PAID SEARCH · BRAND STRATEGY · GOOGLE ADS

ONE MOVE THAT CHANGED *everything about brand performance* ISOLATE YOUR BRANDED TERMS

Branded keywords buried in a general campaign can't be measured, managed, or scaled. Pulling them into their own campaign turned a blind spot into the highest-ROAS asset in the account.

> *"When brand terms share a campaign with non-brand, budget goes wherever Google decides. Isolate them and suddenly you control the lever, and you can see it working."*

BRANDED SEARCH | GOOGLE ADS | SHOPIFY | DTC E-COMMERCE

THE PROBLEM

- **Brand and non-brand in the same campaign.** Two campaigns total: PMax and General Search. Brand keywords competed for budget alongside non-brand.
- **No visibility into brand performance.** With terms blended, there was no way to know what brand was driving, or whether it cannibalized organic traffic.
- **Budget flowed to volume, not intent.** Google pushed spend toward high-impression non-brand queries, starving high-converting brand terms of budget.

THE MOVE

- **Branded-Terms moved to its own Search campaign.** Pure brand terms plus consideration-phase queries like "is it food safe" and "vs mineral oil," all in one owned campaign.
- **Budget capped at 25–30% of total spend.** Protects every high-intent branded query without crowding out non-brand or cannibalizing organic traffic.
- **Negative keywords enforced account-wide.** Brand terms excluded from all non-brand campaigns. Clean segmentation, no cross-campaign bleed.
- **Research-phase targeting as the differentiator.** Capturing people validating before they buy, not just repeat buyers, produced the 71% new-customer rate.

CAMPAIGN RESULTS

4.04×
brand campaign ROAS verified via Shopify

23.89%
CTR on Branded-Terms benchmark: 5–10%

71%
new customers from brand campaign

$0.90
avg CPC on brand terms efficient brand defense

1.74×
efficiency multiplier
28% budget → 49% revenue

+20%
AOV vs account avg
$62 vs $52

BEFORE VS. AFTER

METRIC	BEFORE	AFTER
Campaign structure	Blended	**Isolated**
Brand ROAS visibility	None	**4.04× verified**
Budget control	Google decides	**28.3% capped**
New customer signal	Unknown	**71% new**
Research-phase targeting	None	**Active**
Cannibalization risk	Unmanaged	**Negatives in place**

WHAT THE CLIENT GOT

- *A clear read on what brand equity is worth in paid search*
- *The ability to scale brand spend with a known return*
- *Proof brand acquires new customers, not just repeat buyers*
- *Data to defend the 25–30% brand budget floor*
- *Negatives that keep the rest of the account clean*

THE PRINCIPLE

Isolating branded terms doesn't just clean up your account structure. It gives you a permanent read on what brand equity is worth in paid search. Once you can see it clearly, you can defend it, scale it, and stop leaving money behind.

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