**Background**

Boutique Rugs is an online source for beautiful hand-woven and machine-woven rugs of all sizes and shapes. The company prides itself on first contact resolution within 24 hours when a customer has an issue, making Boutique Rugs the obvious choice for consumers nationwide looking to spruce up their homes. In recent years, Boutique Rugs has prided itself on first contact resolution within 24 hours when a customer has an issue, making Boutique Rugs the obvious choice for consumers nationwide looking to spruce up their homes. The company sells a wide variety of rug sizes, colors, and designs—truly offering something for everyone. The company's consistent growth has led to the current organization where 20+ houses, 150+ stores, and 2,000+ offices have been established. Boutique Rugs has also been expanding its reach to its target audience, and has continued to surprise the industry. This makes it an obvious choice for consumers nationwide looking to spruce up their homes. The company has seen a significant increase in revenue and market share.

**Key Metrics**

<table>
<thead>
<tr>
<th><strong>Percentage Increase</strong></th>
<th><strong>Key Metric</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>50%</td>
<td>Impressions</td>
</tr>
<tr>
<td>52%</td>
<td>Conversions</td>
</tr>
<tr>
<td>9%</td>
<td>Share in the Rug Industry</td>
</tr>
</tbody>
</table>

**Why did They Come to LP?**

When Boutique Rugs first approached Logical Position, they were struggling to get their feed up and running properly. Boutique Rugs realized that they needed the guidance of an agency for help with the nuances per PPC (paid) when it came to the product feed, especially with Google’s new features and functionalities.

**So About That Strategy You Mentioned?**

Here, we use the campaigns with Google Keyword Ad Groups (GKAG) and Single Product Ad Groups (SPAG) to give more control over the ad spend. This type of campaign segmentation allows us to tweak seasonality parameters, quality scores, and more to test opportunities.

**So Tell Me About the Results...**

In the past 6 months, Boutique Rugs has seen 9% revenue increase from our paid search efforts, equating to a 59% increase in revenue for a total of over 46,000 conversions. Since working with LP, Boutique Rugs has been able to see a greater impact across all of their digital marketing channels—their assisted conversions from paid search (meaning that paid search played a role indirectly in the sale) has increased by 52%. We’ve also met Boutique Rugs’ goal of earning a 3x ROAS, meaning they saw $3 back for every $1 they spent on paid search—thereby tripling Boutique Rugs’ profits!

**How Boutique Rugs Increased Revenue By 59%**

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