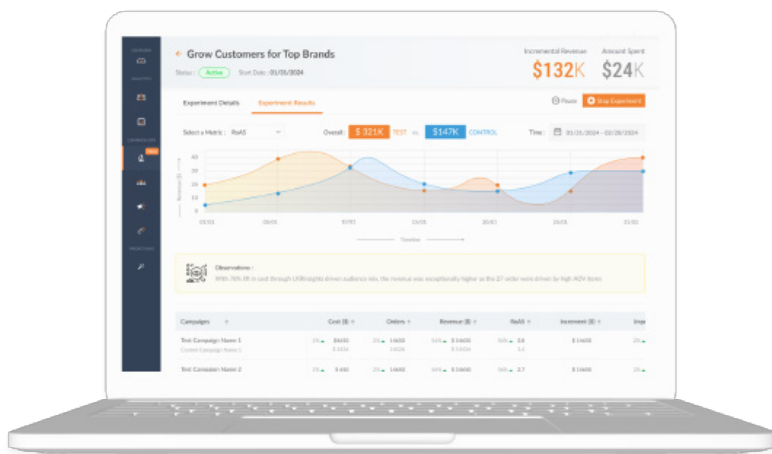


# LXRInsights Experiments: Redefining Performance Max Campaigns

LXRInsights revolutionizes user acquisition strategies with groundbreaking experimentation features for Performance Max campaigns, empowering marketers to optimize their strategies for optimal results.



## Key Features

- Tailored Experimentation
- Audience Targeting
- Control and Test Groups
- Cloning High-Value Audiences

### Use Case:

Maximize Revenue Share in High-Potential Markets for Cutting Edge Brand

### Goals:

Maximize Revenue Share in High-Potential Markets for Cutting Edge Brand

### Considerations:

Top 80% revenue ZIP codes were segmented based on the last 3 months' Google Ads revenue.

### Outcome:

Drove a remarkable 124% revenue increase with minimal additional spend over a four-week period.

## Key Metrics

- Revenue: +124%**
- Impressions: -25%**
- Click Through Rate (CTR): +58%**
- Conversion Rate (CVR): +4%**
- Avg. Order Value (AOV): +515%**
- Cost: +3.78%**
- Avg. Cost Per Click: -12.62%**
- Orders: +24.25%**

### Conclusion:

Implementing targeted search campaigns based on high-performing locations substantially boosts revenue, demonstrating the effectiveness of strategic market focus.

Visit [netelixir.com/try-lxrinsights](https://netelixir.com/try-lxrinsights) to request a demo.