

Stop Wasting Ad Spend on Loyal Customers

Maximise ROAS by Targeting Net New Customers



THE PROBLEM

Ad Budgets Drained by Brand Loyal Returning Buyers

- **Online retailers** overspend on customers already hooked—those using branded keywords to return.
- **Each click** from these loyal shoppers shrinks your ad budget's impact.
- **AUTOMATED BIDDING (PMax, tROAS) MAKES IT WORSE:**
 - Prioritises existing buyers (they convert easily).
 - Jacks up CPCs (up to 5X higher on PMax/Shopping vs. branded Search).

RESULT?

- Higher CPA**
- Lower LTV:CAC**
- Missed new customers**

THE FIX

TrafficGuard's Game-Changer

- **See the Full Picture:** Click-level + user-level data reveals the entire buyer journey.
- **Cut the Waste:** Limit clicks from engaged buyers in Search, PMax, and Shopping campaigns.
- **Redirect Smarter:** Push Google's algorithm to find net new buyers with purchase potential.

RESULTS OF REINVESTED SAVINGS IN REAL TIME:

- Better ROAS**
- Higher LTV**
- Lower CAC**

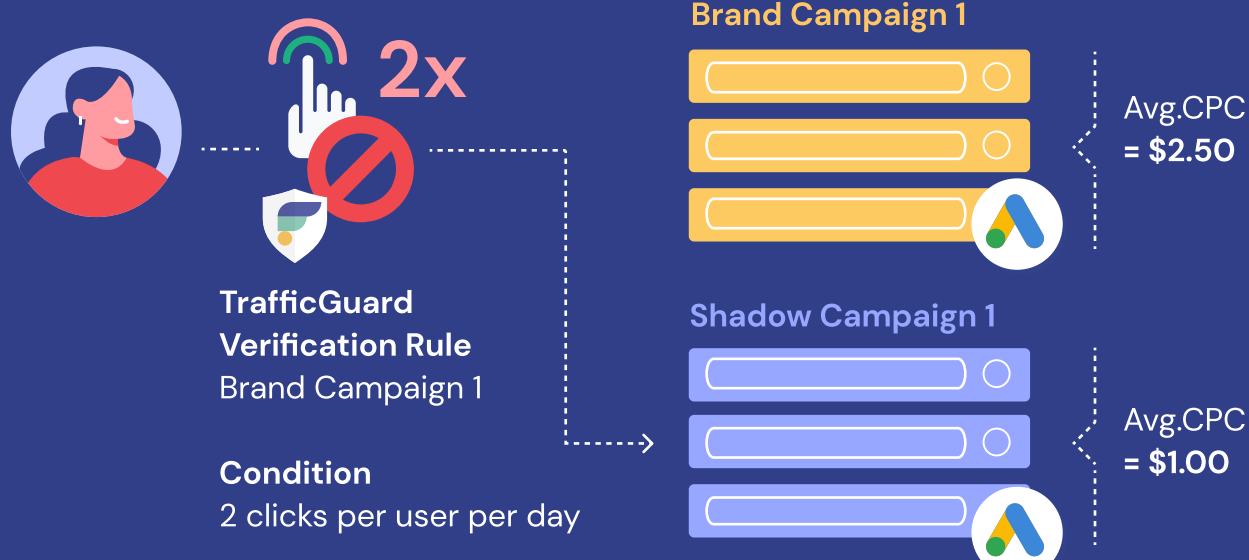


How does TrafficGuard do it?

Using **TrafficGuard's** validation rules you are able to filter the returning customer through to the SERP, or even better, to the shadow campaign after a set amount of clicks which has a lower Avg. CPC.

For example, after the user has clicked 2 times on the ads for Brand Campaign 1, the user will be directed to Shadow Campaign 1. Which is an exact duplicate of Brand Campaign 1. This way your ads will still be visible in the SERP, you just pay less!

LET'S SEE AN EXAMPLE



Brand Campaign 1

Cost	\$15,156
Impressions	91,927
Clicks	54,489
CTR	59.3%
Conversions	263
Conversion Rate	0.48%
Cost per Conversion	\$57.63

Shadow Campaign 1

Cost	\$754
Impressions	38,798
Clicks	28,531
CTR	73.5%
Conversions	49
Conversion Rate	0.17%
Cost per Conversion	\$15.40

73% reduction in CAC

Eye-Opening Stats: (TrafficGuard Data)

- **8-12%** of eCommerce ad spend wasted on already-engaged buyers.
- CPCs inflated 5X by automated bidding on PMax/Shopping.
- Reinvesting wasted spend = more new buyers, same budget.

Bonus Tip: Take Control of Remarketing

- **Problem:** tROAS ignores your remarketing list tweaks.
- **Solution:** Use shadow campaigns + bid modifiers to outsmart Google and steer ad spend your way.
- **Payoff:** More active buyers, no budget hike.

