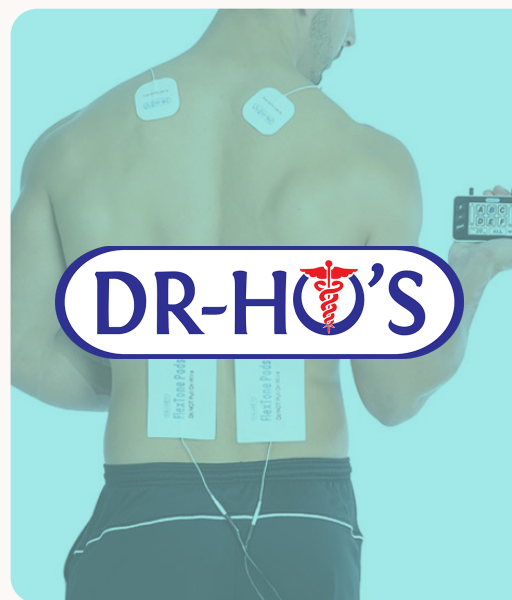


# eCommerce: Ads Power 8x Revenue Boost

Leading performance marketing agency **Other.** achieves a dramatic **8x increase in conversion value** on Google Search Ads for DR-HO's with Junction AI predictions & insights.



## Challenge

DR-HO's Neck Pain Pro is a top selling product, but generating and retaining industry leading performance on Google AdWords Search Ads is a constant challenge.

Other. trialed Junction AI to determine if an AI could deliver insights to improve ad performance while reducing the time and cost of optimizing DR-HO's ads.

## Solution

Other. reworked the ad on Junction AI, analyzed existing ads, surfaced new audience insights and identified changes predicted to improve performance.

The AI predicted increasing the prominence of concepts related to health and health benefits as key to improved performance.

Highly targeted changes, made primarily to Description1 copy had the most impact. Improvement suggestions included concepts such as "Drug-Free" and "Relief" to boost performance.

## Results

The Junction AI optimized ads delivered a massive result.

Other. grew **value per conversion by 8x** and **ROAS by 86%**. Plus, Other. avoided costly live experimentation, saving the agency and their client valuable time and money.

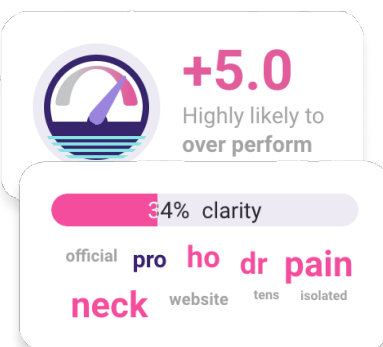
## Client Profile

# Other.

Sector: **e-Commerce**

Product used: **Google Ads**

More info: **weareother.ca**



Increasing use of concepts related to health and health benefits dramatically enhanced audience engagement by connecting the benefits clearly to the DR-HO's Neck Pain Pro product.

## Impactful Results

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Insights to guide performance marketing



### Take Action

Immediate and actionable analysis



### Spend smarter

Drastically reduce time, costs and risk of failure