

— SCALE ROAS AGENCY —

# Google Ads Launch Guide

## 6 Steps to Your First Profitable Campaign

The exact process I follow for every e-commerce client. No fluff, no theory — just the steps in order.

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# Tracking & Attribution

## SETUP CHECKLIST

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- Install Google Tag Manager on all pages
- Set up GA4 with Enhanced E-commerce enabled
- Configure conversion tracking: purchase event + dynamic value
- Enable Enhanced Conversions (first-party data matching)
- Set up Consent Mode v2 (required for EU traffic)
- Verify conversions are firing correctly using Tag Assistant

## VERIFICATION

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- Place a test order and confirm the purchase event fires in GA4 Realtime
- Check that conversion value matches the order total
- Verify Enhanced Conversions status in Google Ads (Settings > Conversions)
- Confirm Consent Mode is active (check in GTM preview mode)

*If your tracking is broken, everything that follows is wasted money.*

# Merchant Center Setup

## ACCOUNT & FEED

- Create or verify your Google Merchant Center account
- Submit product feed (Shopify/WooCommerce auto-feed or manual XML)
- Fix all product disapprovals — zero tolerance for errors
- Verify business identity (domain ownership, business info)

## FEED QUALITY AUDIT

- Product titles are descriptive and keyword-rich (not "Product 123 - Blue")
- High-quality images on white background, no overlays or watermarks
- Prices match between feed and landing pages exactly
- Availability / stock status is accurate and up to date
- GTINs (EAN/UPC) are present for all applicable products
- Product categories are correctly mapped to Google taxonomy

*25% of products refused = 25% of your budget wasted on a smaller catalog.*

# ROAS Break Even Analysis

$$\text{ROAS BE} = \text{Price} / (\text{Price} - \text{COGS} - \text{Fixed Costs} - \text{Fees})$$

Simplified:  $\text{ROAS BE} = 100 / \text{Gross Margin \%}$

## COST BREAKDOWN

- COGS** — your actual cost of goods per product
- Fixed costs** — ~10% of revenue (logistics, packaging, support)
- Transaction fees** — ~2% (Stripe / Shopify Payments)

## REFERENCE TABLE

GROSS MARGIN	ROAS BREAK EVEN	VERDICT
70%	1.43	Very comfortable
60%	1.67	Comfortable
50%	2.00	Viable
40%	2.50	Tight
30%	3.33	Difficult to scale

*Calculate this for EVERY product. Not an average. Per SKU.*

# Campaign Structure

T1

## High Margin Products

ROAS BE < 1.90 — Target ROAS 200% — Aggressive budget

These products print money. Push them hard. They can absorb more spend and still be profitable.

T2

## Standard Margin Products

ROAS BE 2.00 – 2.40 — Target ROAS 250% — Moderate budget

Core catalog. Profitable but less room for error. Monitor weekly and adjust.

T3

## Tight Margin Products

ROAS BE 3.00+ — No direct ad spend — Cross-sell only

Don't spend on these directly. Let them sell through cross-sell, bundles, or organic.

BD

## Brand Defense

Bid on your own brand name — CPC 0.05 – 0.10€ — Expected ROAS 15–27x

Non-negotiable. If you don't bid on your brand, competitors will. Cost is minimal, return is massive.

*Don't put everything in one campaign with one target. A product at 80% margin and a product at 30% margin cannot share the same ROAS target.*

# Launch Sequence

## WEEK 1-2

Launch PMax on full catalog to collect data. Don't optimize yet. Let the algorithm learn. This is the learning phase — expect volatility.

## WEEK 3-4

Analyze data. Identify winners (high volume + profitable) and losers (high spend + low ROAS). Cross-reference with your ROAS BE table per SKU.

## MONTH 2

Segment into tier campaigns. Cut losers from paid. Push winners with increased budgets. Set tier-specific ROAS targets.

## MONTH 3

Scale winners further. Test DSA (Dynamic Search Ads) for keyword discovery — the most underrated campaign type for finding new converting terms before scaling in PMax.

*Wide first. Surgical after.*

## KEY RULES DURING LAUNCH

- Don't change ROAS targets during the first 2 weeks
- Minimum 30 conversions/month for PMax to work properly
- Check search terms report weekly — add negative keywords
- Don't increase budget more than 20% at a time
- If a campaign is "Limited by budget" — that's a scaling signal, not a problem

# Optimization & Reporting

## REVIEW CADENCE

FREQUENCY	ACTION
Weekly	Check CPA per product vs. ROAS BE ceiling. Flag any product spending above threshold.
Bi-weekly	Adjust bids and ROAS targets. Pause consistent underperformers. Increase budget on winners.
Monthly	Full review: ROAS by product, margin analysis, budget reallocation across tiers.

## KEY METRICS TO TRACK

### ROAS BY TIER

Is each tier hitting its specific target?  
Not the global average.

### CPA VS. CPA CEILING

Per product, not per campaign. How close are you to break even?

### CONVERSION RATE

By campaign type. PMax vs. Search vs. Shopping vs. Brand.

### IMPRESSION SHARE

Are you losing impressions to budget or rank? Identifies scaling potential.

*Scaling ≠ increasing budget. Scaling = knowing which products absorb more budget profitably.*

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# Want me to do this for you?

Free 5-minute Loom audit of your Google Ads account.  
I'll show you exactly where you're leaving money on  
the table.

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