

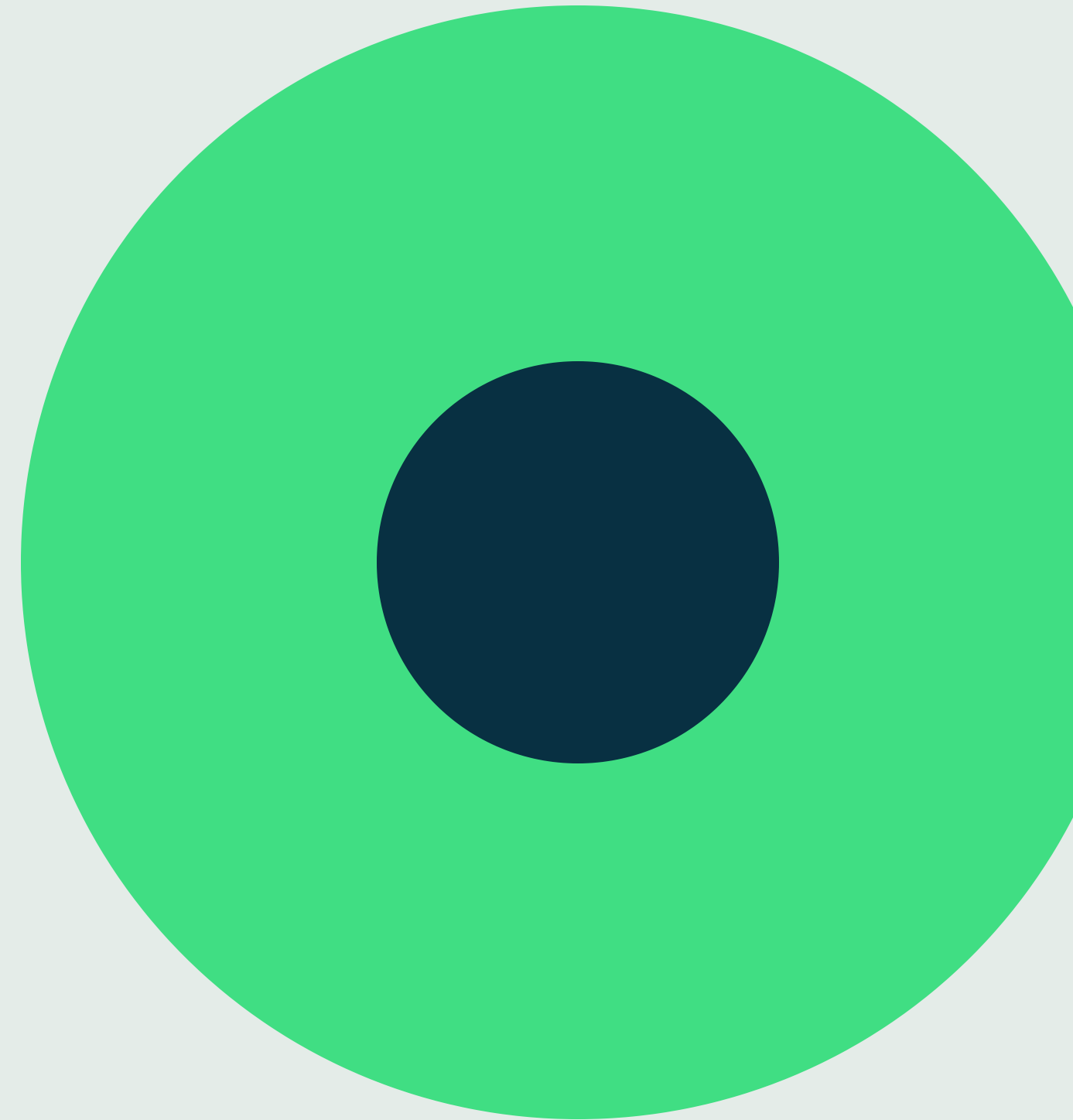
MEET MAGENTO GERMANY • MAINZ • 22.10.2026

Unfuck your Google Ads.

Scale ad spend, revenue & profit at once.



Damian Zielinski · Founder, searchperts

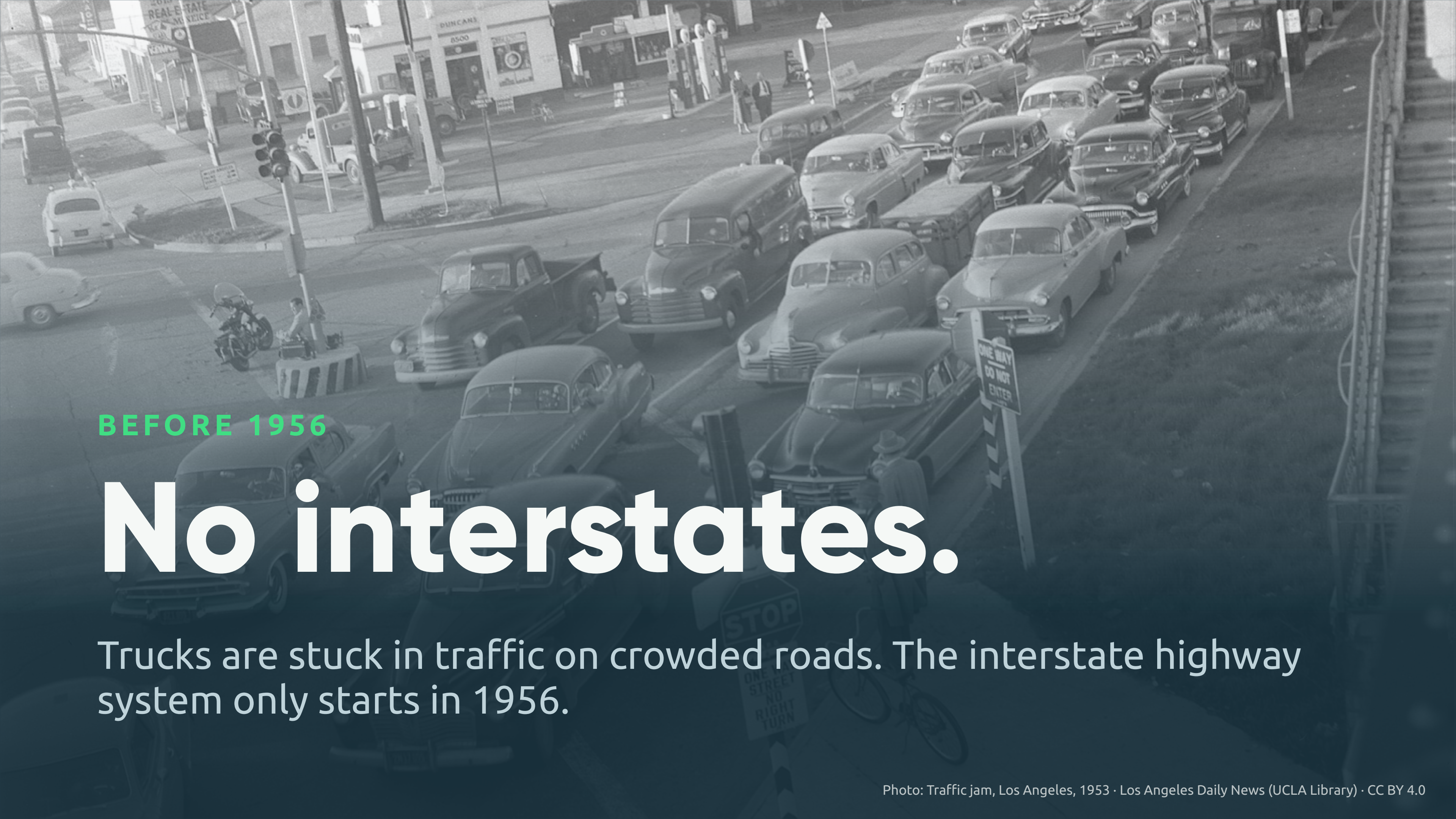




USA • 1950S

Demand is booming.

Post-war America buys more than ever. Every product has to get from the factory to the shelf.



BEFORE 1956

No interstates.

Trucks are stuck in traffic on crowded roads. The interstate highway system only starts in 1956.

A black and white photograph of a busy harbor scene with several large freighters docked at piers. A tall water tower is visible on the left. The ships have various markings, including 'NEW YORK CENTRAL' and 'BOSTON & ALBANY R.R. CUNARD LINE'.

THE WORKHORSE

Long distance means ship.

Along the coast and across the ocean, freighters carry the goods.

HOW EVERYONE TRIED TO CUT COSTS

Bigger. Stronger. Faster.

Bigger

Larger hulls to carry more cargo per trip.

Stronger

More powerful engines, better routes, more ships.

Faster

Record speeds on the Atlantic. 35.59 knots on the SS United States.

All of it happened at sea.

JULY 1952 • SS UNITED STATES

Everybody was building a better ship.

A large ocean liner, the SS United States, is shown from a side profile, sailing on the ocean. The ship has two prominent funnels with dark upper sections and light lower sections. The ship's hull is dark, and the upper decks are visible with many windows and lifeboats. The background is a hazy, overcast sky.

Fastest Atlantic crossing ever: 3 days, 10 hours, 40 minutes. Average speed 35.59 knots. A record that still stands for an ocean liner.



BUT IN PORT

1/2+

of its working life a freighter spent tied up in port, not at sea

up to 1/2

of a voyage's cost was loading and unloading by hand

**The more you ship,
the more it costs.**



**Everybody
optimized the ship.
Nobody looked at the
port.**

MALCOM MCLEAN · 1950S

A trucker, not a ship owner.

In 1953 his trucks were stuck in traffic on crowded coastal highways, and his costs kept rising.

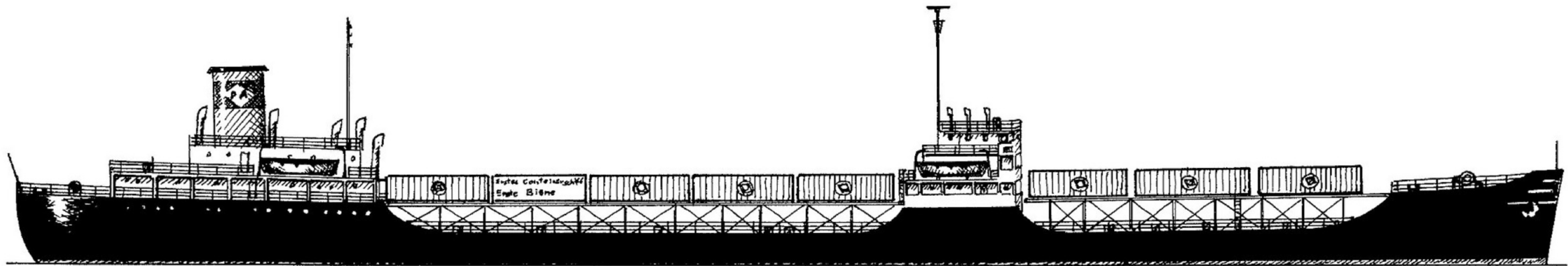
**"What if we never
unpack the cargo at
all?"**



Malcom McLean at Port Elizabeth, mid-1960s · Maersk Line · CC BY-SA 2.0

APRIL 26, 1956 • PORT NEWARK

The Ideal-X: an old tanker with 58 boxes on deck.



He didn't build a new ship. He bought a converted WWII tanker and changed what goes on it.

COST TO LOAD ONE TON OF CARGO • 1956

Loose cargo, by hand

~~\$5.83~~

With the container

\$0.16

-97 %. Same ships. Different scope.

Source: Marc Levinson, The Box (2006): \$5.83 vs. 15.8 cents per ton

TODAY

He didn't build
a better ship.
He changed the
scope.

The container didn't make ships faster. It changed world trade.

OUR VERSION OF THE SHIP

Most of us
optimize the
interface.

Bids

Keywords

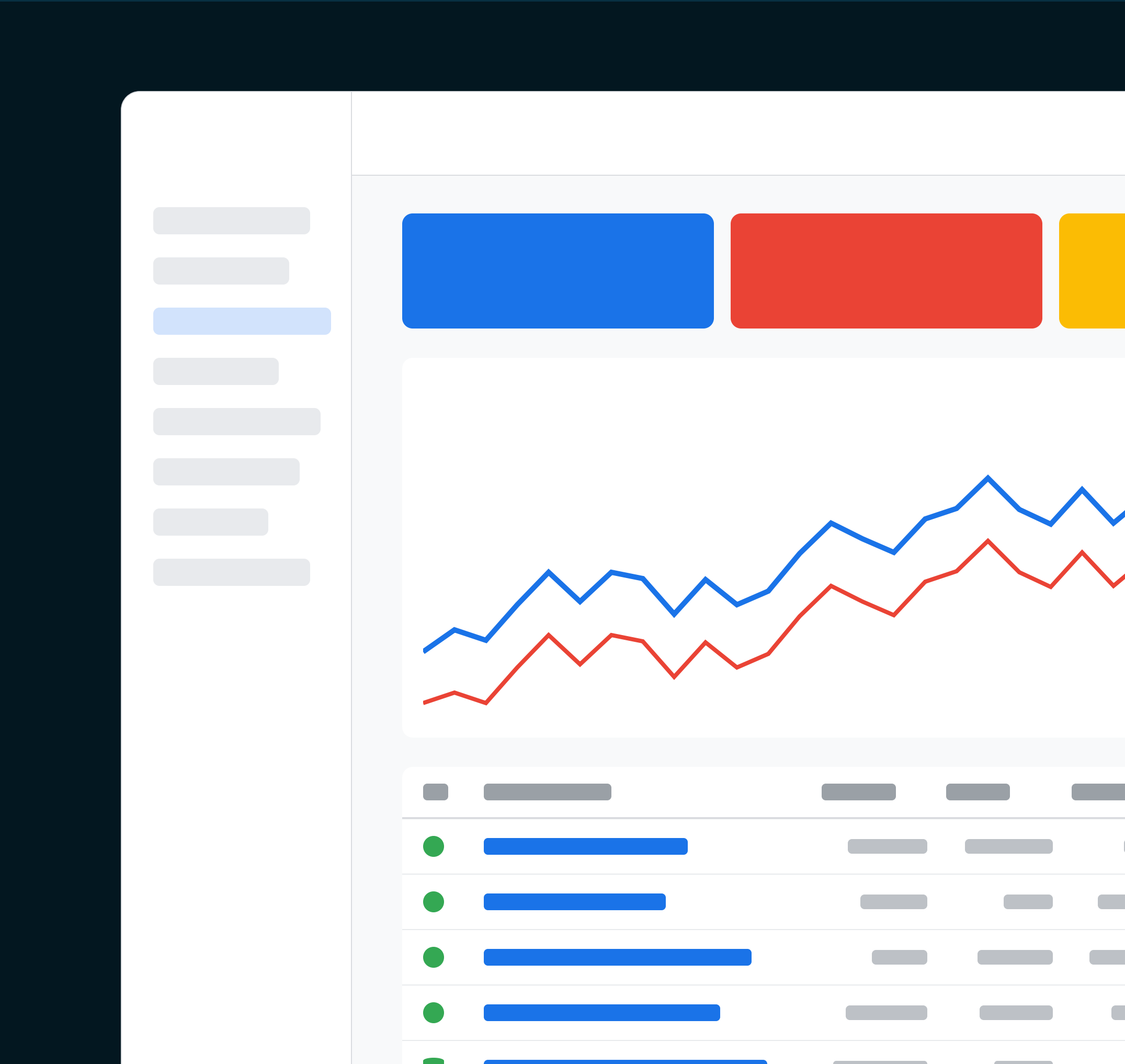
Target ROAS

Campaign structure

Negative keywords

Ad copy tweaks

Growth comes from the
whole system.



CHANGE THE SCOPE

Five layers of growth.

01 Business KPIs

What does a sale actually earn?

CHANGE THE SCOPE

Five layers of growth.

01 Business KPIs

What does a sale actually earn?

02 Measurement

Do we see every sale?

CHANGE THE SCOPE

Five layers of growth.

01 Business KPIs

What does a sale actually earn?

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Do we see every sale?

03 Copy & Creative

What does the customer see and read?

CHANGE THE SCOPE

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04 Traffic

Who do we bring in, and when?

CHANGE THE SCOPE

Five layers of growth.

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What does a sale actually earn?

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Do we see every sale?

03 Copy & Creative

What does the customer see and read?

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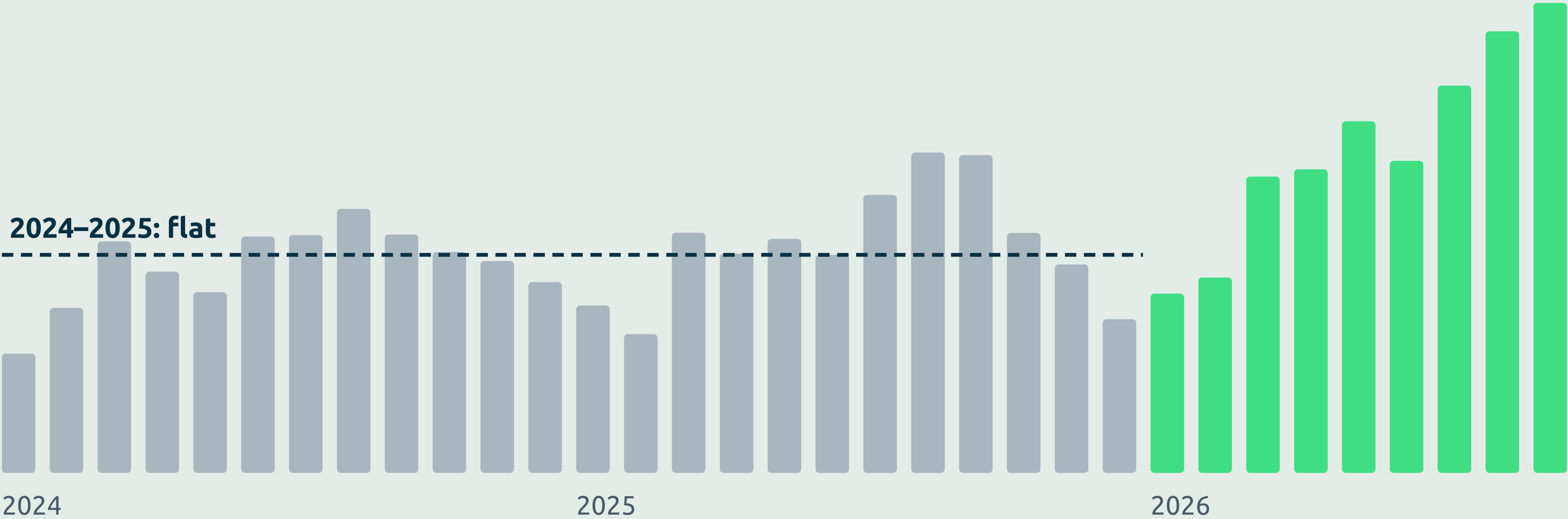
Who do we bring in, and when?

05 Conversion

What happens in the shop?

SHOP REVENUE PER MONTH · JAN 2024 – SEP 2026

Two years stuck at 30k ad spend a month.



MAY 2026 • SHOP REVENUE VS. MAY 2025

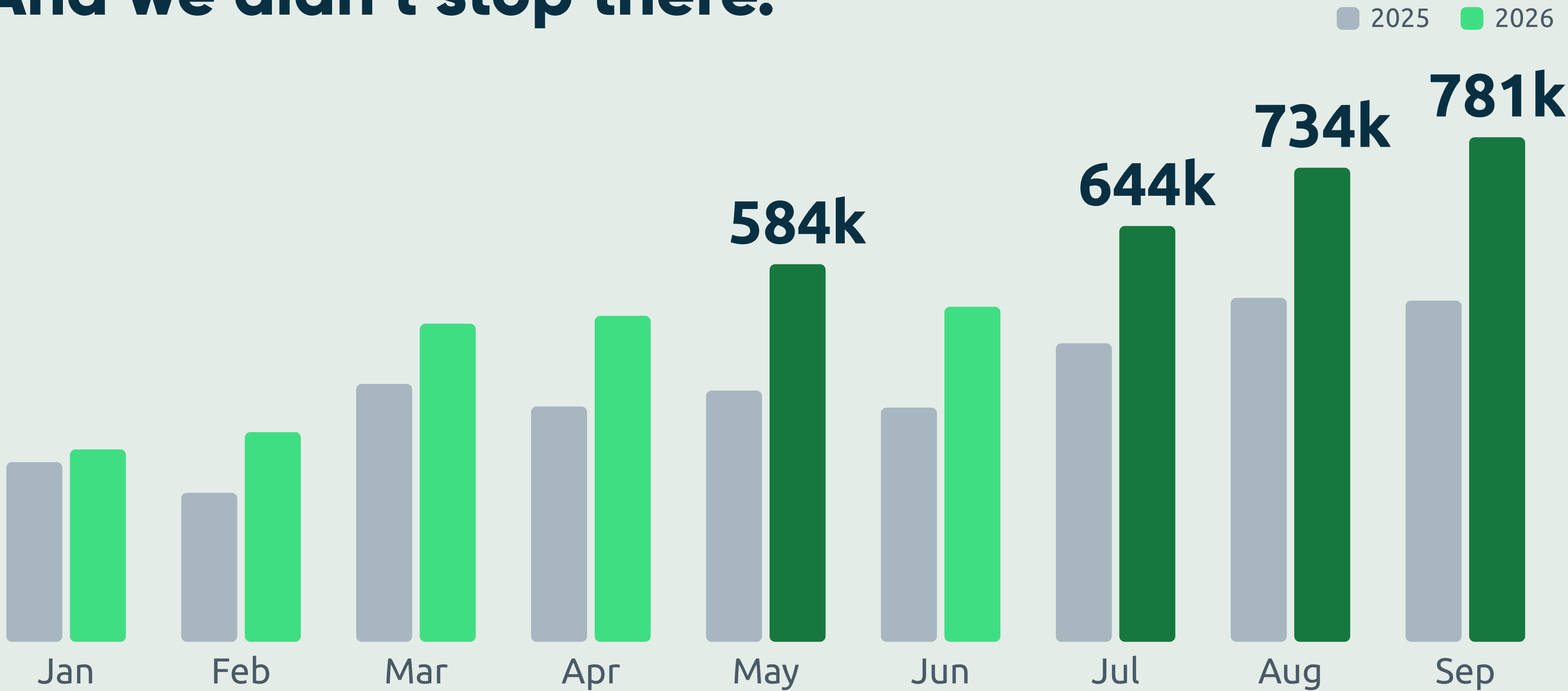
+50 %

584,478 € instead of 388,936 €

new all-time high

THREE MORE ALL-TIME HIGHS · JULY, AUGUST, SEPTEMBER

And we didn't stop there.



EXTRA SHOP REVENUE · 1 JAN – 14 OCT · SHOPIFY

3.77M € → **5.23M €** **(+39 %)**

2025

2026

+1.46M € extra shop revenue

TOTAL ROAS

11.4 → 11.7

shop revenue ÷ ad spend · Jan–Sep 2025 vs. 2026
· up while ad spend grew 34 %

INCREMENTAL TOTAL ROAS

12.74

extra shop revenue per extra € in ads · Jan–Sep
vs. last year

WHO IS TALKING

Damian Zielinski

Founder, searchperts

Google Ads for e-commerce only

99M €

ad spend managed

681M €

conversion value

136

clients



farbenbote[®]
Bewusst kaufen.

 **Zaunglobus**
- Ihr Zaun für die Ewigkeit -

 **DEITERS**

KURT KÖNIG

 **BROMET[®]**

mundus
...wir (f)eben Foto!

 **SCHULSTART.DE**

 **Zunft**

 **velpTEC**

STILORD

 **TRAPEZBLECH
PROFI**
von Baustoffhandel Carstensen • seit 1920

 **TRAPEZBLECH-
ONLINESHOP**
von Baustoffhandel Carstensen • seit 1920

COCOON

SCS
HOLZWERKE

A detailed, sepia-toned photograph of a vintage navigator's chart table. The table is a large, rectangular wooden frame containing a complex network of lines and markings used for navigation. Various instruments are placed on the table, including a large circular compass, a ruler, and several dividers. The background shows a wooden desk with other navigational tools and documents, creating a historical and professional atmosphere.

01 • BUSINESS KPIS

**No ship leaves port
without a destination.**

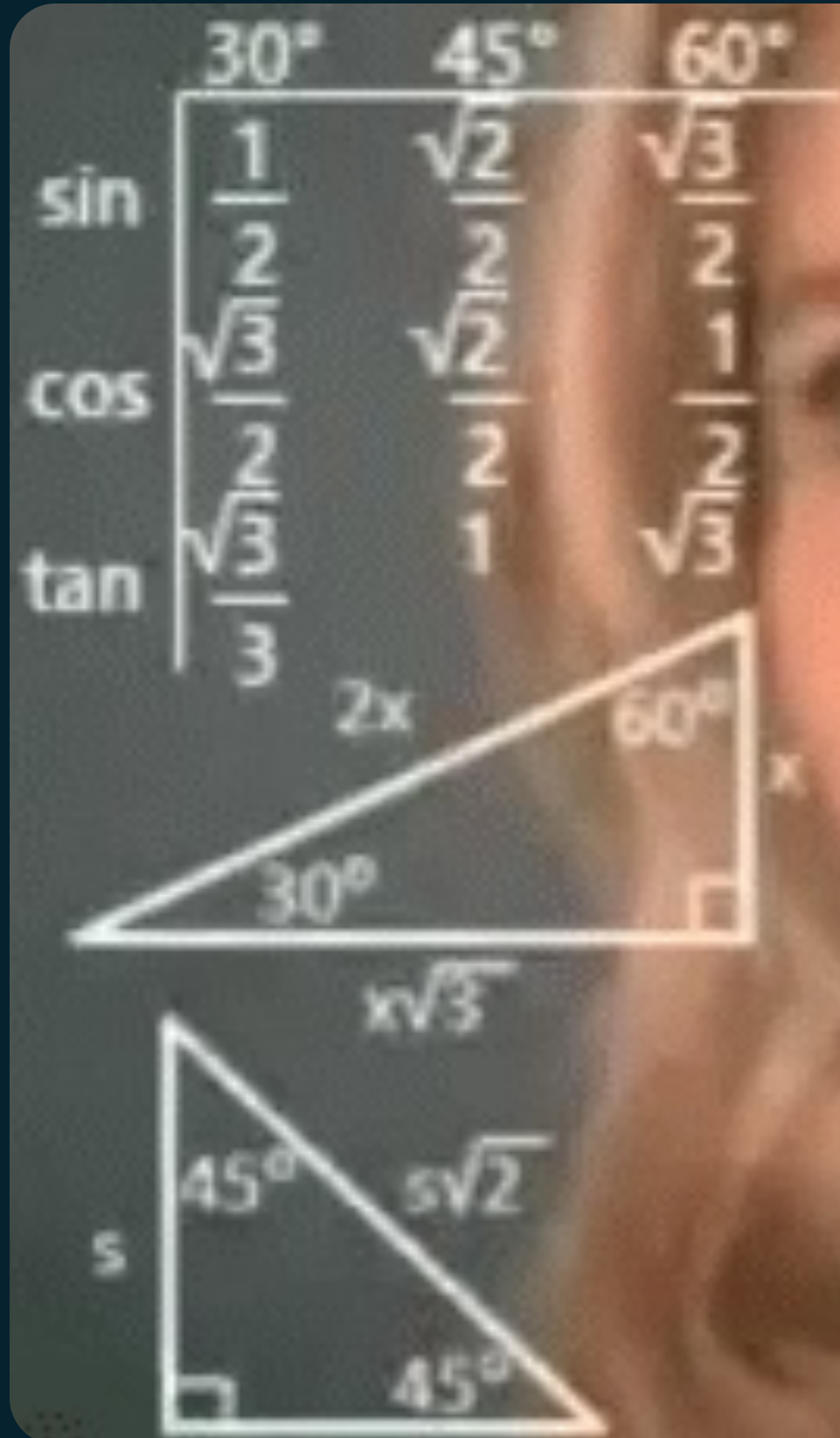
Photo: The navigator's chart table · Smudge 9000 · CC BY-SA 2.0 (Wikimedia Commons)

ABOUT 100 SALES CALLS & AUDITS A YEAR

"So, what's your goal?"

Most common answer:

ROAS 10



"Why 10?"

Most shops don't know their own numbers.

"ROAS 10. Just to be safe."

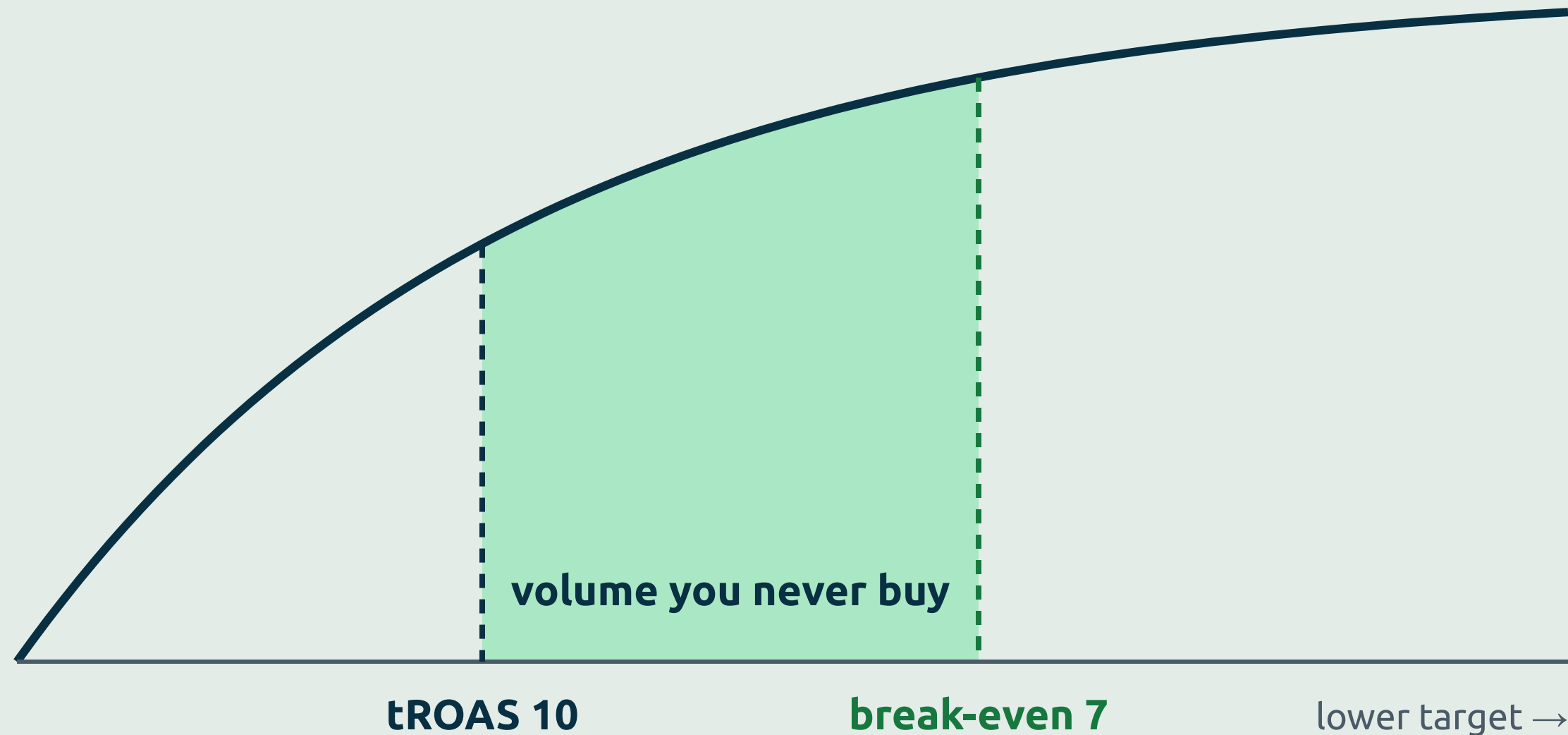
01 • BUSINESS KPIS

ROAS 10 feels safe. It isn't.

If you only need ROAS 7 to make money, a target of 10 tells Google to skip every sale between 7 and 10.

Google hits the target. You just can't scale.

revenue volume ↑



Illustrative

Calculate your break-even ROAS. Properly.

Revenue in Google Ads (incl. VAT)	119.00 €
– VAT	–19.00 €
– Product cost	–60.00 €
– Shipping	–6.00 €
– Payment fees	–2.00 €
– Packaging & handling	–2.00 €
– Returns	–5.00 €
= Contribution before ads	25.00 €

Illustrative example

Break-even ROAS

4.76

= 119 € ÷ 25 €

= tROAS 476 % in Google Ads

At ROAS 4.76, ads cost 25 € per order → 0 € left.



Calculate yours or your client's:
scan for the free calculator

02 • MEASUREMENT

A compass that's
ten degrees off
gets you to the wrong
port. Reliably.

02 • MEASUREMENT

Track every conversion AND lead. Give it a value.



Shop orders

**profit, not
revenue**

ProfitMetrics →
POAS



Contact forms

value per lead

form submit with a
lead value



Emails

**value per
contact**

email clicks + upload
of won deals



Phone calls

value per call

call tracking, call
length as quality
filter

Google can only bid for what it can see and value.

What is a conversion worth to THIS business?

Order in the shop

188 €

average order value

One phone call from a hotel

4,500 €

a typical project inquiry

Calls, contact forms and emails can be worth more than an order.

02 · MEASUREMENT · CALLS

Google only tracks mobile calls in a trustworthy way.

✓ WHAT GOOGLE SEES



A tap on the number on a mobile phone.

Call assets and click-to-call on the website.

✗ WHAT GOOGLE MISSES

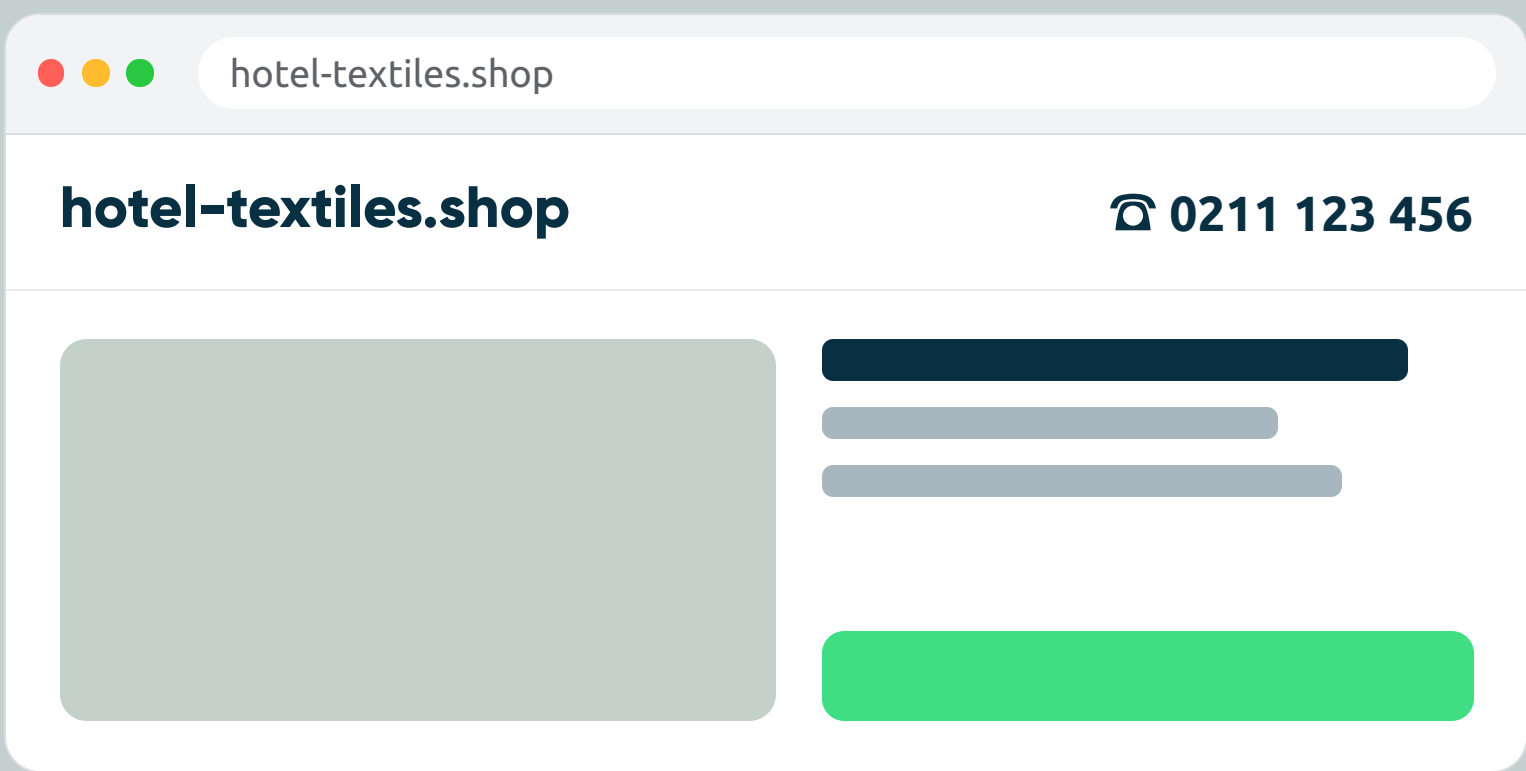


The desktop visitor who types the number into the office phone.

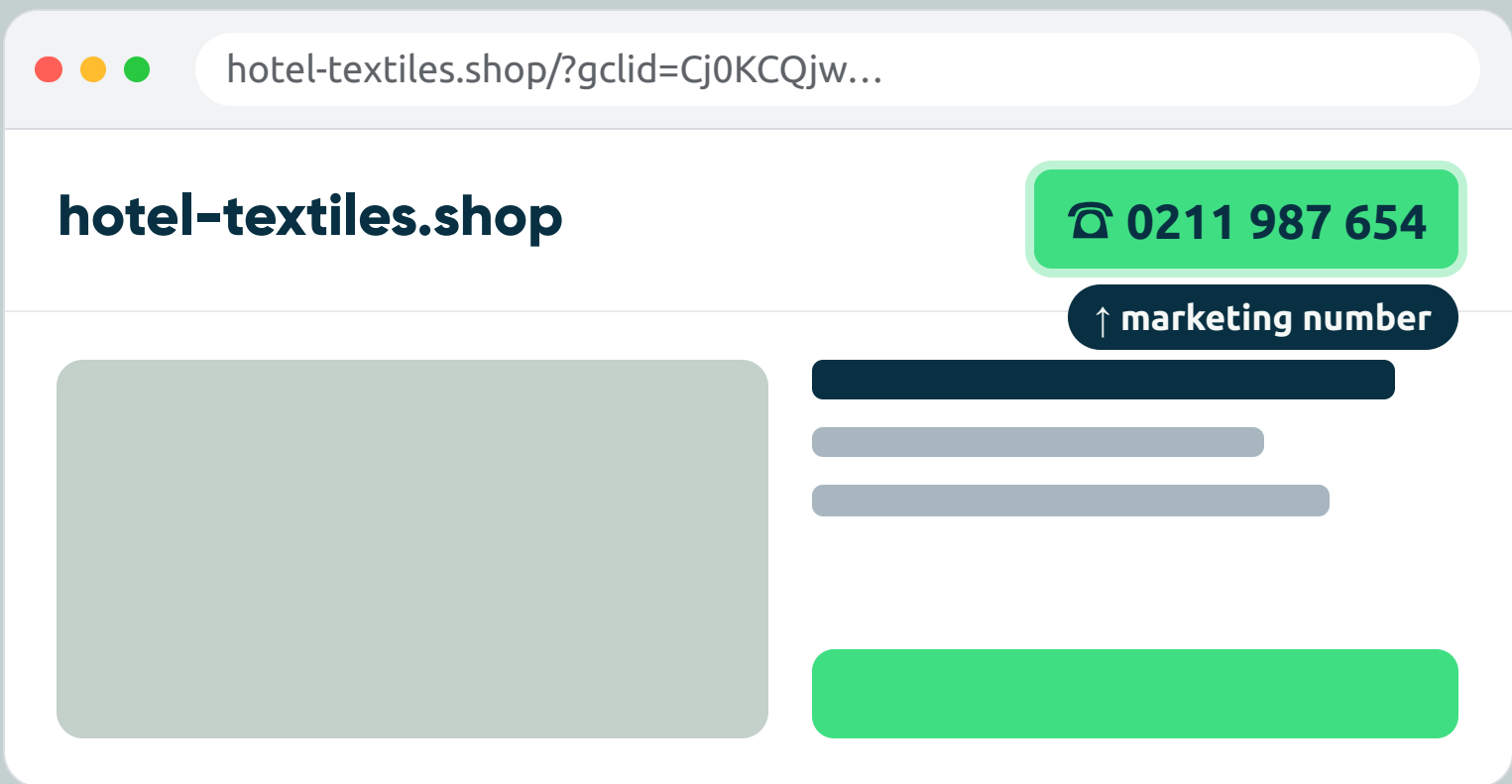
Typical in B2B: the buyer researches at the desk and calls from the office phone.

Every call, matched to the click and the keyword.

Visitor from organic / direct



Visitor from Google Ads





Call
Customer calls the marketing number.





Click
Matched to the visitor's ad click (GCLID).





Conversion
The call becomes a conversion, with value.

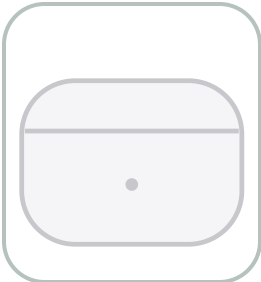




Google Ads
Uploaded: bids go up for keywords that bring calls.

Which product gets the budget?

	iPhone
Price	1,000 €
Units sold	10
Revenue	10,000 €
Ad spend	1,000 €
ROAS	10.0

	AirPods
Price	140 €
Units sold	50
Revenue	7,000 €
Ad spend	1,000 €
ROAS	7.0

Illustrative example · margins invented for the comparison

02 · MEASUREMENT · FROM REVENUE TO PROFIT

Five data points in. Profit out.

WE ADD

Purchase prices

cost of goods per product

Shipping costs

per order

Packaging & handling

boxes, filling material, picking

Payment fees

PayPal, card, invoice

Returns

share of revenue that comes back

every
order



WE GET

Gross profit

what an order really earns

Gross profit after ad spend

what is left after Google Ads

POAS

profit on ad spend: $\text{gross profit} \div \text{ad spend}$

Why ROAS lies.



iPhone

Price	1,000 €
Units sold	10
Revenue	10,000 €
Ad spend	1,000 €
ROAS	10.0
Margin	15 %
Gross profit	1,500 €
Profit after ads	500 €
POAS	1.5



AirPods

Price	140 €
Units sold	50
Revenue	7,000 €
Ad spend	1,000 €
ROAS	7.0
Margin	40 %
Gross profit	2,800 €
Profit after ads	1,800 €
POAS	2.8

Three new columns change every budget decision.

CAMPAIGN	COST	CONV. VALUE	ROAS	GROSS PROFIT	PROFIT AFTER AD SPEND	POAS
PMax · Bestsellers	10,000 €	100,000 €	10.0	15,000 €	5,000 €	1.5
PMax · Premium range	8,000 €	56,000 €	7.0	22,400 €	14,400 €	2.8
Search · Generic	5,000 €	30,000 €	6.0	6,000 €	1,000 €	1.2
Search · Brand	2,000 €	40,000 €	20.0	8,000 €	6,000 €	4.0

Highest ROAS ≠ highest profit.

Illustrative numbers

**Outspend
your competition.**



03 · COPY &
CREATIVE ·
UPPER FUNNEL ·
WORKWEAR
SHOP

**Three AI
images.
One
video ad.**

We turned these
images into a video
with AI. No photo
shoot, no film crew.

 **Sound**

03 · COPY & CREATIVE · UPPER FUNNEL · WORKWEAR SHOP · RESULTS

Made with AI. Live in the account.



7.26
%

click-through rate

35,419
impressions

2,572
clicks

03 · COPY & CREATIVE · SEARCH ADS

Most ads:
one keyword,
fifteen times.

No pins. Google shuffles the lines at random. What the customer reads is luck.

OLD AD · 15 HEADLINES	
Schulbedarf bei schulstart.de	no pin
Schulbedarf bestellen	no pin
Auch per Smartphone einkaufen	no pin
Günstiger & schneller Versand	no pin
Schulsachen bequem von zuhause	no pin
Einfach, schnell und sicher	no pin
Alles aus einer Hand zu Ihnen	no pin
{KeyWord: Schulbedarf} bei schulstart.de	no pin
Mehr als 80 Marken verfügbar	no pin
Versand: Schnell & versichert	no pin
Schulzeug online kaufen	no pin
Schulmaterial bestellen	no pin
Schulsachen bei schulstart.de	no pin
Schulbedarf Online Shop	no pin
Schulbedarf Online Kaufen	no pin

Every position has one job. We pin all of them.

Position 1

3 headlines

The search

Keyword or product: "yes, this is what I'm looking for."

Schulbedarf online kaufen

Schulbedarf günstig bestellen

Schulbedarf für Ihre Kids

Position 2

9 headlines

Features & benefits

Why this shop: speed, range, proof, numbers.

DHL-Versand in 1-3 Werktagen

Schulliste hochladen & kaufen

100.000+ Kinder ausgestattet

Schreibwaren, Hefte & Ordner

Stressfrei Schulzettel abhaken

Alles für's nächste Schuljahr

Alles aus einer Hand

Alles was Sie brauchen

Mit klarem Plan einkaufen

Position 3

3 headlines

The next step

Call to action or service.

Jetzt bequem online bestellen

Ganz einfach bei schulstart.de

Jetzt schulstart.de entdecken

Descriptions too: line 1 = product & benefit, line 2 = service, proof & call to action.

03 · COPY & CREATIVE · SAME AD GROUP, SAME WEEKS

Click-through rate: +70 %.

Old ad · keywords, no pins

Gesponsert · www.schulstart.de

Schulbedarf bei schulstart.de | Schulbedarf
bestellen | Schulbedarf Online Shop

Große Auswahl zum ganzen Schulbedarf – jetzt Online-Shop
besuchen und stöbern!

7.62 %

CTR · 1,269 clicks / 16,646 impressions

New ad · one job per position

Gesponsert · www.schulstart.de

Schulbedarf online kaufen | DHL-Versand in
1-3 Werktagen | Jetzt bequem online
bestellen

Schulliste hochladen, empfohlene Produkte wählen und
bestellen. Versand in 1-3 Werktagen.

12.96 %

CTR · 3,387 clicks / 26,138 impressions

School supplies shop · both ads live in parallel, 01.07.–17.10.2026 · Google Ads API

04 • TRAFFIC

Eugene Schwartz

Breakthrough Advertising, 1966.
One of the grandfathers of
marketing.

**He gave us the five stages
of awareness.**

**BREAKTHROUGH
ADVERTISING**

EUGENE M. SCHWARTZ



FOREWORD BY MARTIN EDELSTON
AFTERWORD BY BRIAN KURTZ

04 · TRAFFIC · FIVE STAGES OF AWARENESS

Unaware

“My facade looks a bit grey.”

Problem-aware

“Why is my facade turning green?”

Solution-aware

“self-cleaning facade paint”

Brand-aware

“Sto Lotusan”

Product-aware

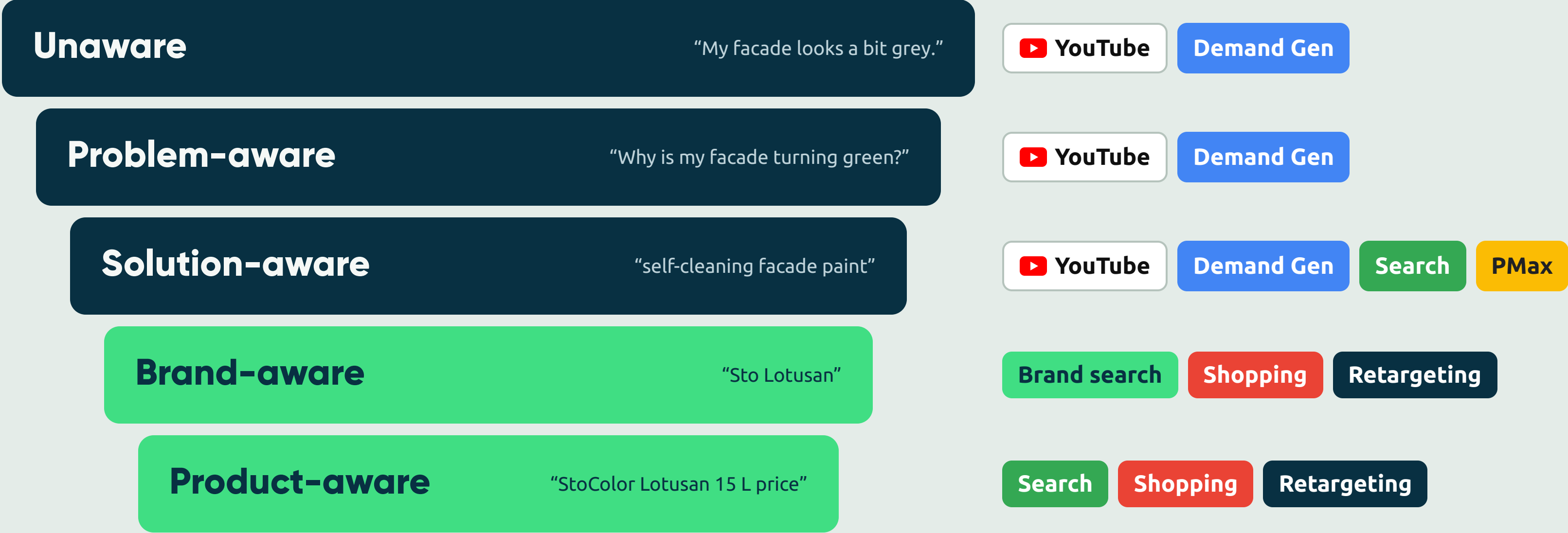
“StoColor Lotusan 15 L price”

90 %

**of Google Ads
accounts only fish in
the bottom two stages.**

Brand search, Shopping, product keywords. For years that was all Google could do. The top of the funnel belonged to Meta.

Every stage has its campaign type.



04 · TRAFFIC

Warm up in the off-season. Harvest in the peak.

OFF-SEASON · WARM UP

Be there while people research.

🕒 ChatGPT

🕒 ChatGPT Ads

✦ AI search

📺 YouTube

Demand Gen

Email

PEAK SEASON · HARVEST

Harvest a warm audience when they buy.

Search

Shopping

Performance Max

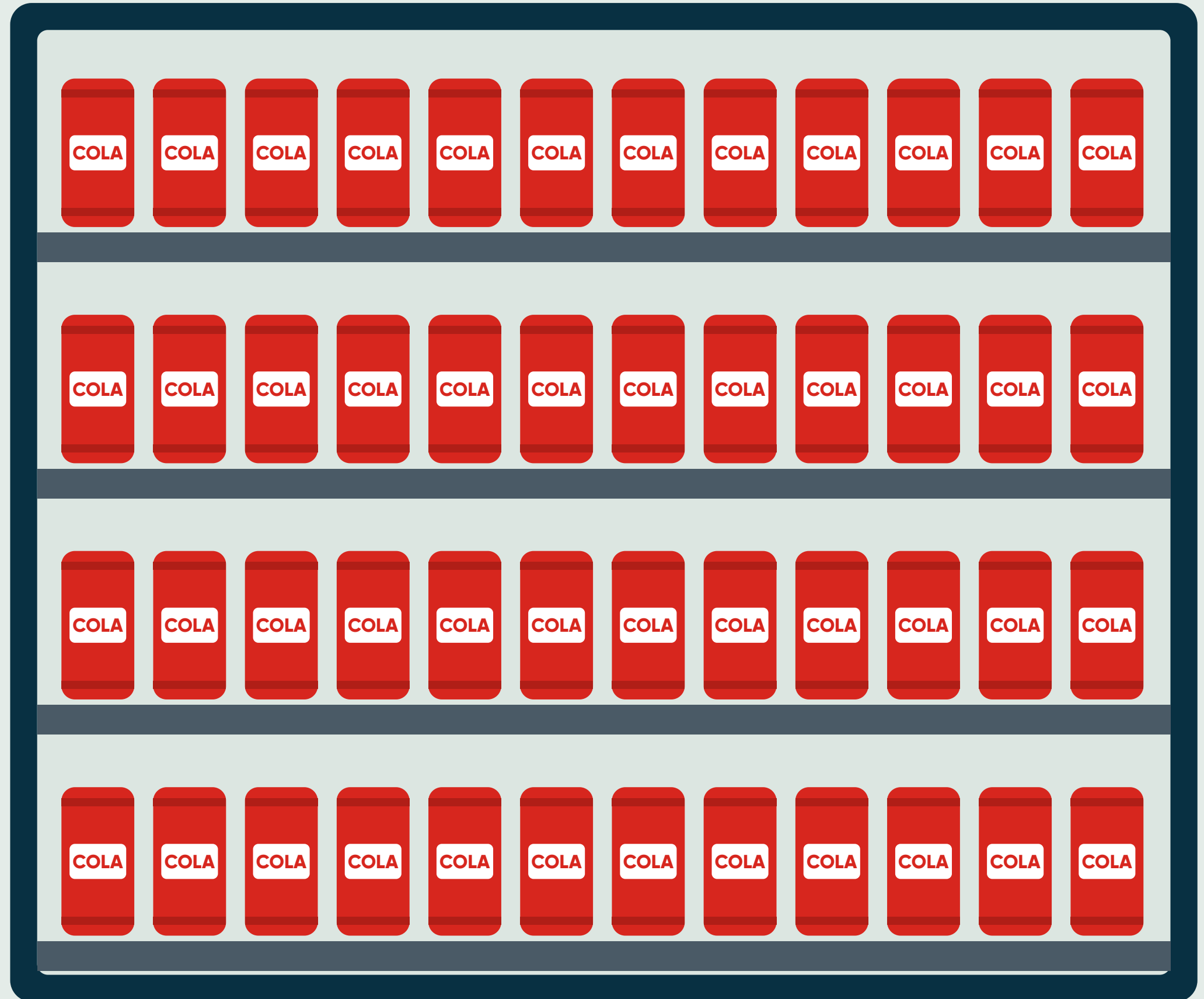
📊 Microsoft Ads (Bing)

04 • TRAFFIC • PICTURE A SUPERMARKET

**One day,
only
cola sold.**

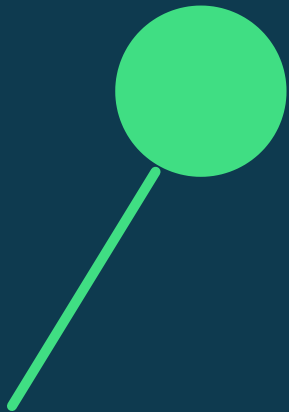
So the manager clears the
shelf and stocks nothing
but cola.

**One snapshot.
Not reality.**



04 · TRAFFIC · ZOMBIE PRODUCTS

Your catalogue
every product in your shop



1–5 %
of products actually shown

**Google shows
only 1–5 % of
your products.
The rest is
invisible.**

The incubator pays off.

Google Ads revenue from
“zombie” products

186k €

own campaign for
products that got no
traffic

ROAS

8.1

account average
6.8

Share of Google Ads
revenue

6.5 %

186k € of 2.85M €
Google Ads revenue



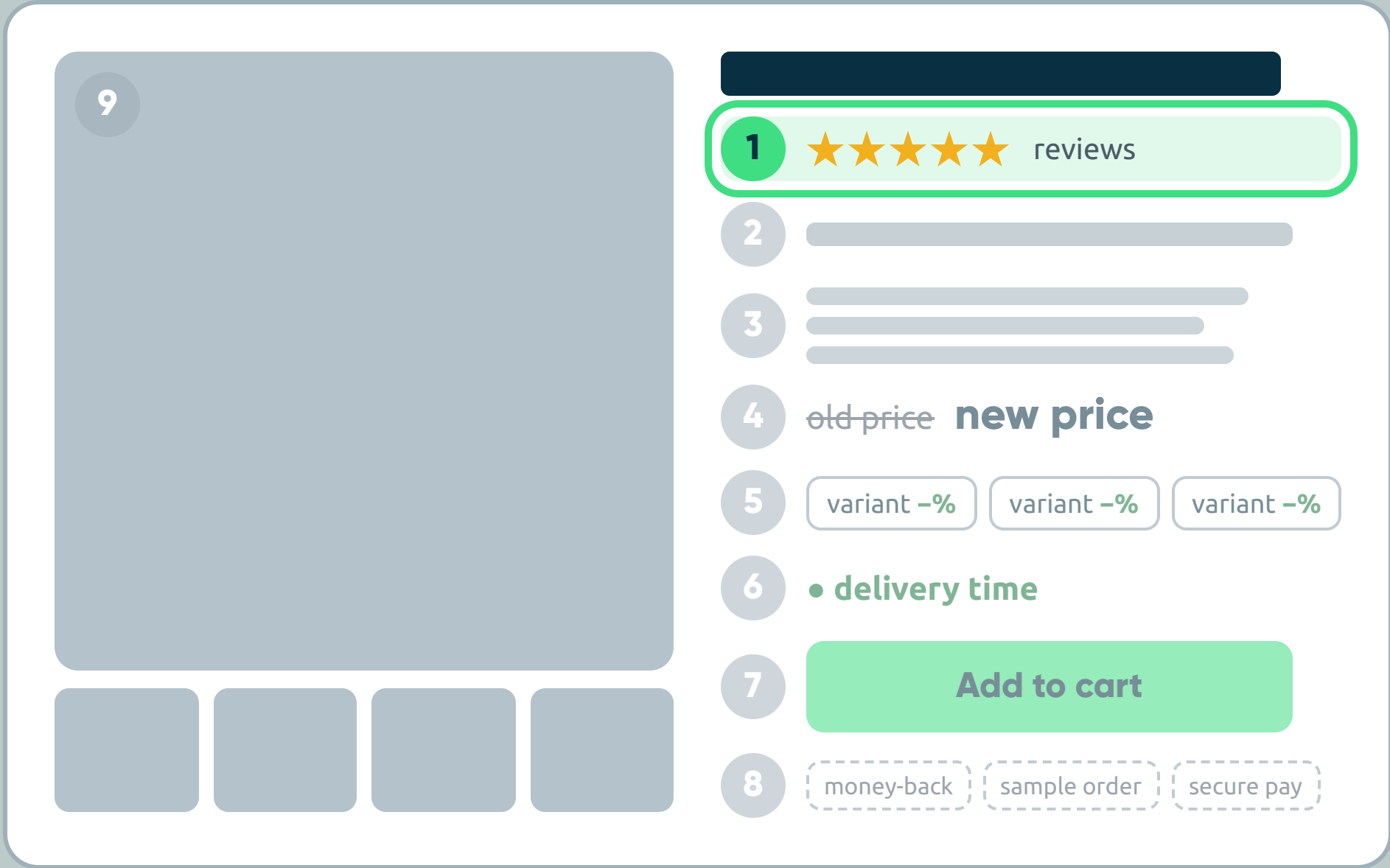
05 • CONVERSION

Remember the port?
Your shop is the port.

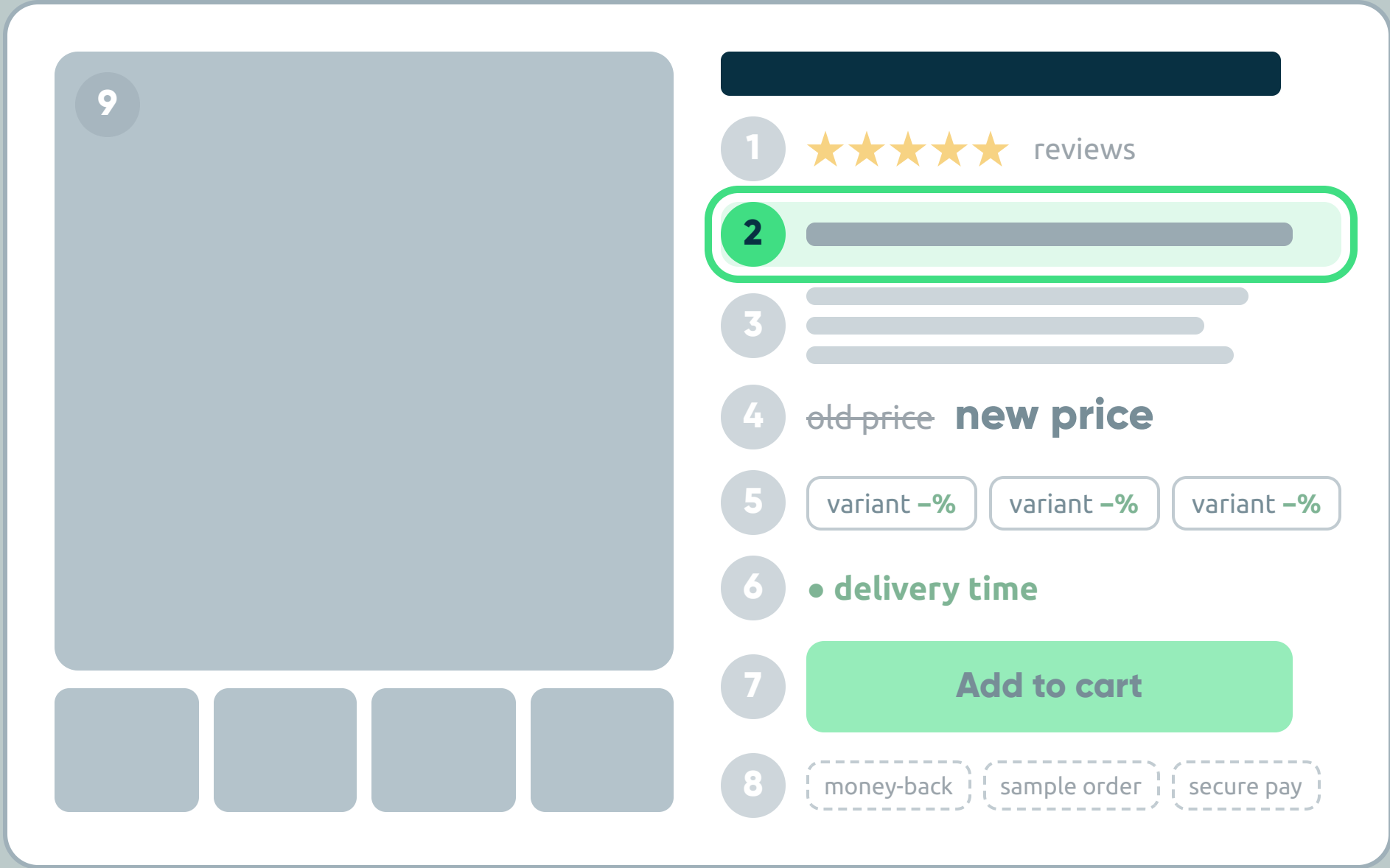
Photo: Dockworkers unloading sacks of grain, Rotterdam, around 1900 · Stadsarchief Rotterdam · public domain

The buy box, above the fold.

1 Stars right under the title

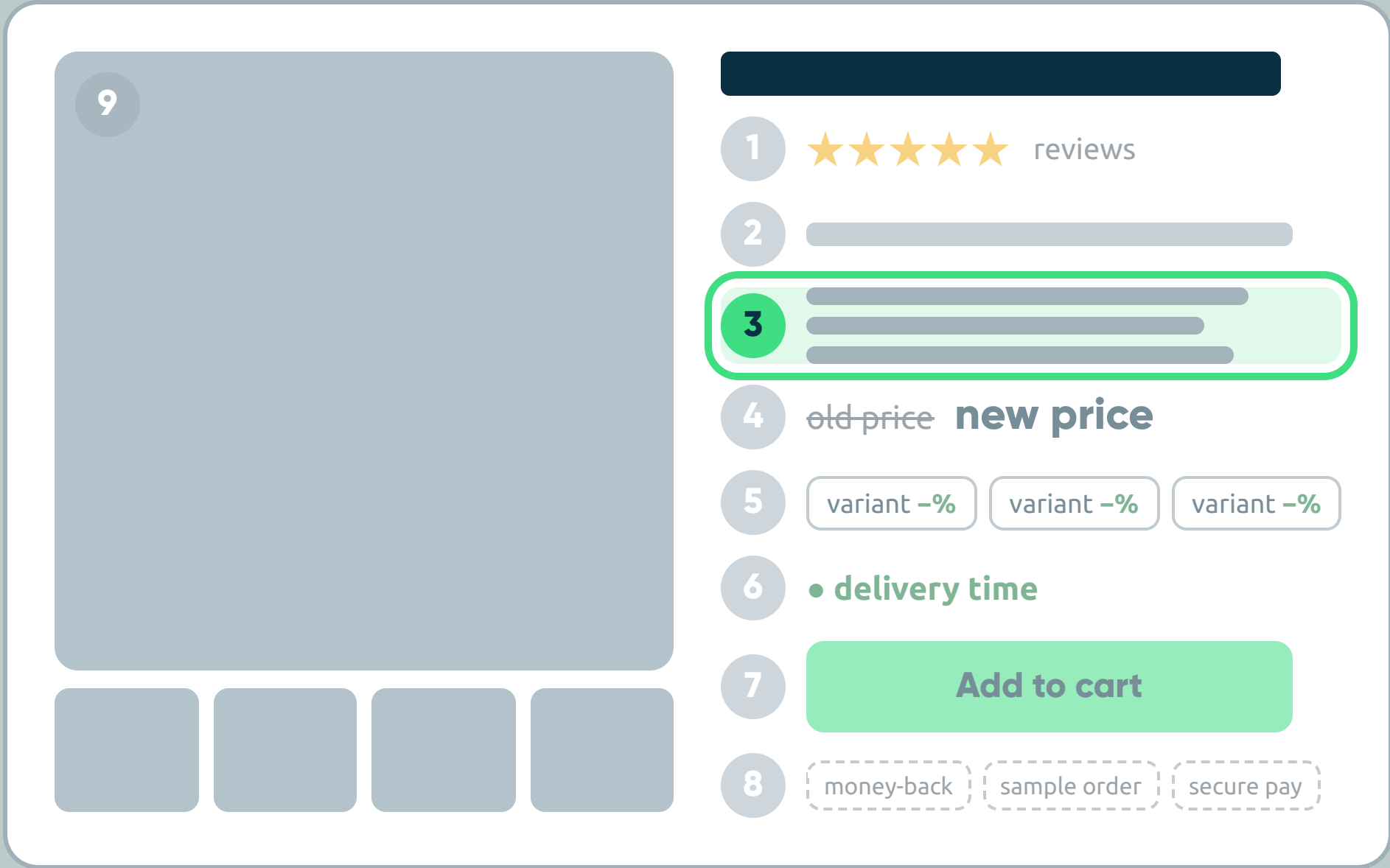


The buy box, above the fold.



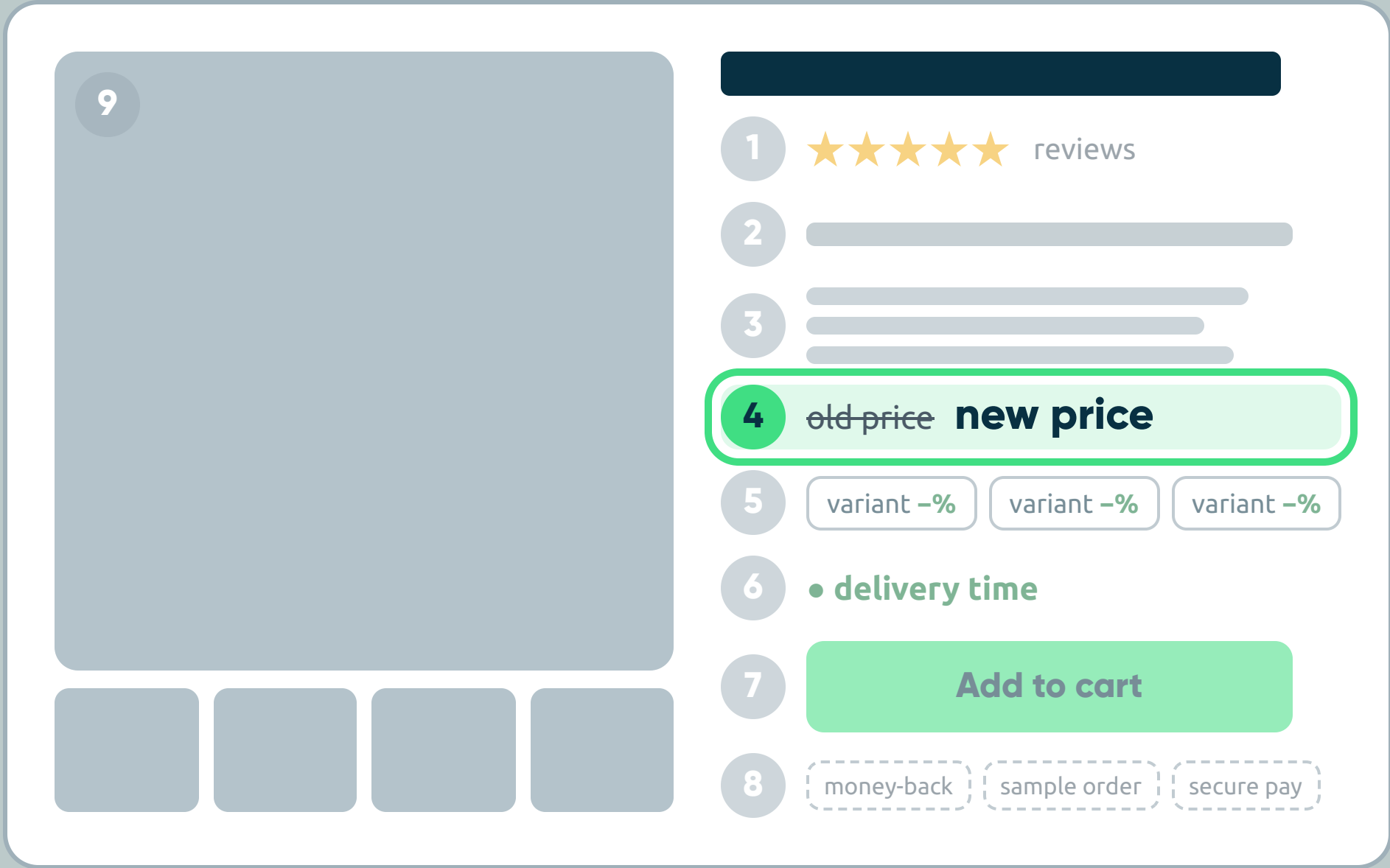
- 1 Stars right under the title
- 2 A subheadline that sells

The buy box, above the fold.



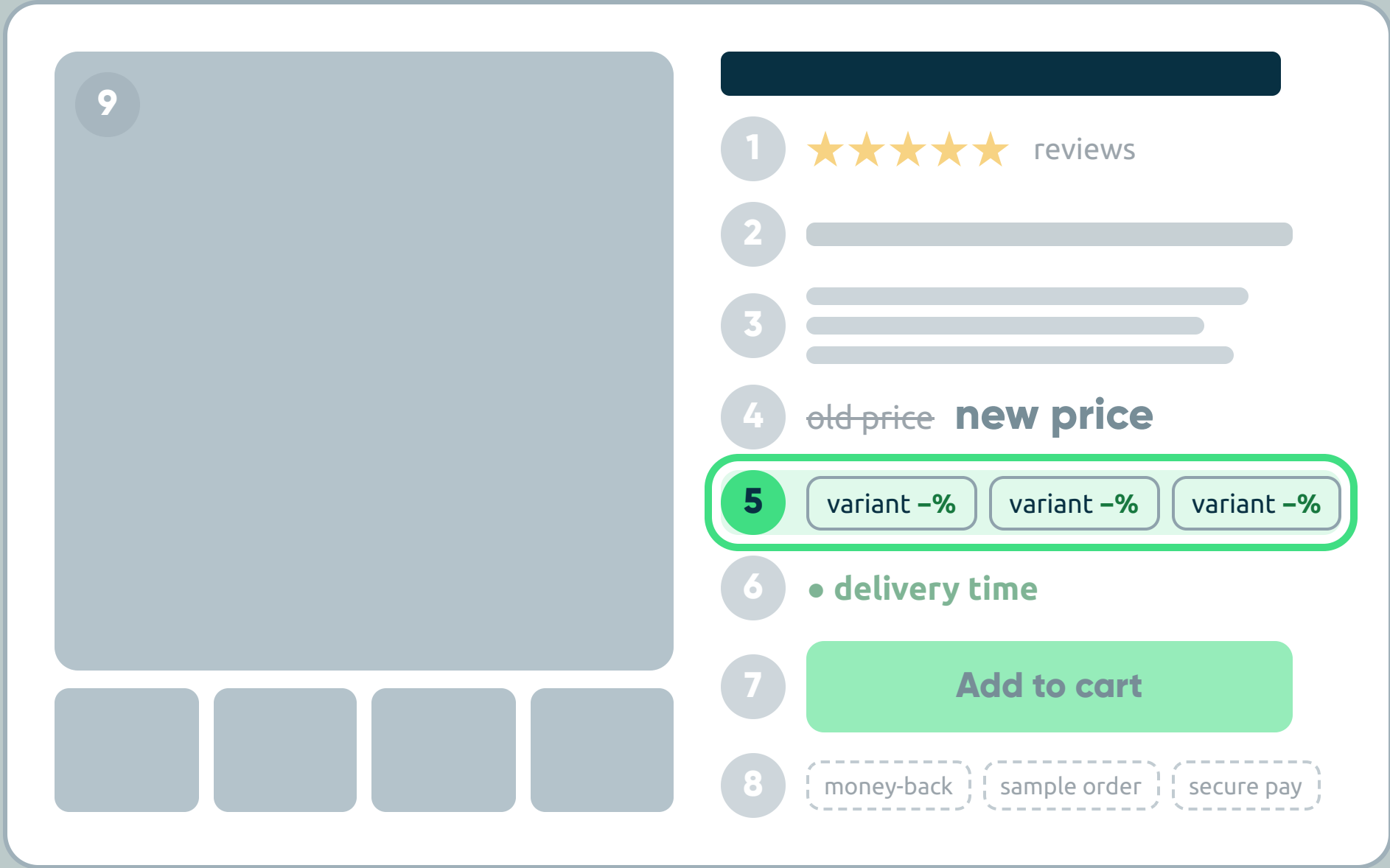
- 1 Stars right under the title
- 2 A subheadline that sells
- 3 Bullet points above the fold

The buy box, above the fold.



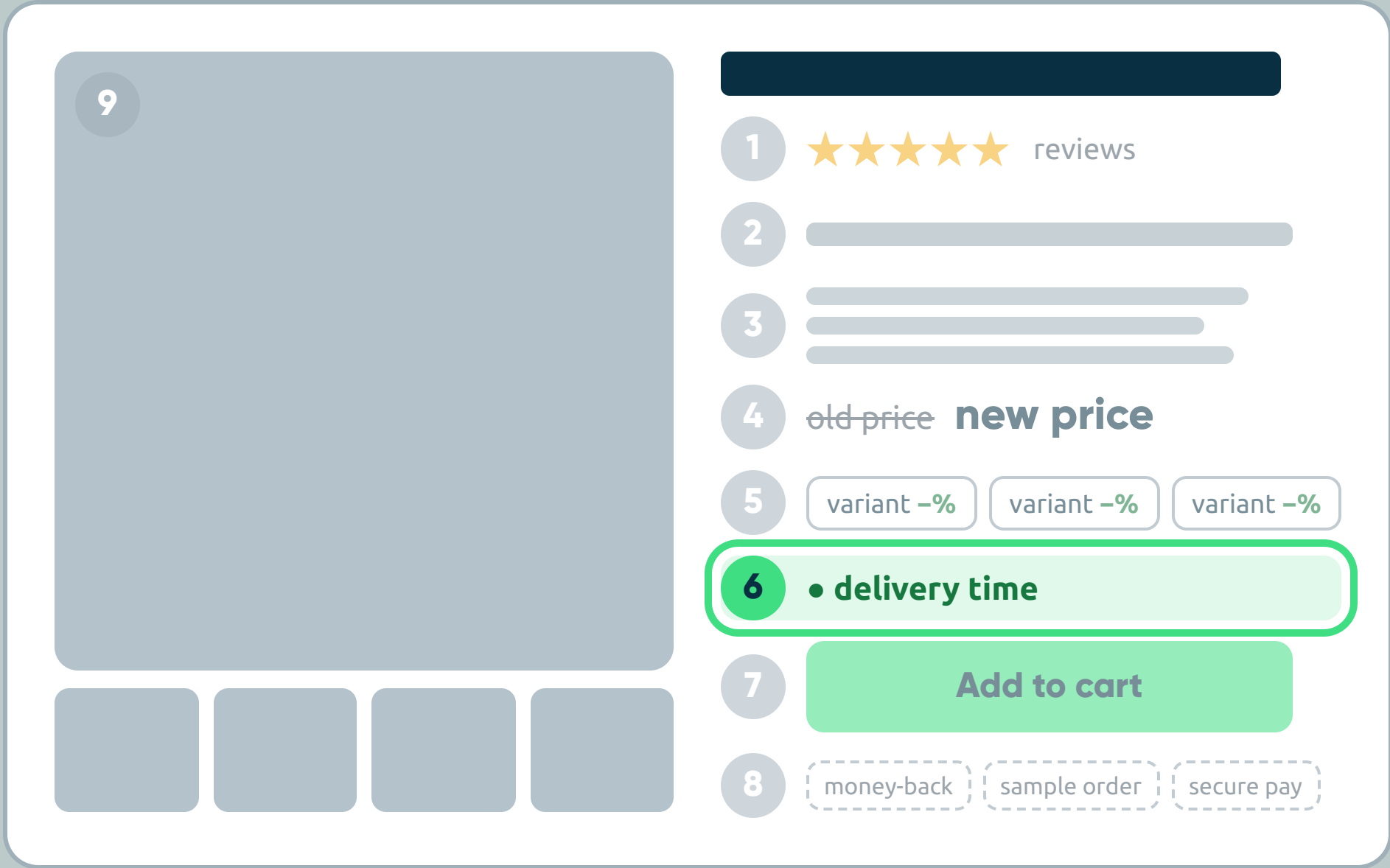
- 1 Stars right under the title
- 2 A subheadline that sells
- 3 Bullet points above the fold
- 4 **Strike-through price**

The buy box, above the fold.



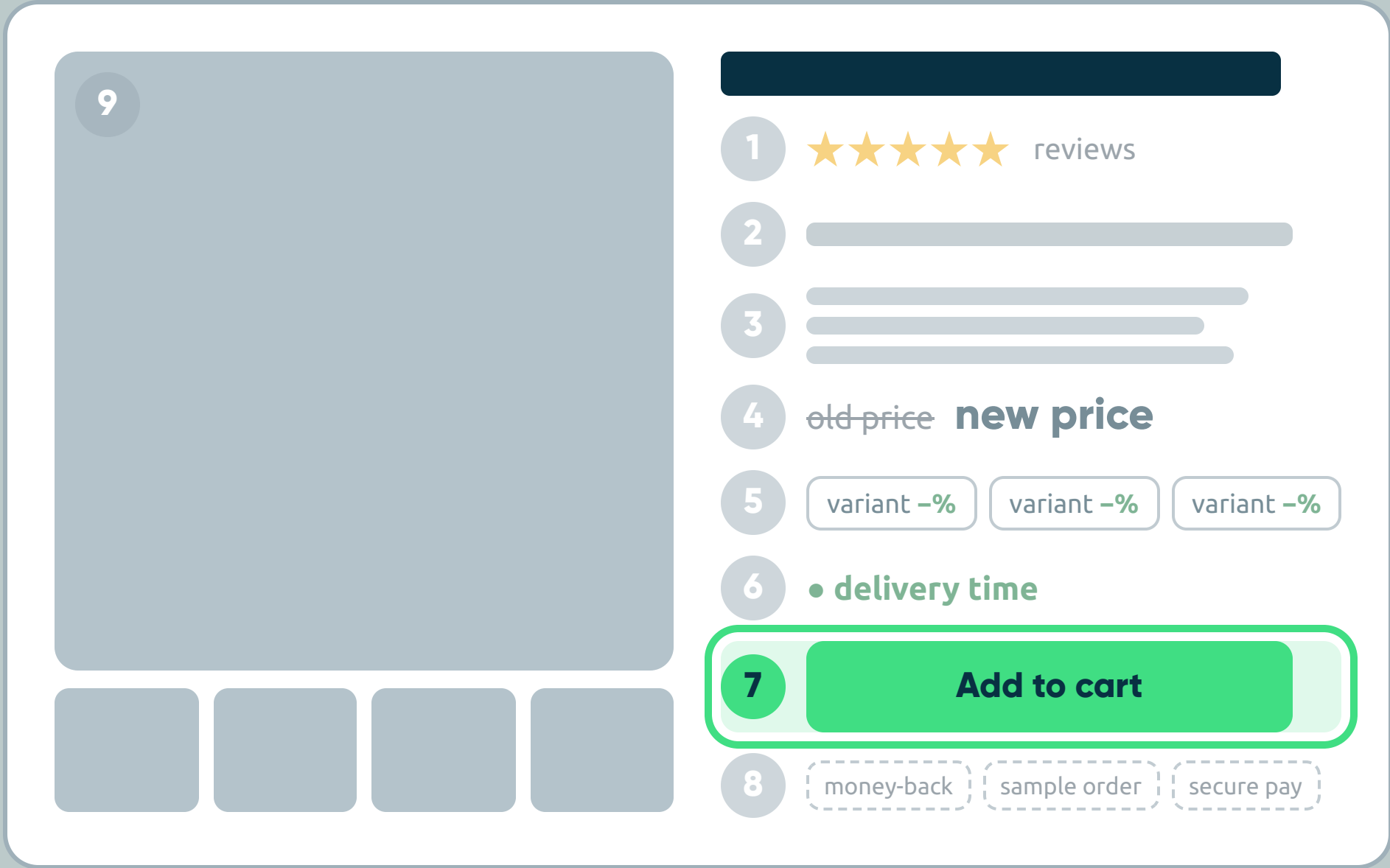
- 1 Stars right under the title
- 2 A subheadline that sells
- 3 Bullet points above the fold
- 4 Strike-through price
- 5 Swatches show the discount

The buy box, above the fold.



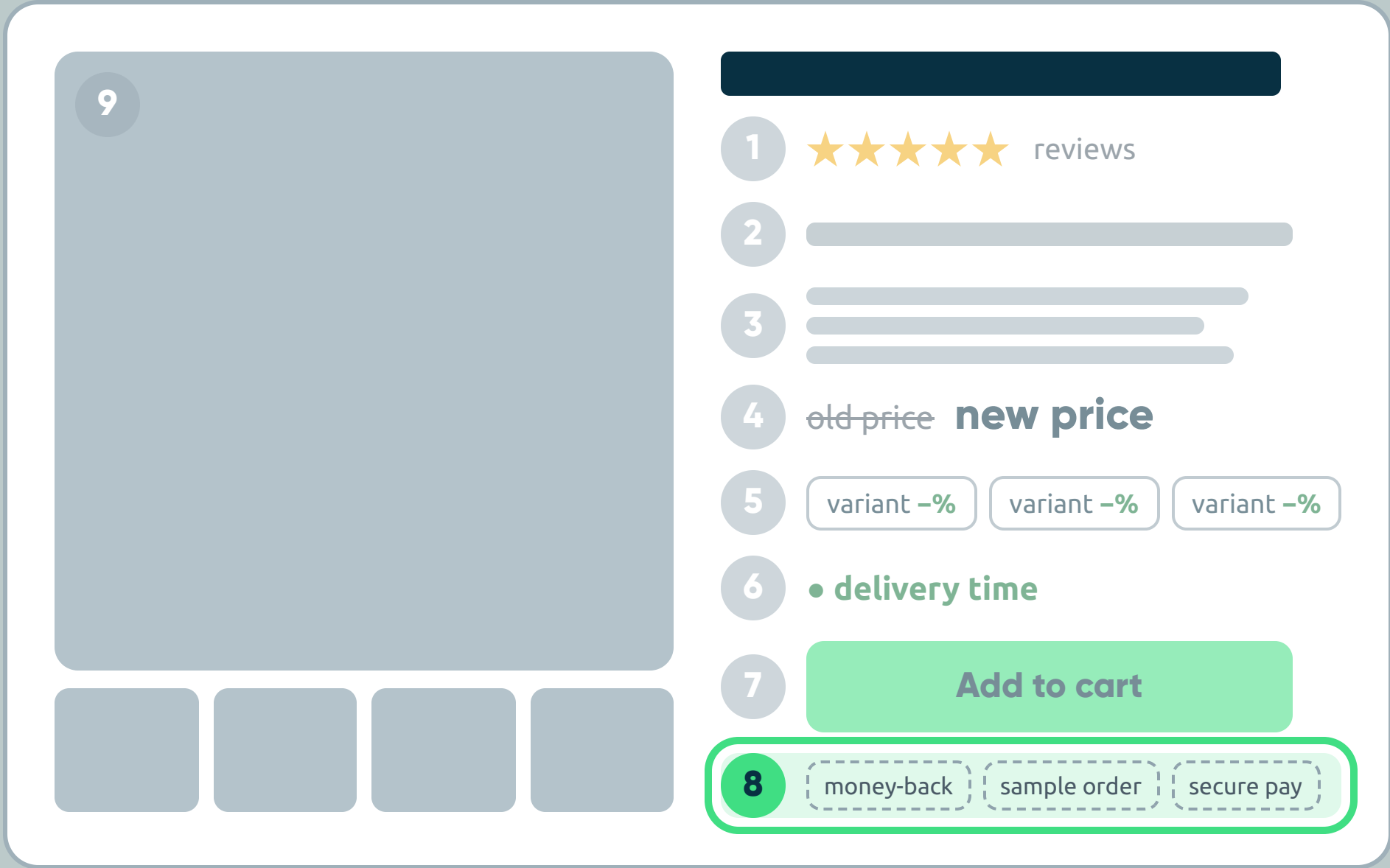
- 1 Stars right under the title
- 2 A subheadline that sells
- 3 Bullet points above the fold
- 4 Strike-through price
- 5 Swatches show the discount
- 6 **Delivery time visible**

The buy box, above the fold.



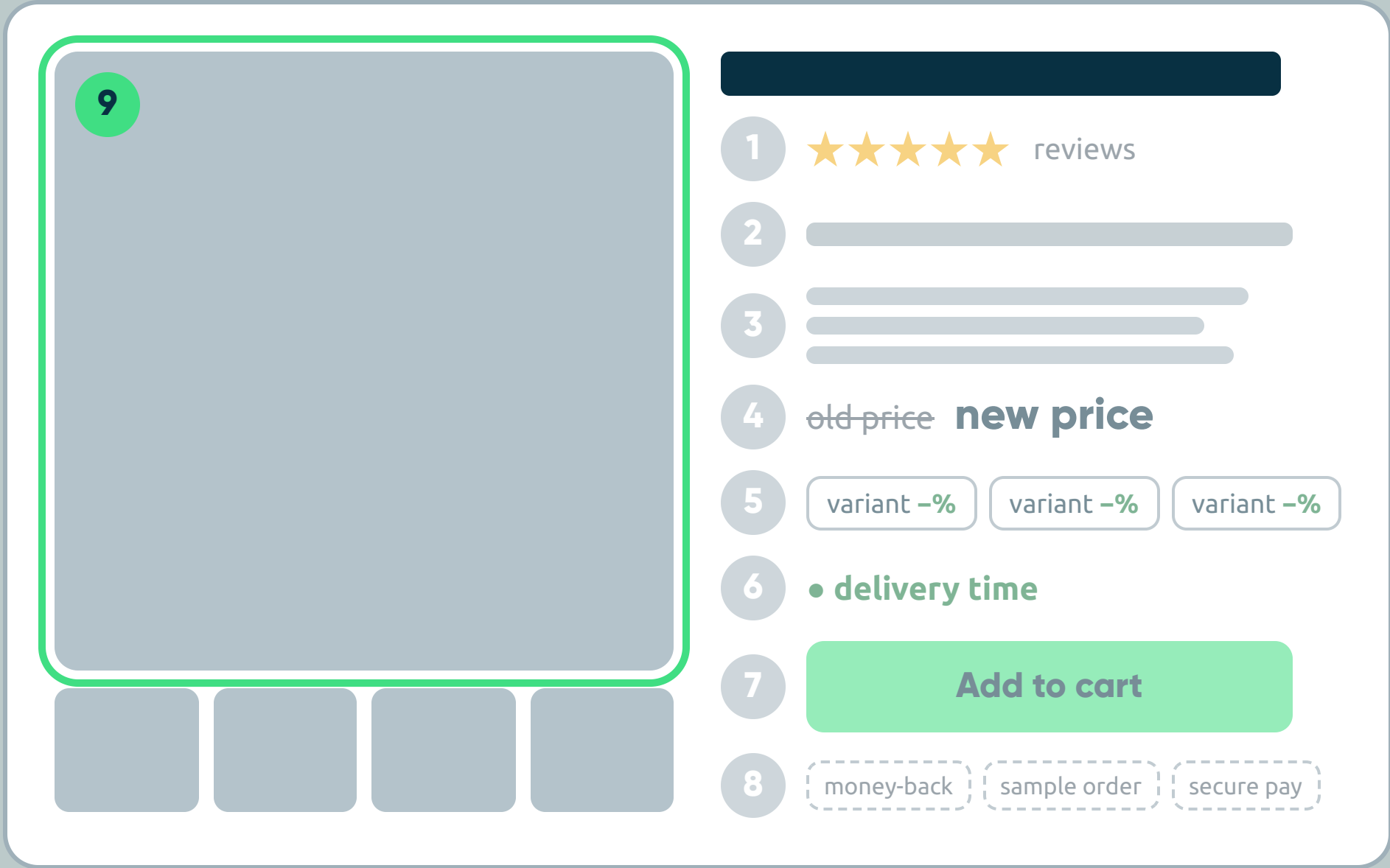
- 1 Stars right under the title
- 2 A subheadline that sells
- 3 Bullet points above the fold
- 4 Strike-through price
- 5 Swatches show the discount
- 6 Delivery time visible
- 7 Buy button above the fold

The buy box, above the fold.



- 1 Stars right under the title
- 2 A subheadline that sells
- 3 Bullet points above the fold
- 4 Strike-through price
- 5 Swatches show the discount
- 6 Delivery time visible
- 7 Buy button above the fold
- 8 Trust elements in the buy box

The buy box, above the fold.



- 1 Stars right under the title
- 2 A subheadline that sells
- 3 Bullet points above the fold
- 4 Strike-through price
- 5 Swatches show the discount
- 6 Delivery time visible
- 7 Buy button above the fold
- 8 Trust elements in the buy box
- 9 Enough product images

05 · CONVERSION

Free shipping in checkout.

before

51.5 %

after

61.6 %

Your cart



Only 12 € to free shipping



Checkout

15 quick wins. All doable in Magento.

PRODUCT PAGE

- ☐ Stars under the title
- ☐ Selling subheadline
- ☐ Bullet points above the fold
- ☐ Strike-through price
- ☐ Swatches with discount per variant
- ☐ Delivery time visible
- ☐ Buy button above the fold
- ☐ Enough product images

TRUST

- ☐ Trust elements in the buy box
- ☐ Money-back guarantee
- ☐ Sample order

CART & CHECKOUT

- ☐ Cross- & upselling in slide-out cart
- ☐ Rewards / free-shipping bar
- ☐ Preferred payment preselected
- ☐ Mobile load time < 5 s



Scan for the
checklist



**Stop optimizing
the ship.
Change the scope.**

Damian Zielinski · searchperts.de

★ Google Ads Golden Nugget

TRAVEL COMPANY · BRAND CAMPAIGN · TARGET ROAS VS. MAXIMIZE CLICKS

1 test = 7,200 € net profit a year.

	BEFORE TARGET ROAS	AFTER MAX. CLICKS	CHANGE
Cost	820.55 €	219.73 €	-73 %
Avg. CPC	0.32 €	0.12 €	-63 %
CTR	28.6 %	50.0 %	+75 %
ROAS	18.0	33.5	+86 %
Cost / conv.	45.59 €	19.98 €	-56 %

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OFFER 1 • FOR ONLINE SHOPS • ONLY
FOR MEET MAGENTO

Free Google Ads diagnosis.

Normally 550 €. Free if you sign up
today.

Scan the code and book your free intro
call.



Scan & book a call

OFFER 2 • FOR AGENCIES

Become a partner.

We optimize your clients' Google Ads.

20 % commission on your first clients – for new Meet Magento partners.



Scan & book a call