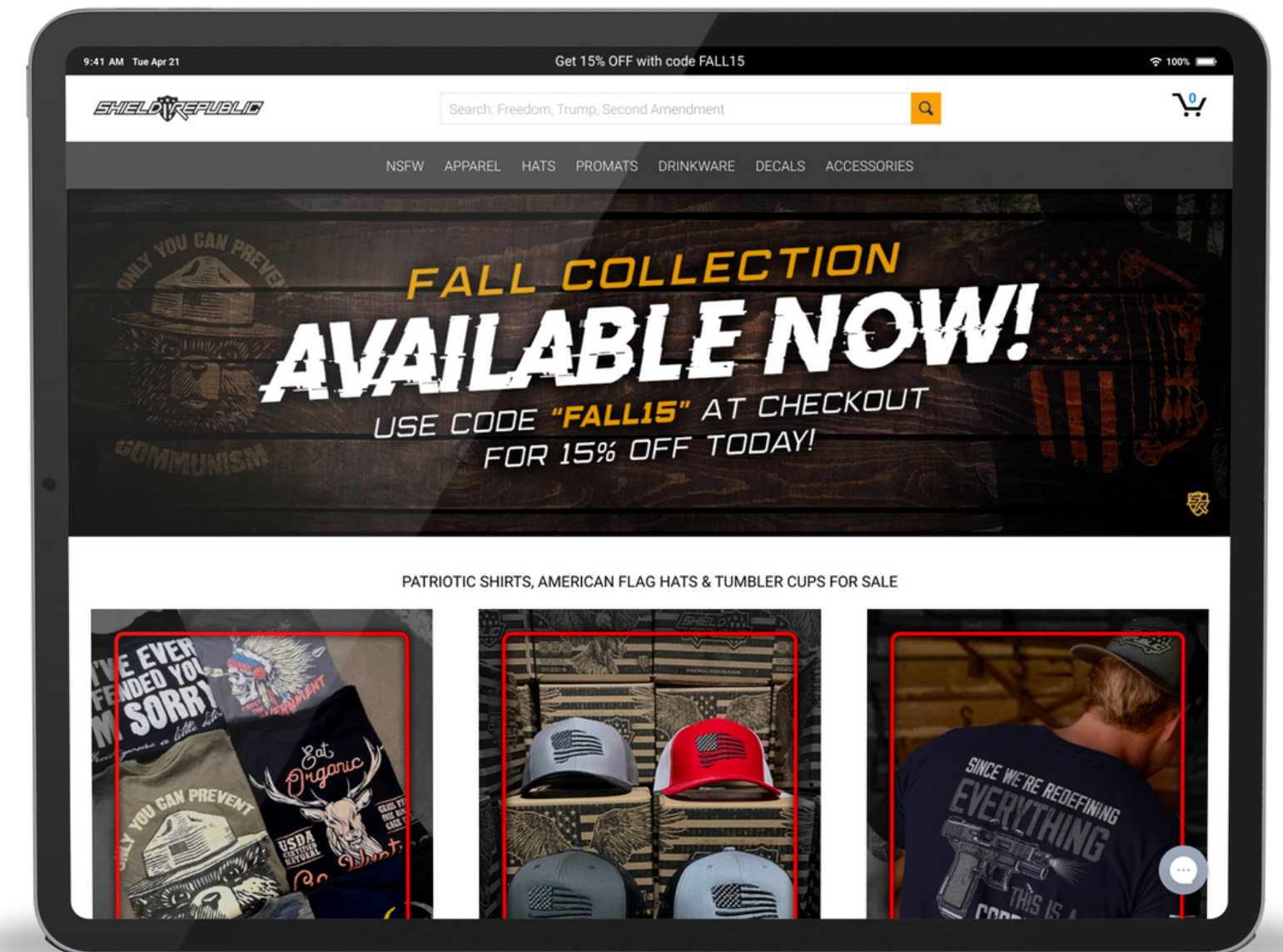


Techies India Inc.

Media Buying for Shield Republic

How Techies took an eCommerce brand struggling to produce **consistent ROAS** to building it out as one of their strongest channels



Client Testimonial

“ Just Checking in. I was reviewing the Google numbers from first 90 days or so yall taking over. It seems really strong. I am very pleased with the low spend and high topline sales.
I have seen plenty of Google agencies spend \$1000/day and produce 10K. But your team is doing 10k with \$300/day in spend.
That's very profitable for our business, and just. what we are looking for. ”



Ryan Carter
Shield Republic Co-Founder

**Results
In Just
3 Months**

\$200,000 Revenue Generated

21 ROAS

27% Conversion Rate

Background

Shield Republic is medium-sized enterprise and one of the leading American lifestyle eCommerce stores, founded in 2016. From hoodies to T-shirts, caps to branded gifts, hats to tumblers they have a wide range of patriotic lifestyle products sold on the Shopify platform.

Challenge

Shield Republic had been running Google ads in-house to varying degrees of success. While they had some luck with branded campaigns, they struggled to scale. They also were unable to bring in consistent ROAS on non-branded campaigns. They hired Techies to increase Google Ads revenue and get sustainable ROAS across their accounts.

OUR 2 MAJOR GOALS



**Scale Successful,
Non-branded
Campaigns**



**Increase ROAS
on Shopping
Campaigns**

Our Key Strategies for Optimisation & Greater Budget Efficiency

1

Optimize
conversion
tracking
and
synchronization

2

Scale campaign
winners via
Google &
Shopify
analytics

3

Reallocate
budgets
to target
new, cold
audiences

4

Ensure
consistent data
to maintain
seamless
performance

How We Scaled Non- Branded Campaigns

1

Increased 30% Budget for Non Branded Search Queries

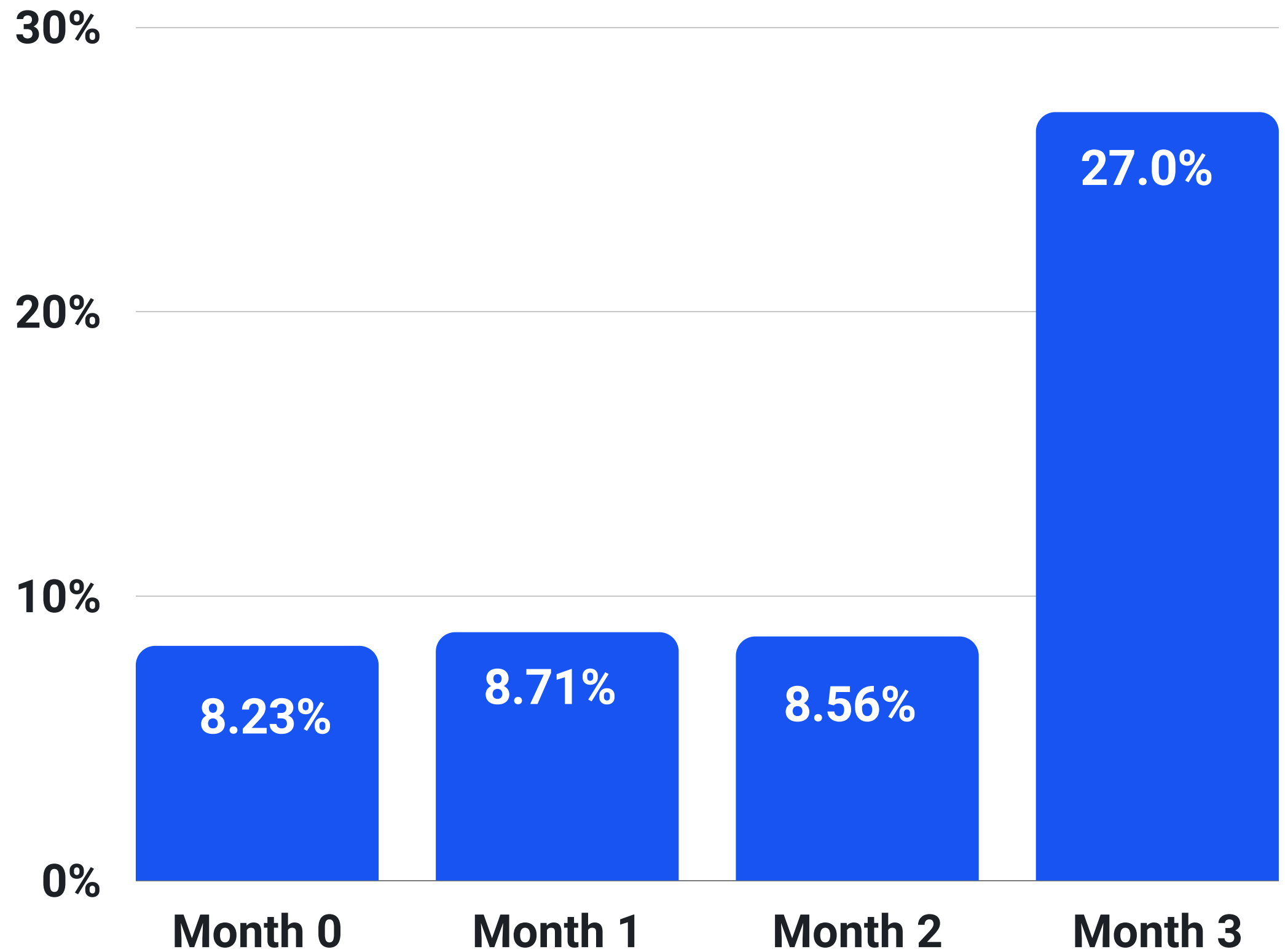
2

Created Campaigns Based on Niche Categories and Products

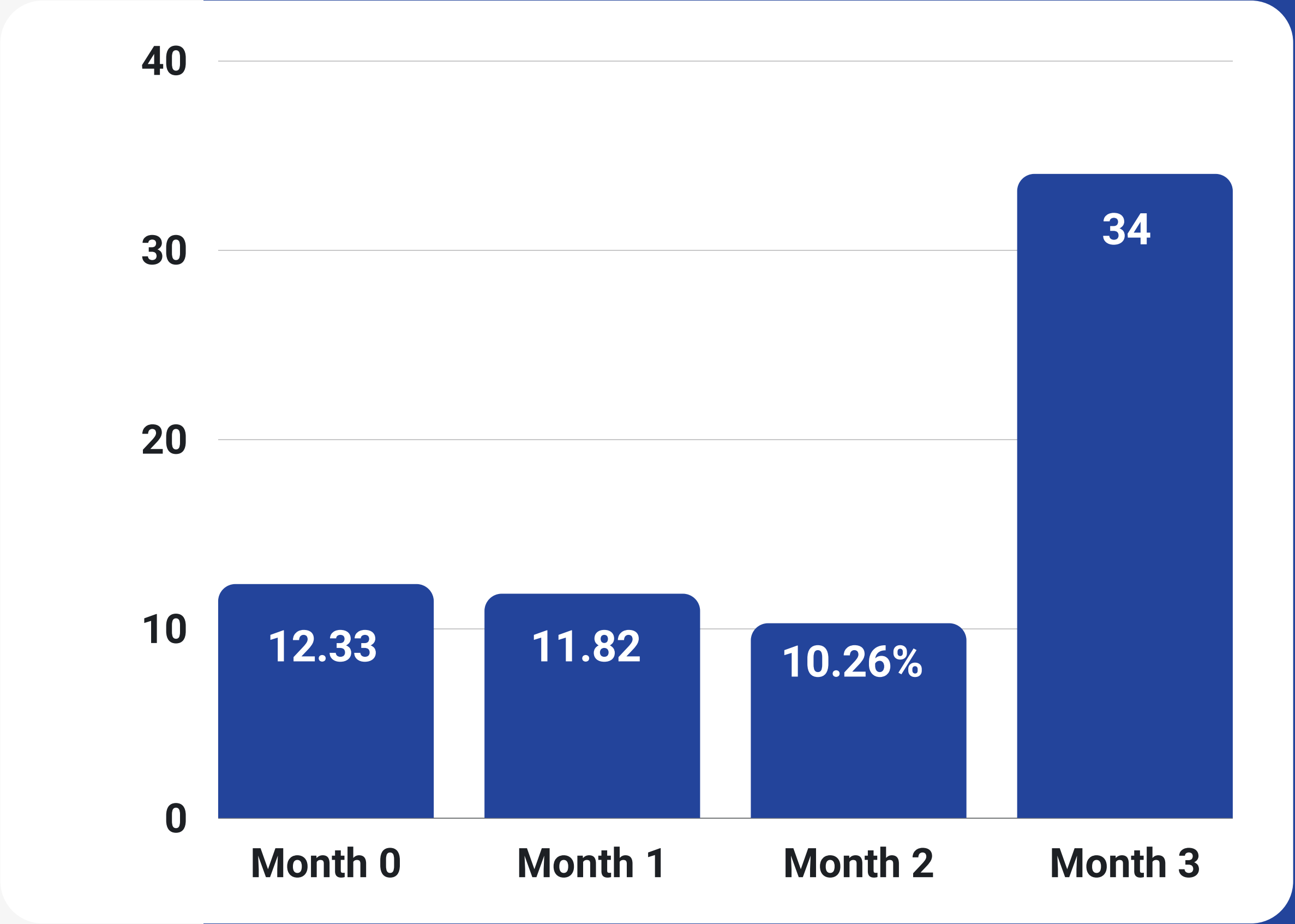
3

Utilized Shopping Campaign Data to Create Non Branded Search Campaign

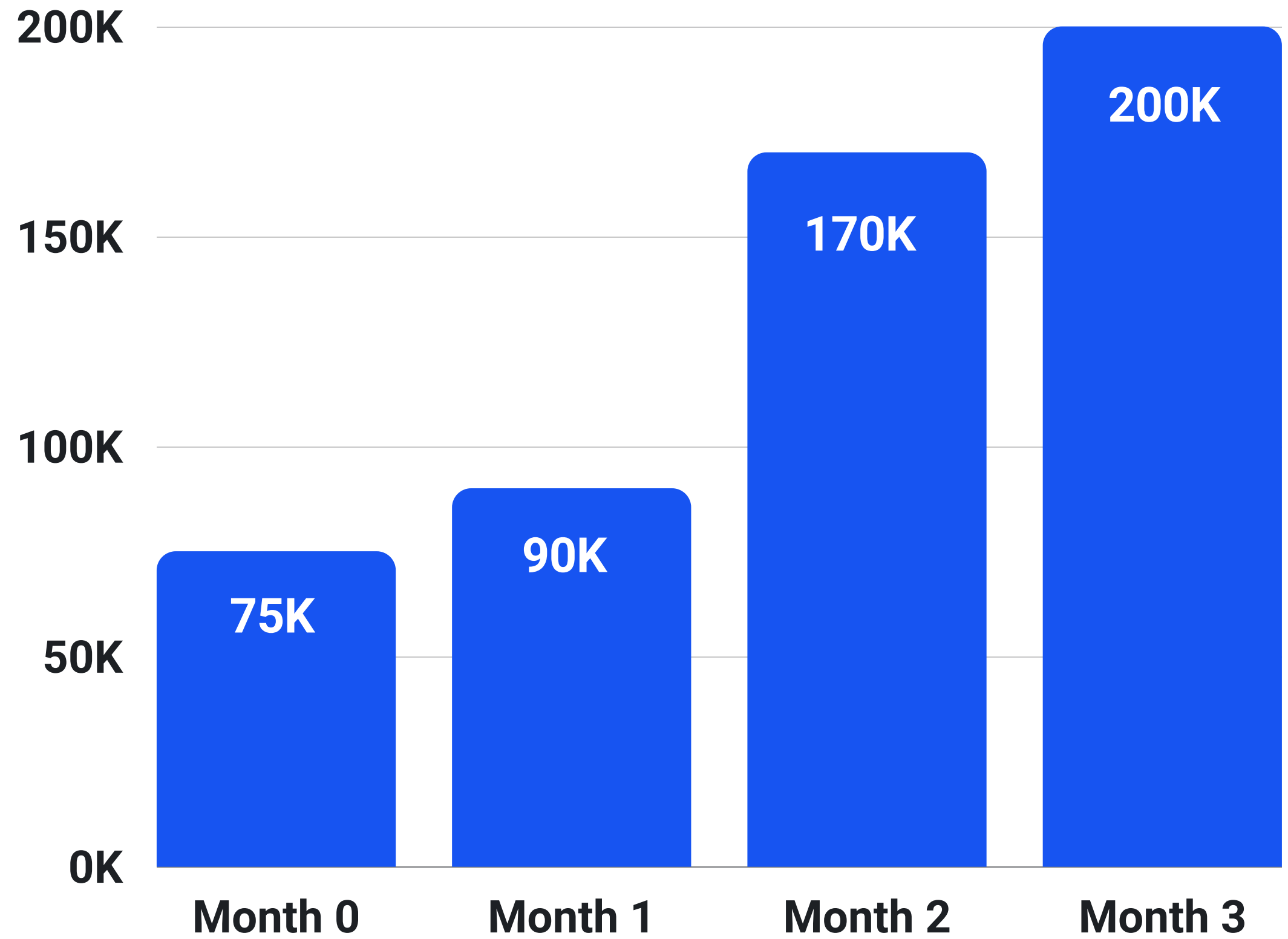
Increase in Conversion Rate



ROAS Surge



Increase in Revenue



Meet the Team



Tarun Singh
Marketing Manager



Neha Gaba
Marketing Specialist



Gourav Verma
Frontend Designer

About Techies

You deserve *more* from your digital team.

Techies elevates your digital presence and productivity for more profit.

We provide: High quality. Quick action. Consistent follow-through.

We value: Transparency. Honesty. Trust.

We don't stop at development. *We are growth catalysts.*

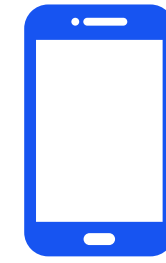
Good enough isn't good enough. Excellence is our standard.

We help you define your vision, exceed your goals, and capitalize on your momentum.

From custom eCommerce development to exponential ROAS,
we deliver results that excite.

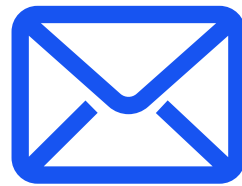
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