

Case Study for:  
**Creative Closets and More**

**Business Need:** CC is a luxury closet and cabinetry manufacturer in Marietta, GA since 1992. Website had grown outdated and the company recently transitioned through different ownership. The geotarget is a 50-75 mi radius around Marietta including Atlanta. Creative Closets needed to modernize their web presence and leverage lead generation for high-ticket sales of up to \$65,000.

**Original State:** Creative Closet's digital properties consisted of a Joomla CMS that loaded in 21s. The content layout was stark represented a 90s color design scheme that needed updating. Being a highly visual product, there wasn't an image library or catalog to view the closet styles and upgrades. It's blog and social media channels were not being regularly updated and we moved to

**Desired Outcome:** Redesign, image, and publish new image catalog and Wordpress CMS for SEM channel operations (Adwords) and social media campaigns with multichannel syndications.

**Research:** With such a tight geofenced target audience, it's important to locate competitors that advertise in CC's locality. Working with our team, I identified 3-5 companies with strong websites and keywords that we could use for gap analysis.

**Gap Analysis:** Identify specific group(s) of keywords that competitors share that CC's site does not.

## Milestones

- Resolved 21s load time to 5-7s
- Generated relevant keyword list (20-30)
- Worked onsite to migrate legacy email servers to Azure Cloud.
- Retouched and maintained closet image libraries
- Migrated Apache and VM systems from on-prem hosting to Godaddy LAMP stack
- Designed and published optimized Wordpress CMS
- Adwords operational for over 5 years, generates 60 MQLs per month

# Overview

Ad group  
Hailmary

Custom

May 1 – 31, 2025



Show last 30 days

Impressions ▾

53K

Clicks ▾

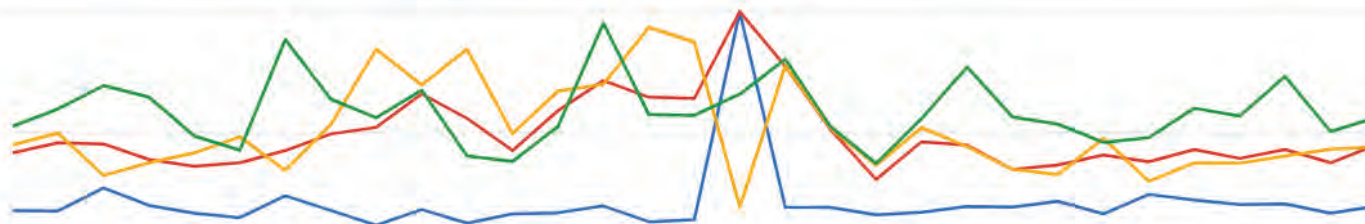
3.35K

CTR ▾

6.33%

Cost ▾

\$9.12K



May 1, 2025

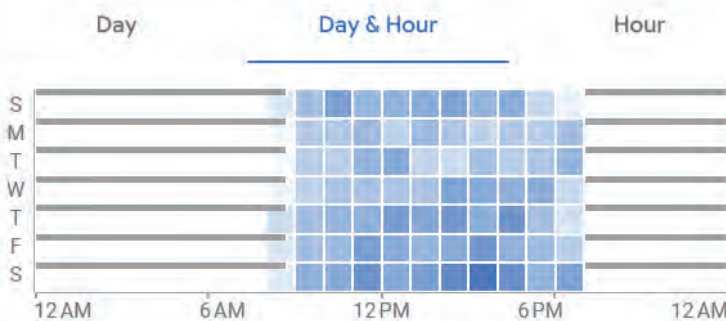
May 31, 2025

## Day & hour

Clicks ▾



Your performance by day of week and time of day



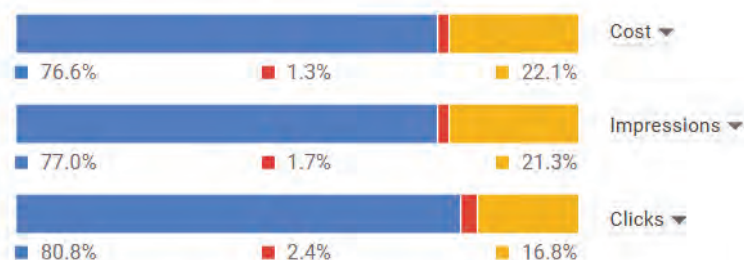
Ad schedule

## Devices



Ad performance across devices

Mobile phones Tablets Computers



Bid adjustments

Mobile phones: — Computers: +20% Tablets: -50%

## Adwords Campaign Performance Review

05/01/2025 - 05/30/2025 = 30 days

Impressions: **53,000**

Clicks: **3,350**

CTR: **6.33%**

Avg CPC: **\$2.72**

Cost: **\$9,120**

Conversions (MQLs): **60**

Conversion Rate: **1.79%**

SQLs: **30**

Estimated Conversion: **0.5%**

True Conversion: **0.8%**

Average Cost Per Conversion: **\$304**

Gross Revenue **\$301,500**

Total Ad Spend **\$9,120**

Profit **\$292,380**

Return on Ad Spend (ROAS) **33.07x**

Rate of Return (RoR) **3,206%**

### Revenue Brackets:

**70% of 30 sales** = 21 sales at \$3,000–\$7,000

Let's assume a midpoint value: \$5,000

$21 \times \$5,000 = \$105,000$

**20% of 30 sales** = 6 sales at \$8,000–\$20,000

Assume midpoint value: \$14,000

$6 \times \$14,000 = \$84,000$

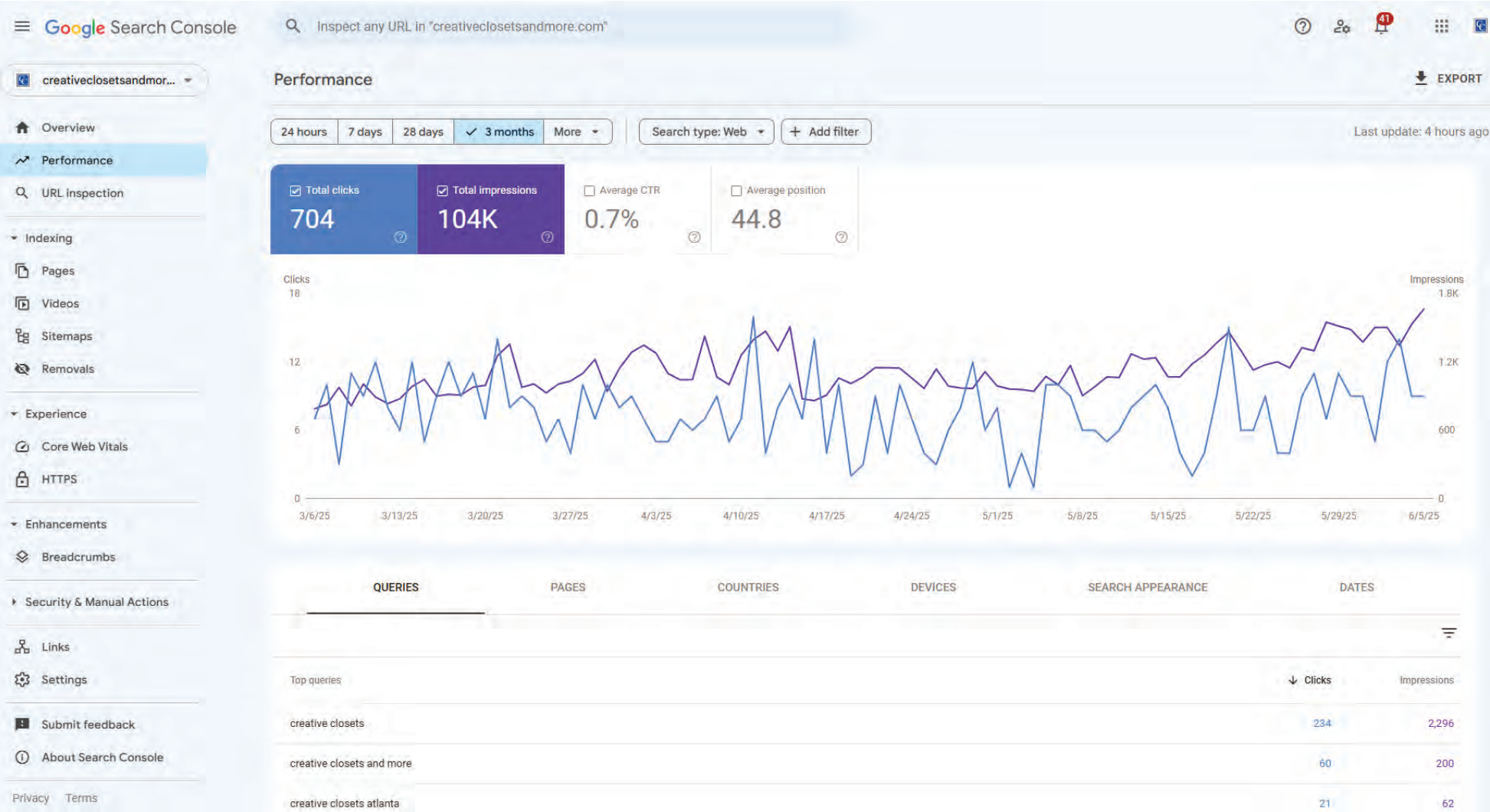
**10% of 30 sales** = 3 sales at \$25,000–\$50,000

Assume midpoint value: \$37,500

$3 \times \$37,500 = \$112,500$



Google Search Console (Past 3 Months) 06/07/2025



# Google Analytics 4 Data (Jun 7th 2024-Jun 7th 2025)

