Little Obsessed is an online retail store that specializes in home decor and entertaining accessories. They offer unique gifts that can be used and displayed in any setting and situation. With the growth of their business, they have been able to expand their inventory to include a wide range of products.

Little Obsessed has seen significant growth in their sales, with a 197% increase in revenue in November 2020 compared to November 2018. This increase is a result of various factors, including a 3-day and 14-day retargeting campaign strategy. They have also seen an increase in organic traffic to their site, with a 932% increase in keyword rankings in November 2020 compared to November 2019.

Paid search results have been particularly successful, with a 602% increase in total spend and an 81% increase in link clicks compared to November 2018. The remarketing campaign strategy has been key to their success, with a 457 in November 2020 compared to 290 in November 2018. This increase is also reflected in a 91% increase in the return on ad spend (ROAS).

Paid search goals included landing page views (LPV) with an increase of 81%, and add to cart (ATC) events totaling 420,420. These increased results are more substantial when we compare the amount spent. In November of 2020 compared to November of 2018, which garnered 9,037. The remarketing campaign strategy was also a key component of their success, with a 19% increase in total spend and a 31% increase in conversions.

Growth in Google Ad's strategy included search, shopping, and display ads to help meet their goals. Another important part was distinguishing products with the highest potential for sustainably generating revenue.

Logical Position adjusted Little Obsessed's ad spend to go up or down accordingly. LP's goals for Google Ad's strategy included:

- To drive more users to the website through Google and Microsoft Ads
- To see the highest volume of conversions possible as long as the ads were above a 6x ROAS
- To increase traffic to the site with Google Ads

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