

Wali Ullah Portfolio

GOOGLE ADS EXPERT | ROI-FOCUSED PERFORMANCE MARKETER

HELPING ECOMMERCE & LOCAL BUSINESSES SCALE PROFITABLY WITH PAID ADS

ABOUT ME

I'm Google certified 3+ years of specialize in building ROI-focused Google Ads campaigns for eCommerce and local service businesses. I focus on Sales & leads, ROAS, and scalable growth.



S E R V I C E S

- Google Search, Display & Performance Max
- Google Shopping Ads Setup & Optimize
- Funnel-based campaign setup
- Conversion tracking & GA4 setup
- A/B testing & scaling strategies
- Ongoing Management, Optimization & Reporting

SCALING BRAND SEARCH SALES FOR AN ECOMMERCE FITNESS PRODUCT

CLIENT OVERVIEW

BRAND: SKINNIFY

INDUSTRY: ECOMMERCE (FITNESS APPAREL)

PRODUCT: 2x RESISTANCE BAND LEGGINGS (BUY 1 GET 1 FREE)

PRODUCT PRICE: \$99 (USD)

MARKET: CANADA (INTERNATIONAL BRAND CAMPAIGN)

SKINNIFY IS A DIRECT-TO-CONSUMER FITNESS APPAREL BRAND OFFERING INNOVATIVE LEGGINGS WITH BUILT-IN RESISTANCE BANDS, DESIGNED TO TURN EVERYDAY MOVEMENT INTO A WORKOUT.



CAMPAIGN OBJECTIVE

THE PRIMARY GOAL WAS TO DRIVE PROFITABLE PURCHASES THROUGH BRANDED SEARCH TRAFFIC BY CAPTURING HIGH-INTENT USERS ALREADY FAMILIAR WITH THE BRAND AND PRODUCT.

PRIMARY CONVERSION: PURCHASE

CAMPAIGN TYPE: GOOGLE SEARCH (BRAND)

BIDDING STRATEGY: CPC-FOCUSED EFFICIENCY

DATE RANGE: MAR 26, 2024 – SEP 11, 2025

STRATEGY & EXECUTION

1. BRAND PROTECTION & HIGH-INTENT CAPTURE

- TARGETED BRANDED KEYWORDS RELATED TO SKINNIFY AND ITS RESISTANCE BAND LEGGINGS
- ENSURED TOP-OF-PAGE VISIBILITY TO PREVENT COMPETITOR CONQUESTING
- FOCUSED ON USERS ALREADY CLOSE TO PURCHASE DECISION

2. OFFER-DRIVEN MESSAGING

- HIGHLIGHTED THE BUY 1 GET 1 FREE PROMOTION DIRECTLY IN AD COPY
- EMPHASIZED VALUE, INNOVATION, AND LIMITED AVAILABILITY
- REINFORCED URGENCY USING PROMOTIONAL EXTENSIONS AND PRICING SIGNALS

3. CONVERSION-OPTIMIZED TRAFFIC

- SENT TRAFFIC TO A HIGH-CONVERTING PRODUCT PAGE FEATURING:
 - SOCIAL PROOF (4,000+ REVIEWS)
 - CLEAR PRODUCT BENEFITS (BURN MORE CALORIES, MUSCLE GAIN)
 - SCARCITY MESSAGING (LIMITED STOCK & MONTHLY CAP)
- ENSURED STRONG MESSAGE MATCH BETWEEN ADS AND LANDING PAGE

REVENUE IMPACT (ESTIMATED)

- PRODUCT PRICE: \$99
- ESTIMATED REVENUE:
- 318 PURCHASES × \$99 = \$31,482
- RETURN ON AD SPEND (ROAS):
- \$31,482 ÷ \$2,750 = 11.4X ROAS

REVENUE IMPACT (ESTIMATED)

- SCALE WITH TARGET CPA OR TARGET ROAS BIDDING
- LAUNCH NON-BRAND SEARCH (PROBLEM-AWARE FITNESS KEYWORDS)
- ADD PERFORMANCE MAX FOR BRANDED + REMARKETING COVERAGE
- EXPAND INTERNATIONALLY USING PROVEN BRAND FRAMEWORK
- INCREASE AOV VIA BUNDLES, UPSELLS, OR SUBSCRIPTIONS

ECOMMERCE CONVERSION TRACKING SETUP (GOOGLE TAG MANAGER & GOOGLE ADS)

OBJECTIVE

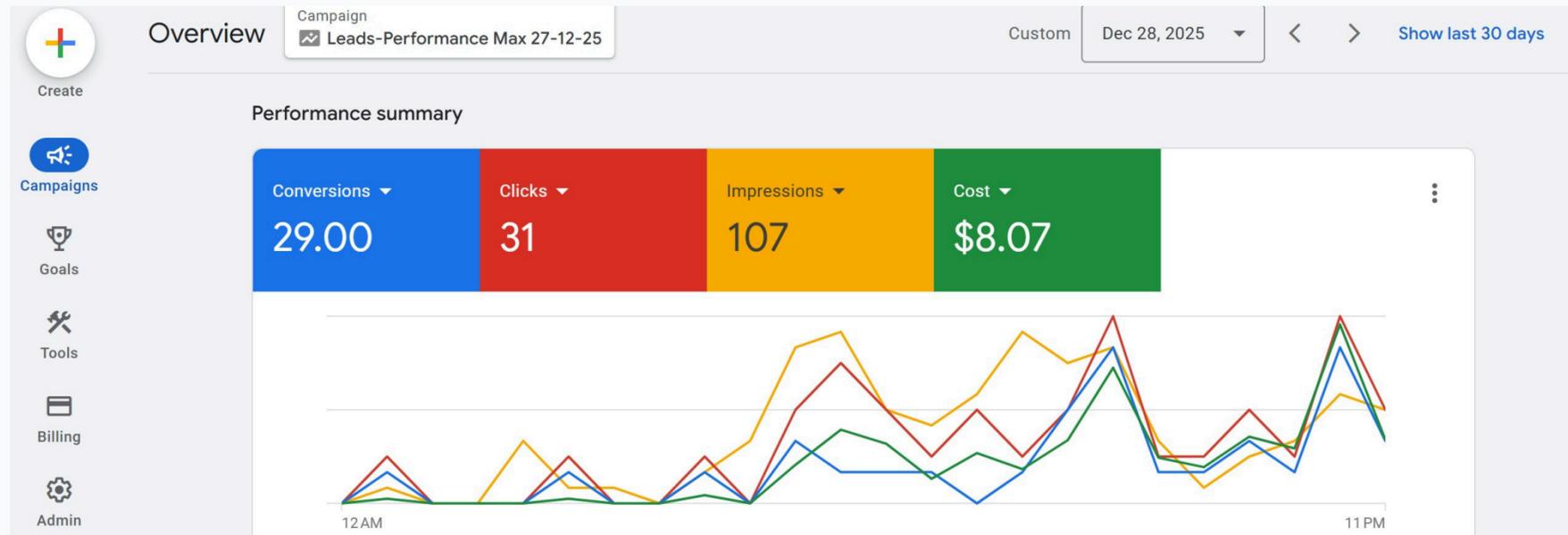
IMPLEMENTED A COMPLETE GTM-BASED TRACKING SYSTEM INCLUDING PAGE VIEW, ADD-TO-CART, CHECKOUT, PURCHASE, CALL, AND CLICK CONVERSIONS. INTEGRATED GOOGLE ADS CONVERSION TRACKING, REMARKETING, GA4, AND CONVERSION LINKER TO ENSURE ACCURATE DATA, ATTRIBUTION, AND ROI-FOCUSED OPTIMIZATION FOR ECOMMERCE CAMPAIGNS.

The screenshot shows the 'Tags' section of the Google Tag Manager interface. A sidebar on the left contains navigation options: Overview, Tags (selected), Triggers, Variables, Folders, and Templates. The main area displays a table of tags with columns for Name, Type, Firing Triggers, and Last Edited. The 'Google Ads Remarketing' tag is highlighted.

Name	Type	Firing Triggers	Last Edited
C2C-Tag	Google Ads Conversion Tracking	Just Links	9 months ago
Conversion Linker	Conversion Linker	All Pages	9 months ago
Dail-to-call	Google Ads Calls from Website Conversion	All Pages	9 months ago
GA4-google Tag	Google Tag	All Pages, Initialization - All Pages	8 months ago
Google Ads Remarketing	Google Ads Remarketing	All Pages	8 months ago
Google Tag	Google Tag	All Pages	10 months ago
Rockmusic (purchase)	Google Ads Conversion Tracking	Custom Event	9 months ago
rockmusic(add to card)	Google Ads Conversion Tracking	Custom Event 1	10 months ago
rockmusic(cheakout)	Google Ads Conversion Tracking	Custom Event 2	10 months ago
Rockmusic(page view)	Google Ads Conversion Tracking	All Pages	10 months ago

The screenshot shows the 'Folders' section of the Google Tag Manager interface. A sidebar on the left contains navigation options: Overview, Tags, Triggers, Variables, Folders (selected), and Templates. The main area displays a table of folders under the heading 'Unfiled items (30)'. The folders are categorized by type: Tag, Trigger, and Variable.

Name	Type
C2C-Tag	Tag
Conversion Linker	Tag
Custom Event	Trigger
Custom Event 1	Trigger
Custom Event 2	Trigger
Dail-to-call	Tag
DLV-(email)	Variable
DLV-(first name)	Variable
DLV-(phone number)	Variable
DLV--(city)	Variable



ONE-DAY LEAD GENERATION SUCCESS FOR A HOME RENOVATION COMPANY (USA)

CLIENT OVERVIEW

INDUSTRY: HOME RENOVATION & REMODELING
LOCATION: UNITED STATES
BUSINESS MODEL: LOCAL SERVICE PROVIDER
CAMPAIGN TYPE: GOOGLE ADS – PERFORMANCE MAX (LEADS)
PRIMARY CONVERSION: LEAD (FORM SUBMISSIONS / CALLS)

CAMPAIGN OBJECTIVE

THE GOAL OF THIS CAMPAIGN WAS TO GENERATE QUALIFIED LOCAL LEADS AT THE LOWEST POSSIBLE COST USING GOOGLE'S PERFORMANCE MAX, LEVERAGING AUTOMATION ACROSS SEARCH, DISPLAY, YOUTUBE, GMAIL, AND DISCOVER. THIS CASE STUDY HIGHLIGHTS RESULTS FROM A SINGLE DAY OF CAMPAIGN ACTIVITY, DEMONSTRATING EARLY PERFORMANCE SIGNALS AND EFFICIENCY.

STRATEGY & EXECUTION

1. PERFORMANCE MAX FOR LEAD GENERATION

- USED PERFORMANCE MAX TO CAPTURE DEMAND ACROSS MULTIPLE GOOGLE NETWORKS
- OPTIMIZED SPECIFICALLY FOR LEAD ACTIONS, NOT TRAFFIC
- FOCUSED ON HIGH-INTENT HOMEOWNER SIGNALS

2. SMART TARGETING & AUTOMATION

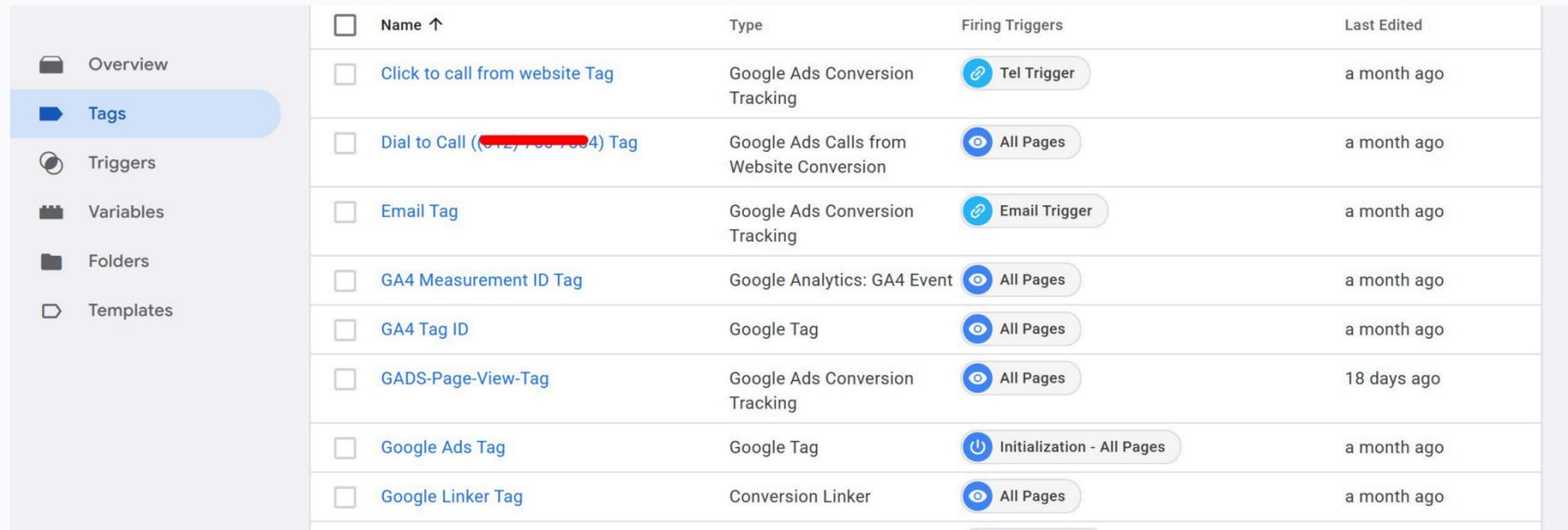
- LOCATION TARGETING RESTRICTED TO SERVICE AREAS IN THE USA
- AUDIENCE SIGNALS INCLUDED HOMEOWNERS, RENOVATION INTENT, AND IN-MARKET USERS
- GOOGLE'S AI OPTIMIZED PLACEMENTS AND BIDS IN REAL TIME

3. CONVERSION-FOCUSED ASSETS

- CLEAR SERVICE MESSAGING (RENOVATION, REMODELING, HOME IMPROVEMENT)
- STRONG CALL-TO-ACTION ENCOURAGING QUICK INQUIRIES
- OPTIMIZED FOR MOBILE USERS, WHERE MOST HOME SERVICE LEADS ORIGINATE

PERFORMANCE ANALYSIS

- EXCEPTIONAL EARLY EFFICIENCY
- WITHIN JUST ONE DAY, THE CAMPAIGN GENERATED 29 LEADS FROM 31 CLICKS, INDICATING EXTREMELY STRONG ALIGNMENT BETWEEN TARGETING, MESSAGING, AND USER INTENT.
- LOW COST PER LEAD
- AT \$0.28 PER LEAD, THE CAMPAIGN DELIVERED HIGHLY COST-EFFICIENT RESULTS, WELL BELOW TYPICAL CPL BENCHMARKS IN THE HOME RENOVATION INDUSTRY.
- HIGH CONVERSION RATE SIGNAL
- THE NEAR 1:1 RATIO BETWEEN CLICKS AND CONVERSIONS SUGGESTS:
- STRONG INTENT TRAFFIC
- EFFECTIVE LEAD CAPTURE SETUP
- MINIMAL FRICTION IN THE CONVERSION PROCESS

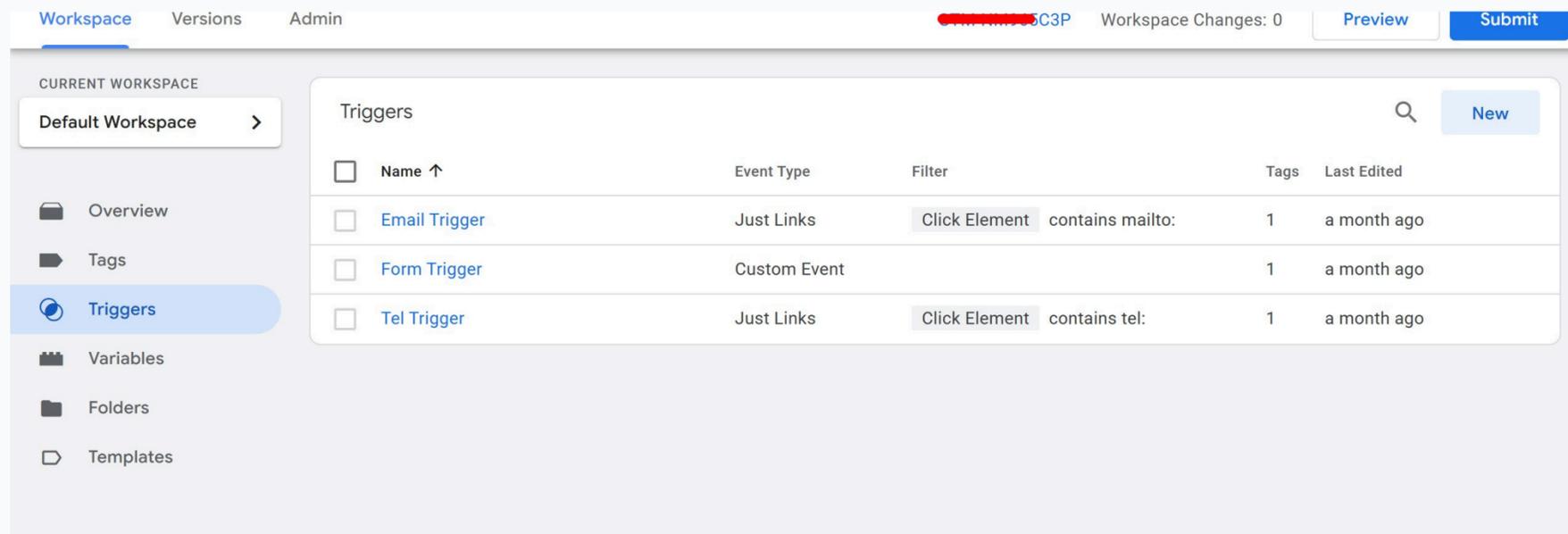


<input type="checkbox"/>	Name ↑	Type	Firing Triggers	Last Edited
<input type="checkbox"/>	Click to call from website Tag	Google Ads Conversion Tracking	Tel Trigger	a month ago
<input type="checkbox"/>	Dial to Call (([REDACTED]) Tag	Google Ads Calls from Website Conversion	All Pages	a month ago
<input type="checkbox"/>	Email Tag	Google Ads Conversion Tracking	Email Trigger	a month ago
<input type="checkbox"/>	GA4 Measurement ID Tag	Google Analytics: GA4 Event	All Pages	a month ago
<input type="checkbox"/>	GA4 Tag ID	Google Tag	All Pages	a month ago
<input type="checkbox"/>	GADS-Page-View-Tag	Google Ads Conversion Tracking	All Pages	18 days ago
<input type="checkbox"/>	Google Ads Tag	Google Tag	Initialization - All Pages	a month ago
<input type="checkbox"/>	Google Linker Tag	Conversion Linker	All Pages	a month ago

ADVANCED CONVERSION TRACKING SETUP & GTM OPTIMIZATION FOR LEAD GENERATION

OBJECTIVE

EXPERTLY CONFIGURED COMPREHENSIVE CONVERSION TRACKING VIA GOOGLE TAG MANAGER, INCLUDING ADVANCED TRIGGERS FOR LEAD FORMS, CLICK-TO-CALL, AND EMAIL INQUIRIES TO ENSURE PRECISE ROI MEASUREMENT FOR GOOGLE ADS.



Workspace Versions Admin [REDACTED]C3P Workspace Changes: 0 Preview Submit

CURRENT WORKSPACE
Default Workspace >

<input type="checkbox"/>	Name ↑	Event Type	Filter	Tags	Last Edited
<input type="checkbox"/>	Email Trigger	Just Links	Click Element contains mailto:	1	a month ago
<input type="checkbox"/>	Form Trigger	Custom Event		1	a month ago
<input type="checkbox"/>	Tel Trigger	Just Links	Click Element contains tel:	1	a month ago

CAMPAIGN TYPE: PERFORMANCE MAX (LEADS)

OBJECTIVE: INCREASE QUALIFIED LEADS WHILE REDUCING AD SPEND

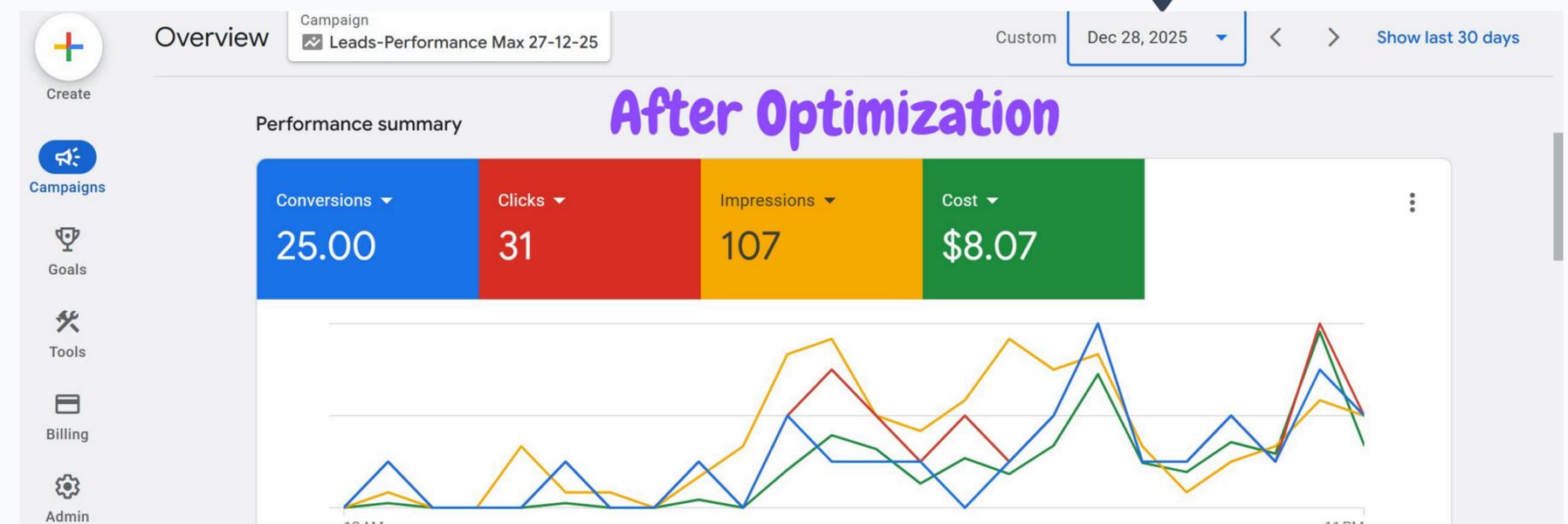
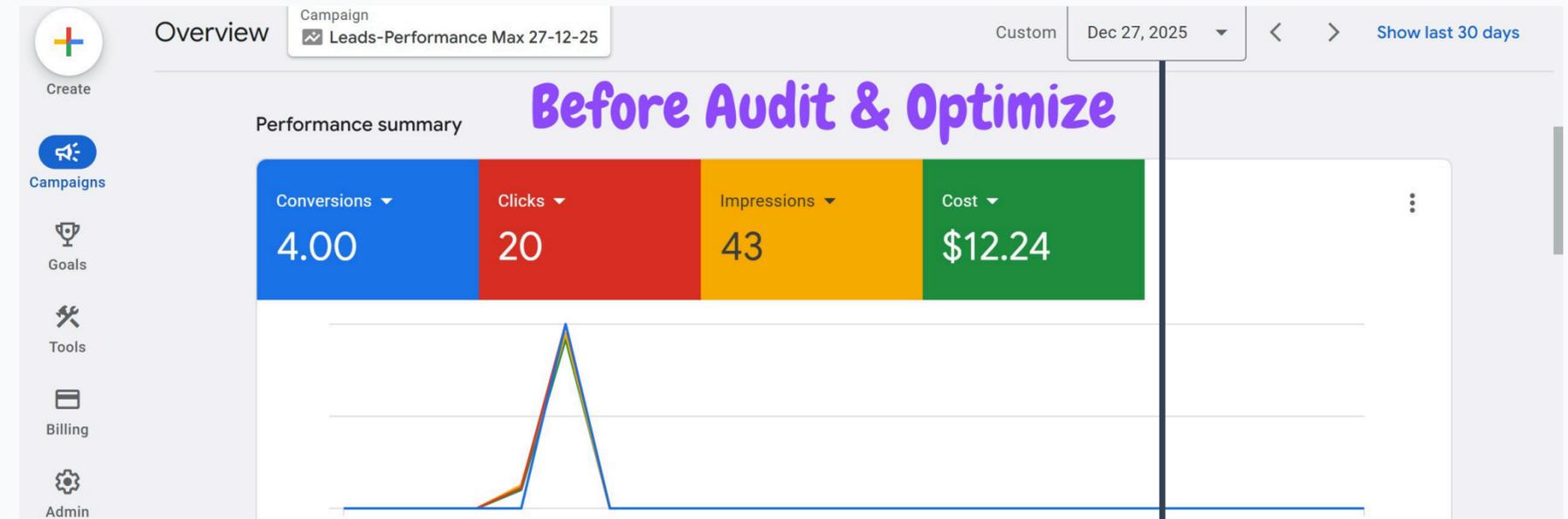
LOCATION: (ILLINOIS -USA)

OPTIMIZATION DATE: 28 DECEMBER 2025

CLIENT CHALLENGE

BEFORE OPTIMIZATION, THE CAMPAIGN SHOWED:

- LOW CONVERSION VOLUME
- LIMITED REACH AND IMPRESSIONS
- POOR EFFICIENCY IN COST PER LEAD
- UNDERUTILIZED BUDGET AND LEARNING SIGNALS



AUDIT FINDINGS (BEFORE OPTIMIZATION – 27 DEC 2025)**OPTIMIZATION ACTIONS TAKEN (28 DEC 2025)****PERFORMANCE SNAPSHOT:**

- CONVERSIONS: 4
- CLICKS: 20
- IMPRESSIONS: 43
- SPEND: \$12.24
- COST PER CONVERSION: \$3.06

KEY ISSUES IDENTIFIED:

- WEAK ASSET GROUP STRUCTURE
- POOR AUDIENCE SIGNALS
- CONVERSION TRACKING NOT FULLY OPTIMIZED
- LIMITED REACH DUE TO NARROW SIGNALS
- BUDGET NOT ALIGNED WITH LEARNING PHASE
- NO CLEAR OPTIMIZATION FOR HIGH-INTENT USERS

1. CAMPAIGN & ASSET OPTIMIZATION

- RESTRUCTURED ASSET GROUPS WITH STRONGER HEADLINES AND DESCRIPTIONS
- IMPROVED CALL-TO-ACTION MESSAGING FOR LEAD INTENT
- REMOVED LOW-PERFORMING CREATIVES

2. AUDIENCE SIGNAL ENHANCEMENT

- ADDED HIGH-INTENT AUDIENCE SIGNALS
- OPTIMIZED DEMOGRAPHIC AND LOCATION TARGETING
- ALLOWED ALGORITHM MORE ROOM TO SCALE QUALITY TRAFFIC

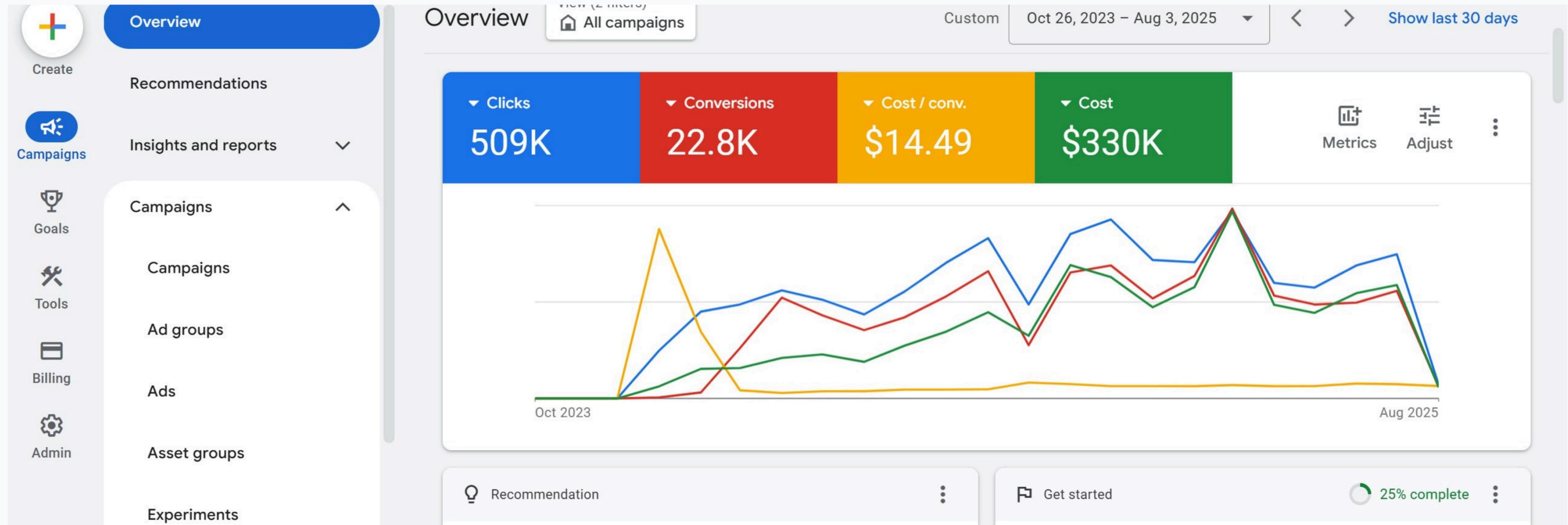
3. CONVERSION & BIDDING OPTIMIZATION

- VERIFIED AND OPTIMIZED CONVERSION ACTIONS
- ADJUSTED BIDDING STRATEGY TO FOCUS ON LEAD QUALITY
- IMPROVED DATA SIGNALS FOR FASTER LEARNING

4. BUDGET & REACH OPTIMIZATION

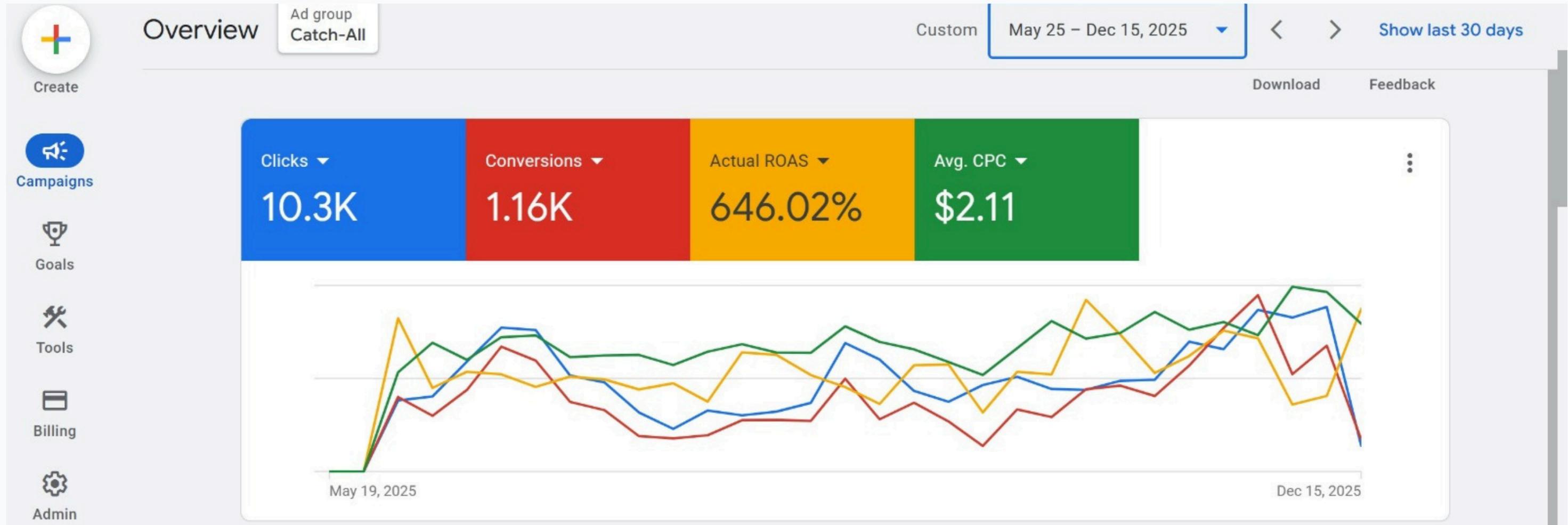
- REBALANCED BUDGET TO AVOID EARLY RESTRICTION
- ENABLED BROADER REACH WHILE MAINTAINING RELEVANCE

\$300k+ Ad Spend Optimization & Revenue Growth



SUCCESSFULLY MANAGED AND OPTIMIZED OVER \$300,000 IN AD SPEND WHILE MAINTAINING A STRICT TARGET CPA AND HIGH ROAS.

Achieved 646% ROAS with Consistent, Scalable Growth



GENERATED STRONG RETURNS THROUGH OPTIMIZED GOOGLE ADS PERFORMANCE, DRIVING HIGH CONVERSIONS AT A LOW AVERAGE CPC WHILE MAINTAINING PROFITABLE GROWTH OVER TIME.

WHY CHOOSE ME

- I focus on outcomes, not clicks
- I don't blindly spend your budget
- I combine ads with conversion thinking
- I understand both SEO and Ads
- I treat your ad spend like my own money

MY WORK PROCESSES

- Understand the business & goals
- Research intent, keywords & competition
- Build the right campaign structure & tracking
- Launch, monitor & optimize continuously
- Weekly monitoring + monthly reporting
- Scale results & report transparently

My Certifications



This acknowledges that
Wali Ullah

Has successfully completed and is certified in
Google Ads Search Certification

Issue Date: May 10, 2025
Expiry Date: May 10, 2026
Certificate ID: 142749747



This acknowledges that
Wali Ullah

Has successfully completed and is certified in
AI-Powered Shopping ads Certification

Issue Date: June 5, 2025
Expiry Date: June 5, 2026
Certificate ID: 146823335



This acknowledges that
Wali Ullah

Has successfully completed and is certified in
Google Ads Video Certification

Issue Date: May 11, 2025
Expiry Date: May 11, 2026
Certificate ID: 142776024



This acknowledges that
Wali Ullah

Has successfully completed and is certified in
Google Analytics Certification

Issue Date: May 13, 2025
Expiry Date: May 13, 2026
Certificate ID: 143051812



This acknowledges that
Wali Ullah

Has successfully completed and is certified in
Google Ads Display Certification

Issue Date: May 10, 2025
Expiry Date: May 10, 2026
Certificate ID: 142725425



This acknowledges that
Wali Ullah

Has successfully completed and is certified in
AI-Powered Performance Ads Certification

Issue Date: May 16, 2025
Expiry Date: May 16, 2026
Certificate ID: 143379382



My Certifications



This acknowledges that
Wali Ullah

Has successfully completed and is certified in
Google Ads Creative Certification

Issue Date: May 9, 2025
Expiry Date: May 9, 2026
Certificate ID: 142692544



CHANGE | GROW | SUCCEED

CERTIFICATE OF TRAINING

Presented to
Wali Ullah

Son of Sirajul Islam & Noor Jahan has successfully completed the
Professional Digital Marketing course held on 19 January 2022 to 01
September 2022 at Creative IT Institute

ID No:
SP DM-22010125
Date of Issue:
05/12/2022



Signature
Authorised Signature



MOMTAZ PLAZA (4TH FLOOR) HOUSE # 07, ROAD # 04, DHANMONDI, DHAKA-1205, BANGLADESH



This acknowledges that
Wali Ullah

Has successfully completed and is certified in
Google Ads Measurement Certification

Issue Date: May 31, 2025
Expiry Date: May 31, 2026
Certificate ID: 145660601



Certificate ID: 0u2iclws

Completed: 22 Apr, 2022 Issued: 22 Apr, 2022

CERTIFICATE OF COMPLETION
Wali ullah
has successfully completed
YouTube Marketing Bootcamp
an online course offered by Bright Skills Limited.

Verify the certificate 

Signature
AUTHORISED SIGNATURE

An initiative of




This acknowledges that
Wali Ullah

Has successfully completed and is certified in
Google Ads Apps Certification

Issue Date: June 25, 2025
Expiry Date: June 25, 2026
Certificate ID: 153087586



Certificate ID: nw9ozijn

Completed: 19 Mar, 2022 Issued: 19 Mar, 2022

CERTIFICATE OF COMPLETION
Wali ullah
has successfully completed
Professional Content Writing
an online course offered by Bright Skills Limited.

Verify the certificate 

Signature
AUTHORISED SIGNATURE

An initiative of


ECOMMERCE

- FASHION & APPAREL
- FITNESS PRODUCTS
- BEAUTY & SKINCARE
- ACCESSORIES & CONSUMER GOODS
- SHOPIFY & WOOCOMMERCE STORES

FOCUS: ROAS, SCALABLE REVENUE, SHOPPING & PERFORMANCE MAX CAMPAIGNS

LOCAL & HOME SERVICES

- HOME RENOVATION & REMODELING
- PLUMBING, HVAC, ELECTRICAL
- ROOFING & CONSTRUCTION
- CLEANING SERVICES

FOCUS: LEAD GENERATION, LOW CPL, HIGH-INTENT LOCAL TRAFFIC

HEALTH, FITNESS & WELLNESS

- GYMS & PERSONAL TRAINERS
- FITNESS PROGRAMS & EQUIPMENT
- WELLNESS & LIFESTYLE BRANDS

FOCUS: HIGH-INTENT AUDIENCES, STRONG AD-TO-OFFER MESSAGING

STARTUPS & SMALL BUSINESSES

- NEW PRODUCT LAUNCHES
- BUDGET-CONSCIOUS BUSINESSES
- GROWTH-STAGE BRANDS

FOCUS: TESTING, VALIDATION, AND SCALABLE AD FRAMEWORKS

EDUCATION & COACHING

- ONLINE COURSES
- COACHES & MENTORS
- TRAINING PROGRAMS

FOCUS: FUNNEL-BASED CAMPAIGNS, LEAD NURTURING, RETARGETING

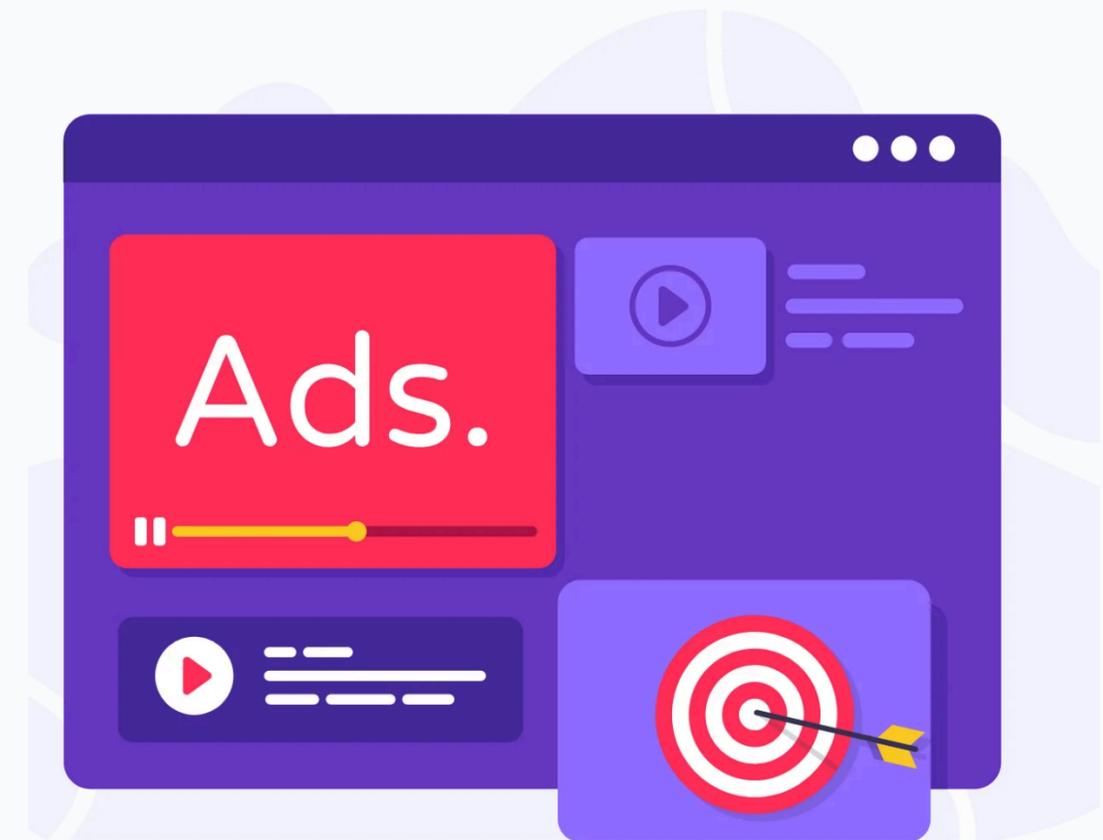
PROFESSIONAL SERVICES

- CONSULTANTS & AGENCIES
- B2B SERVICE PROVIDERS
- IT & SOFTWARE SERVICES

FOCUS: QUALIFIED LEADS, CONVERSION TRACKING, LONG-TERM GROWTH

Ready to Grow with Google Ads?

- If you're looking for a performance-focused ads expert,
- Just send me a message
- I'll review your business and share a clear action plan.



THANK YOU