



# Platinum Rose

<https://platinumrosetattooaftercare.com/>

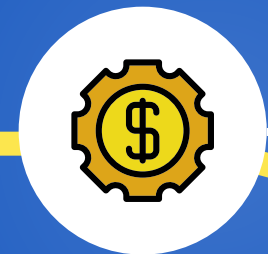
 **Service:** Paid Search

 **Industry:** Tattoo

## Metrics + Educated Decisions + O4S Talent = **Results**



● 300% Increase in Checkouts



● 336% ROAS



● 169% Jump in Sales within 2 Weeks



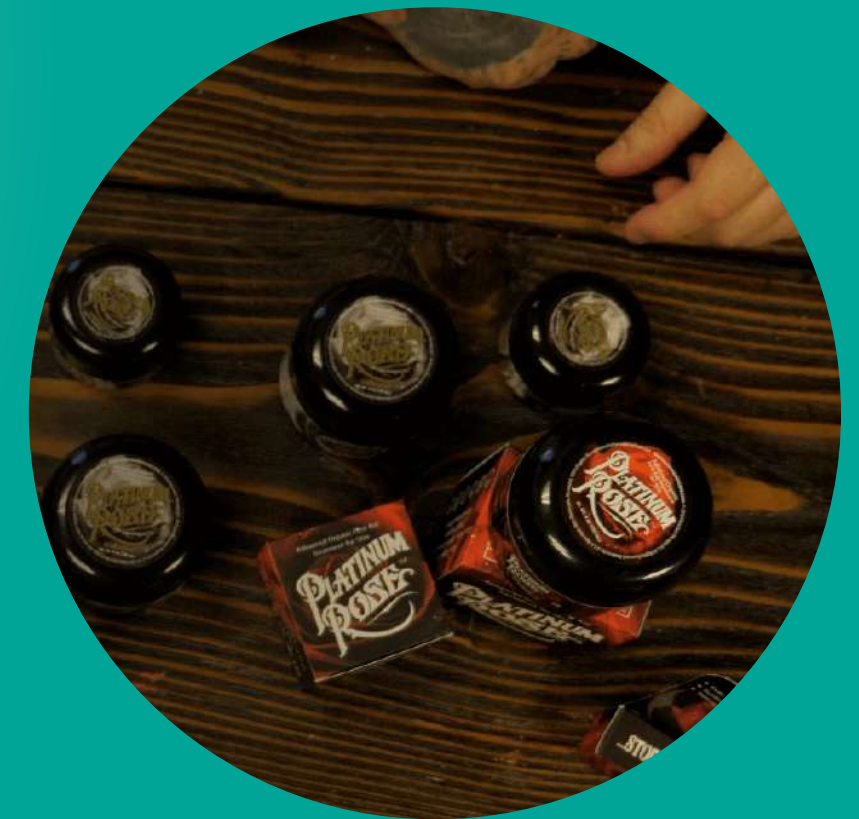
● 91% Increase in Store Conversion Rate

# About the Business

Platinum Rose Tattoo After Care is a premium tattoo aftercare product as well as a great balm to use during the tattoo process. Natural and organic ingredients that are highly effective for tattoo aftercare that maximize the skins healing process after getting a tattoo as well as reducing swelling, irritation and reducing the friction during the tattoo process. Developed by actual tattoo artists with over 35 years of experience to give their tattoo customers the best healing treatment possible. It is now available for everyone.

## Issues

Ineffective Google Ads campaigns not enough conversion to sales. Unsuccessful Keyword and Search Campaigns. Needed help with optimizing the Google Ads Account and Analytics and creating an effective Google Ads campaign to implement full digital marketing strategy.



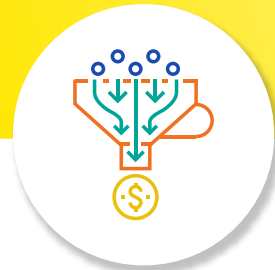
# Solutions



Optimized Google  
Ads Account



Created an effective  
keyword campaign and  
search to convert to sales

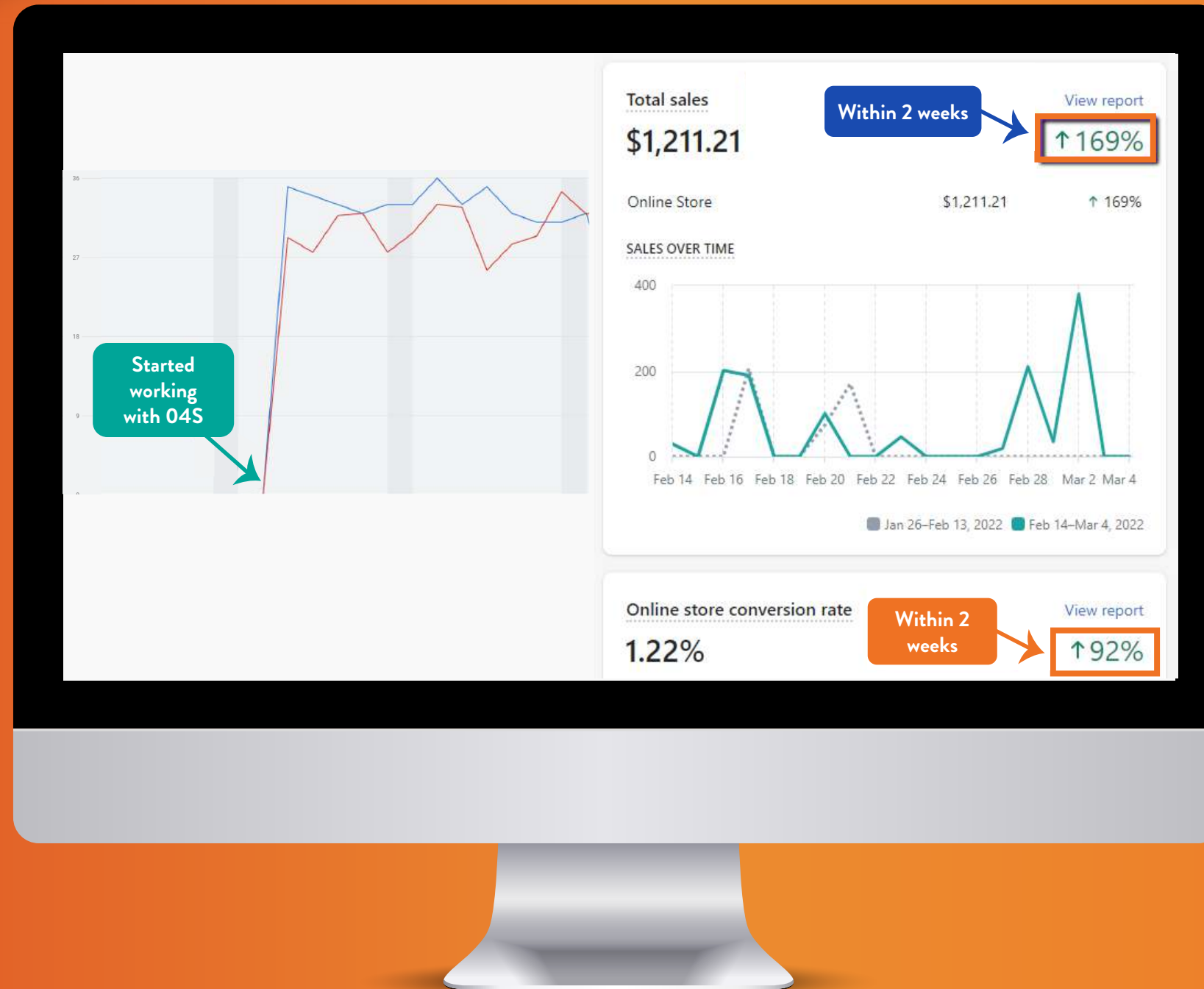


Set up sales  
conversion  
tracking



Optimized Google  
Analytics

# Solutions



<https://optimize4success.com>