

# CASE STUDY

MEDIAMAGIC & SUBARASHII KUDAMONO  
GOURMET ASIAN PEARS



**Campaign:** Google Search Ads



**Industry:** E-Commerce Retail, Produce,  
Holiday Fruit Gifts



**Objective:** Sell All Seasonal Harvested Asian  
Pears at Optimal Price



**Website:** wonderfulfruit.com



*Team Media Magic truly proffered up the magic touch to create a targeted, compelling and focused Google Adwords campaign for our e-commerce business. Their team's expertise and background enabled us to accomplish more in the Google Adwords space including trying new approaches. All resulting in expanded customer reach, particularly with more users who shopped as well as brought many new eyeballs to our site. Thank you TMM (Team MediaMagic)!*

**Holly Harter**, Marketing, Sales & E-Comm, Subarashii Kudamono  
Gourmet Asian Pears



## PROBLEM AND CHALLENGES

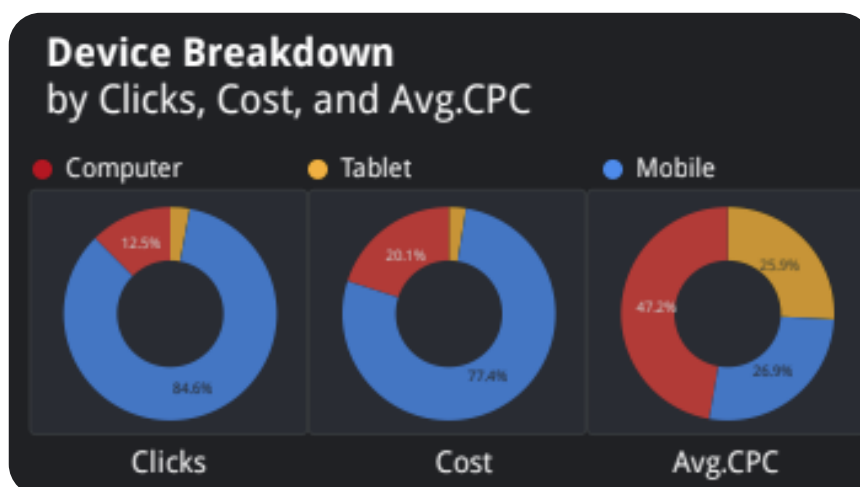
they faced before they came to the MediaMagic Team for Help

Faced with the reality of Google's constantly changing environment with regard to online advertising via Google, Subarashii realized it could no longer set up or manage a successful Google Adwords Campaign without support of a group that worked with Google Ad words 24/7. TMM effectively re-set up Subarashii's Google Ad Words platform with the latest, state-of-the-art tasks, functions and campaign parameters including which search words and images Subarashii should focus upon in order to promote its products online during the holiday season.

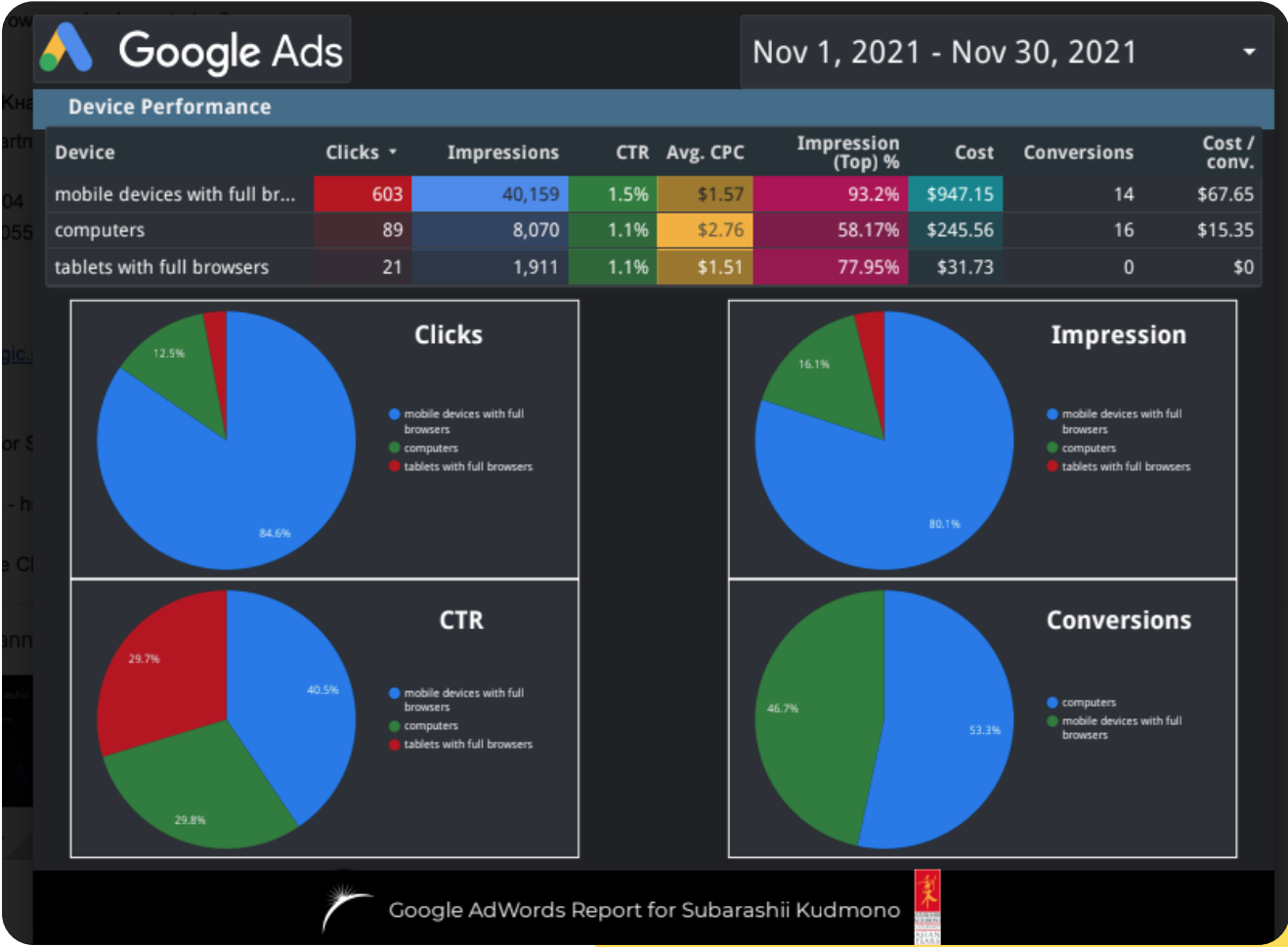
## SOLUTION AND RESULTS



Subarashii was pleased with the results in that online users clicked on the Google Ads set up by Team MediaMagic, but also, Subarashii clearly got more bang for its 'paid-ads' buck (ROAS: Return on Ad Spend). Every dollar budgeted for paid ads via Google Ad Words was better spent due to the well-informed and well-constructed ad words campaigns that were set up by Team MediaMagic. This was invaluable due to the very limited paid ad-spend budget Subarashii had to work within. Stretching every dollar thanks to TMM was invaluable. The campaign's TMM set up for Subarashii were additionally invaluable because it increased the number of NEW customers to its site, exponentially.



# CAMPAIGN OVERVIEW



Average ecommerce conversion rates are around **2.5% to 3%** according to industry leaders, but that doesn't mean this is your business's sweet spot. Having a baseline of 2.5% is a good place to start, but keep working to optimize this with conversion rate tactics. Jul 27, 2023

- Shopify Commerce, July 2023

MediaMagic got 4.1%!

## Miami Office

1951 NW 7th Avenue, Suite 600  
Miami, FL 33136 United States

## Kyiv Office

Secheviih Strelcov str., 12, Kyiv, 02000, Ukraine

[www.teammediamagic.com](http://www.teammediamagic.com)

[welcome@teammediamagic.com](mailto:welcome@teammediamagic.com)

[thomas@teammediamagic.com](mailto:thomas@teammediamagic.com)



**30 MINUTE MEETING**



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