JumpFly

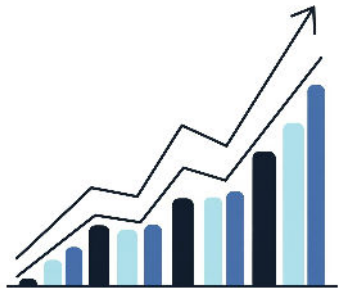# JumpFly's Google Ads Rebuild Leads to More Conversions at an Even Higher ROAS

108%
Increase in Search Revenue*

27%
Increase in Shopping*

The challenge

Prior to coming to JumpFly, this **ecommerce retailer** was over-reliant on **broad Shopping volume with lower return**. Brand coverage was prioritized, while non-brand coverage was thin. **Revenue growth stalled**, and the client tasked JumpFly with one main job: **improve conversion volume** *without* **sacrificing ROAS** (return on ad spend) efficiency.

The approach

We **rebuilt the structure** into three clear intent tiers—brand defense, non-brand with Dynamic Search coverage, and **highly segmented Shopping** for best-sellers and priority categories. A strict **negative-keyword framework** and routine **search query reviews** reduced waste without sacrificing reach.

We emphasized a more focused approach on **daily optimization**, and layered **high-intent audiences** (remarketing/in-market). We also allocated budget toward **high-ROAS segments**. Bid strategies and seasonality controls were tuned so scaling favored what proved efficient.

The results

In the first **nine months with JumpFly**, clicks fell 17% as **traffic quality improved**, driving a **54% jump in conversions** (2,258 → 3,474). **Revenue rose 56%**, with **ROAS climbing from 18.06 to 23.22** (1.29×).

Search **revenue more than doubled** (+103%) with a **14% ROAS lift**, while **Shopping grew 27%** with **ROAS up 19%**, led by brand search and DSA category coverage.

"By shifting spend toward proven demand and introducing non-brand dynamic search with more segmented Shopping campaigns, managed through daily checks and optimizations, we were able to grow the account significantly while improving profitability.

—*Pat Knudsen, Account Manager, JumpFly*

Featured Solutions:

❯ **Improved maintenance: query-based optimizations**
❯ **Dynamic Search Ads for category/long-tail coverage**
❯ **Segmented Shopping (bestsellers, categories, brands)**
❯ **Audience layering (remarketing, in-market) on Search & Shopping**
❯ **Target ROAS bidding to leverage machine learning and automation (Smart Bidding)**

54%
Increase in Conversion Volume*

1.3x
Increase in ROAS*

*comparing Oct 2024 - Aug 2025 against Nov 2023 - Sep 2024