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GOOGLE ADS CASE STUDY

## Turning Around BRL Sports Nutrition: From Unprofitable to Scaled and Profitable

*Marketing and Media Director, Biomedical Research Laboratories • BRL Sports Nutrition • Oct 2023 – Mar 2025*

### THE CHALLENGE

When I took over the Google Ads account for BRL Sports Nutrition in October 2023, the account was actively losing money — spending $2,714 to generate only $2,366 in conversion value, a 0.87x ROAS. Every dollar spent was returning less than a dollar back. The account needed a structural rebuild, not incremental optimization.

### THE APPROACH

— Took over as sole strategist for the BRL Sports Nutrition Google Ads account, inheriting an unprofitable account structure

— Rebuilt account architecture, keyword strategy, and bidding approach from the ground up rather than making surface-level adjustments

— Scaled investment deliberately as the rebuilt campaigns proved profitable, rather than scaling spend into a broken structure

— Improved conversion rate alongside volume and spend — a signal of structural account health, not just increased traffic

### THE RESULTS

| | Monthly Spend | ROAS | Cost / Conv. | Conv. Rate | Monthly Conv. Value |
|---|---|---|---|---|---|
| **Oct 2023** | **$2,715** | **0.87x** | **$96.95** | **1.05%** | **$2,366** |
| **Mar 2025** | **$14,822** | **2.08x** | **$46.32** | **2.58%** | **$30,771** |

### THE OUTCOME

Took the account from unprofitable (0.87x ROAS) to solidly profitable (2.08x ROAS) while scaling monthly spend roughly 5.5x and monthly conversion value approximately 13x. Cost per conversion fell nearly in half, and conversion rate more than doubled — evidence the improvement came from a stronger account structure, not simply increased spend or traffic.