



BestRoas group sees profits skyrocket +3,430% yoy by applying bidding towards profit strategy on tROAS

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Netenders is home to over 150 brands, specializing in high-quality, customizable and affordable blank apparel.



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The Challenge

BestRoas.com group is an ROI-driven apparel and accessories wholesale pure play, selling across more than 20 markets in the EU and Americas with a B2C and B2B business model. During the COVID-19 pandemic, market demand grew exponentially, stabilizing in early 2022, then growing more competitive with lower demand since then. Thus, with an objective to triple revenue over the next three years and reach 60M€ in gross sales in 2022, BestRoas looked to Google advertising automated solutions to boost profit.

The Approach

CEO, CFO, COO and CMO have partnered with their Google team find solutions and uncover profitability issues with negative P&L across top markets on a majority of the company's different brand. As the client is already leveraging target ROAS bidding strategy to align with profitability objectives. BestRoas.com group has been focusing on margin data instead of revenue data by implementing margin conversion tag into all their Google ads account. Let it populate data for a months in an observation mode. Then swap this margin conversion as the primary conversion used by the machine to optimize campaign, and reviewed their tROAS with margin objectives instead of revenue. CTO and Performance team have collaborated closely to apply this step-by-step planning to move the project along this summer 2022, in order to maximize results through Back-to-school and Peak Season.

The Results

BestRoas.com group is fully profitable since September 2022 with 3,430% profit increase YoY and a 9.7% uplift in total revenue YoY.

"Since summer 2022, we have been testing bid to profit strategy on some of our Google Ads accounts with the conversion tag. We are very satisfied with this new method and our profits keep growing. We have now migrated all our last Google Ads accounts to piloting towards margin."

—Eric Gautier, CEO, BestRoas Netenders group

3,430%

Profit increase
YoY

9.7%

Increase total
revenue

Primary Marketing Objective(s)

> [Grow Online Sales](#)

Featured Product Area(s)

> [tROAS Smart bidding](#)