made of Gold

The Results

↑ **157%**
Increase in Revenue

↑ **96%**
Increase in Conversions

↑ **21%**
Increase in CTR

↑ **129%**
Increase in Traffic