

# CakeSafe boosts online sales and achieves 18X ROAS

## Facts:

Designs and manufactures life changing products for bakers and chocolatiers since 2009.

Keep cakes cold, protected from bumps, slammed brakes, hill, and weather.



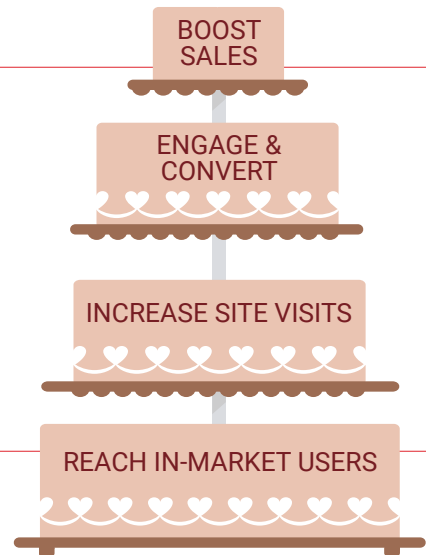
We are not web advertising experts...Ecwid made it easy to use Google Ads and makes it easy to see if the ads are working. Everything is in our dashboard, one click away.

## Goals:

Find new qualified customers for CakeSafe products.

Minimize time and effort for advertising, allowing focus to be on core business.

**PRIMARY GOAL:** To drive immediate online sales.



## Results:



# 165%

Increase in revenue directly attributed to Google Shopping Ads



# 292%

Increase in sales in the first six months of working with Ecwid



# #1

Google Shopping is now the number 1 paid media sales driver for CakeSafe



Google Shopping Ads help to match CakeSafe's revolutionary products with customers who truly need them. Nothing beats Google Shopping Ads through Ecwid for immediate sales.

– Rachel Lessne, Marketing Manager, CakeSafe

