



PERFORMANCE CASE STUDY

Efood Dokan

Google Ads results

A seven-month view of conversion scale, budget efficiency and measurable advertising performance.

14,961.07

REPORTED CONVERSIONS

\$2.25

Blended cost per conversion

110.23M

Ad impressions

\$33,732.44 total advertising spend

JANUARY 1 - JULY 31, 2026

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Performance Marketing & Growth Strategist

Conversions are Google Ads reported actions, not a verified count of fulfilled orders.

PROJECT AND APPROACH

Turning account data into decisions

Efood Dokan is a food e-commerce brand. This case study evaluates its Google Ads results across January–July 2026, with a focus on how conversion output changed as spending increased or decreased.

THE GOAL

Grow measurable customer acquisition while controlling acquisition cost and maintaining conversion value as spending scales.

ROLE

Performance Marketing & Growth Strategist: Google Ads performance evaluation, budget efficiency analysis and reporting.

STRATEGY AND EXECUTION

01 Establish the baseline

Review January and February to compare conversion volume, spending and value efficiency.

02 Evaluate the scale phase

Compare May and June to identify whether incremental spend delivered proportionally more conversions.

03 Separate efficiency from volume

Assess July's lower acquisition cost alongside its smaller conversion total.

04 Translate results into next steps

Validate campaign drivers and reconcile tracked conversions with fulfilled orders before further scaling.

The sequence describes analytical work and observed performance phases. Specific campaign optimizations require change-history evidence.

RESULTS AND IMPACT

More volume in June. Lower cost in July.

+37.21%

June conversion growth

Versus May • spend increased 13.06%

34.22%

July cost-per-conversion reduction

Versus June • volume also decreased

June delivered 5,011.20 conversions, the highest monthly total shown. July recorded the lowest cost per conversion at \$1.47, on a substantially smaller budget.

Period	Spend	Conversions	Cost / conv.	Value / cost
Jan 5-31	\$2,753.18	1,413.90	\$1.95	8.10
February	\$6,508.08	2,657.41	\$2.45	3.31
April	\$292.39	151.91	\$1.92	5.54
May	\$9,915.76	3,652.11	\$2.72	3.19
June	\$11,210.27	5,011.20	\$2.24	4.15
July	\$3,052.76	2,074.54	\$1.47	6.00
Jan-Jul	\$33,732.44	14,961.07	\$2.25	4.21

Business impact

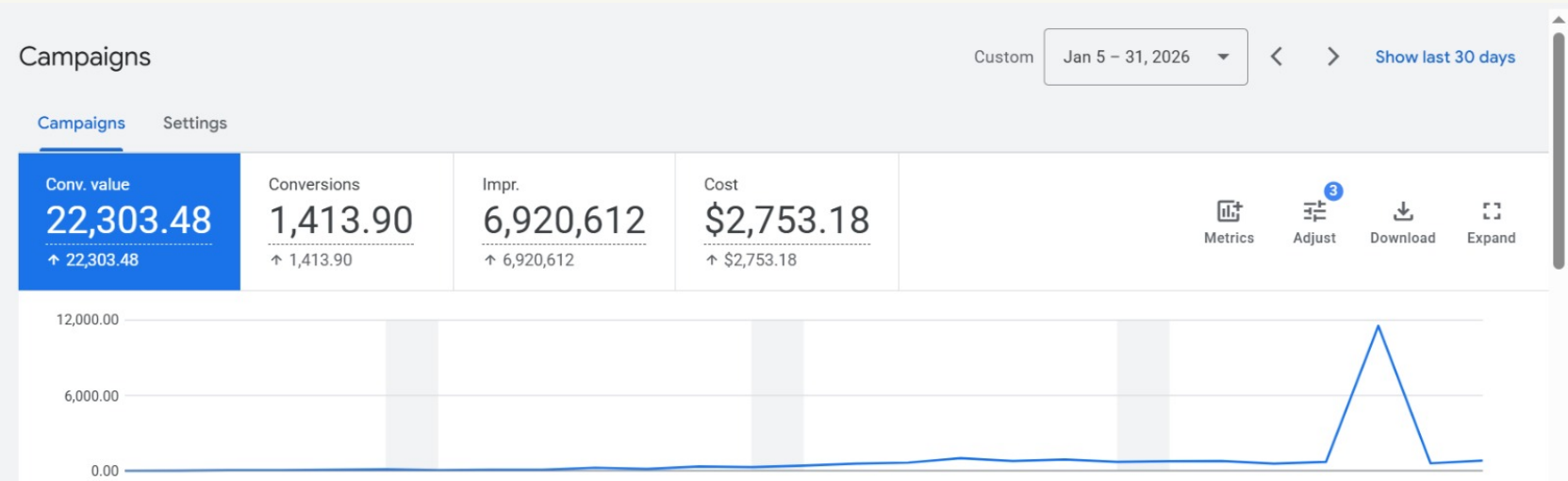
June is the clearest scale benchmark: conversions grew faster than spending, while cost per conversion fell 17.61%. July offers an efficiency benchmark, but does not represent growth in total business volume.

Value / cost is a numerical ratio, not verified revenue ROAS. March has no standalone screenshot.

Baseline and expansion

01 January baseline

January 5–31, 2026

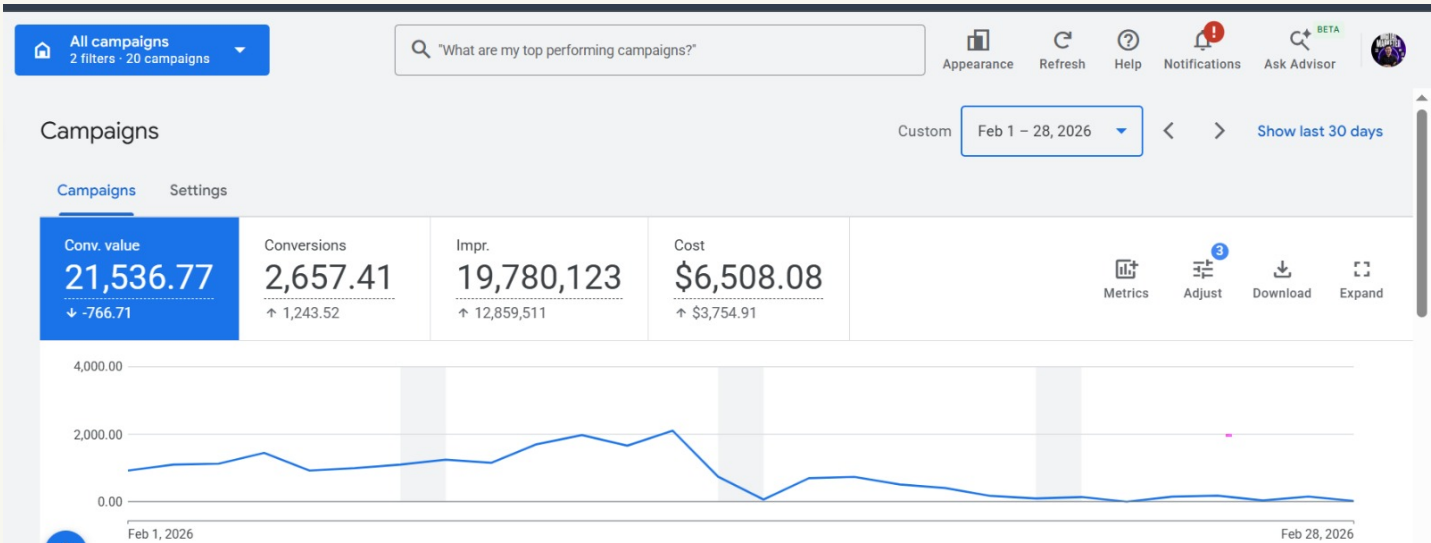


1,413.90 conversions | \$1.95 per conversion

A pronounced late-period value spike contributes to the 8.10 value-to-cost ratio. Validate the spike before using January as a repeatable benchmark.

02 February expansion

February 1–28, 2026



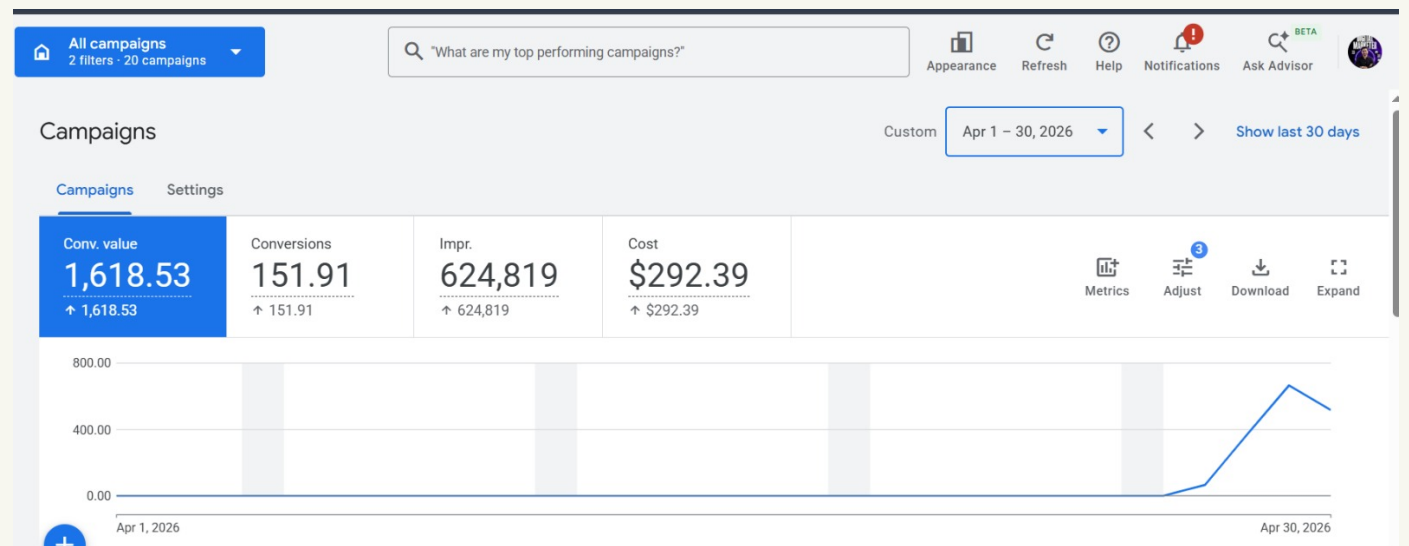
2,657.41 conversions | \$6,508.08 spend

Conversion volume rose 87.95% versus the partial January view, but spending rose faster at 136.38%. Scale increased while efficiency weakened.

From limited activity to higher volume

03 April limited activity

April 1-30, 2026

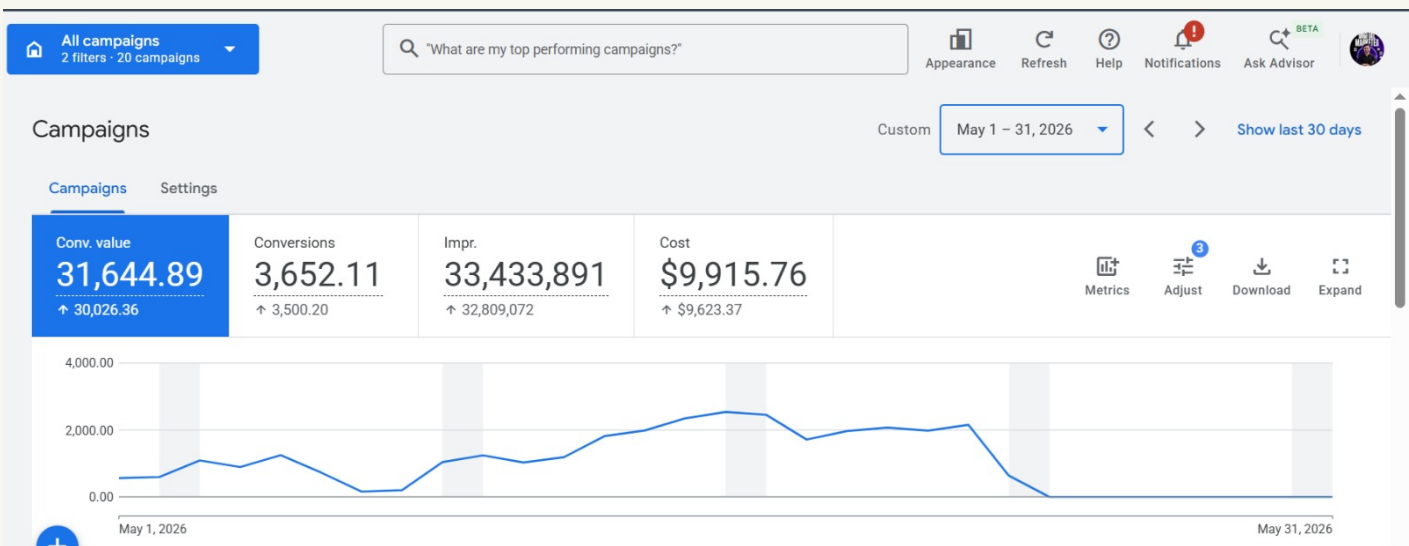


151.91 conversions | \$292.39 spend

Value appears mainly in the final days. The small spending base limits extrapolation; the chart alone does not prove a pause or restart.

04 May higher volume

May 1-31, 2026



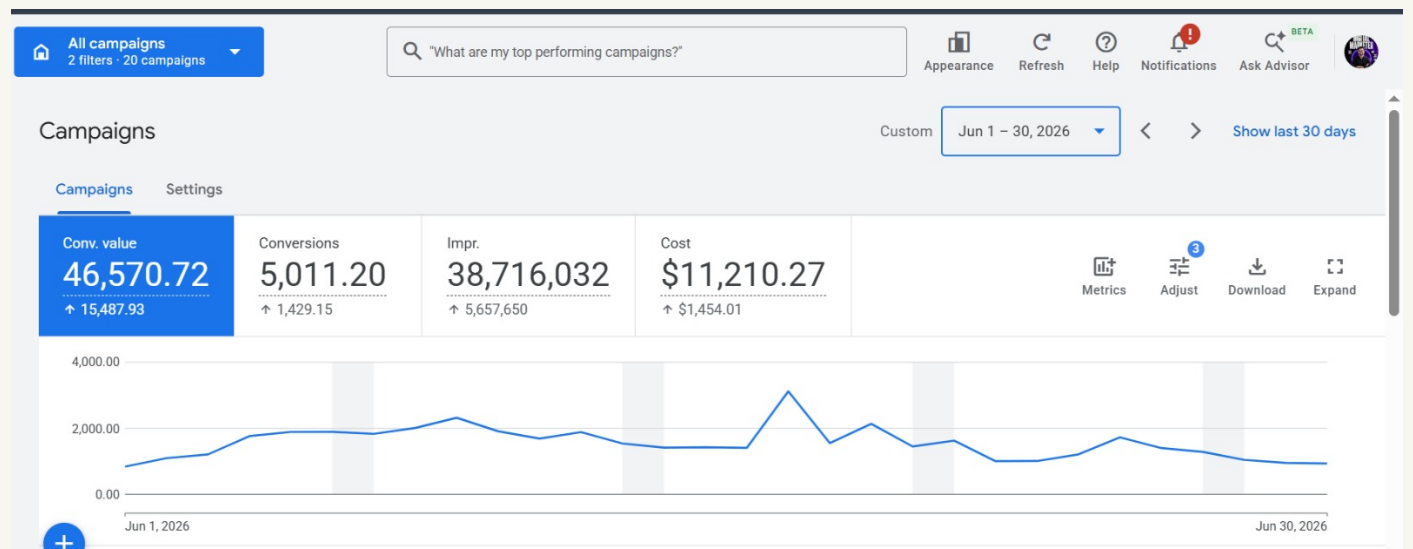
3,652.11 conversions | \$2.72 per conversion

May delivered substantial volume, but the highest cost per conversion among the six views. Late-month zero value warrants a delivery and tracking review.

Peak scale and strongest cost efficiency

05 June peak volume

June 1-30, 2026

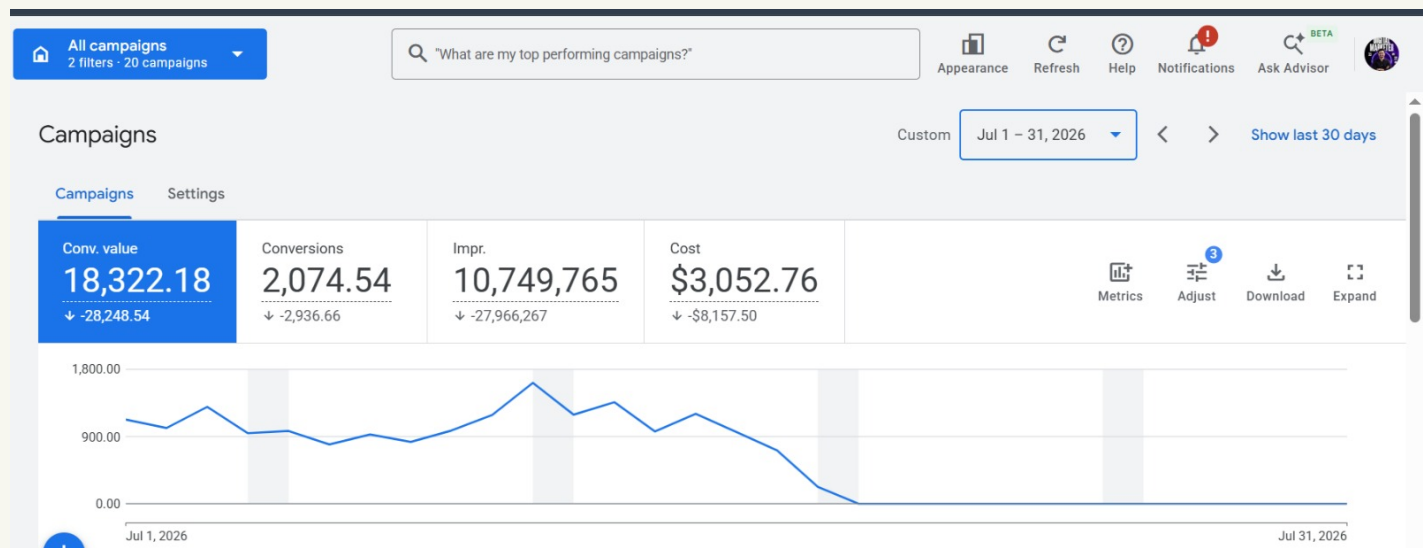


5,011.20 conversions | +37.21% versus May

Conversions grew faster than spend. Reported conversion value rose 47.17%, while cost per conversion improved 17.61% versus May.

06 July efficiency gain

July 1-31, 2026



\$1.47 per conversion | 34.22% lower than June

Spending fell 72.77% and conversions fell 58.60%. The result indicates better cost efficiency at lower volume; causes need campaign-level validation.

The full account picture

14,961.07

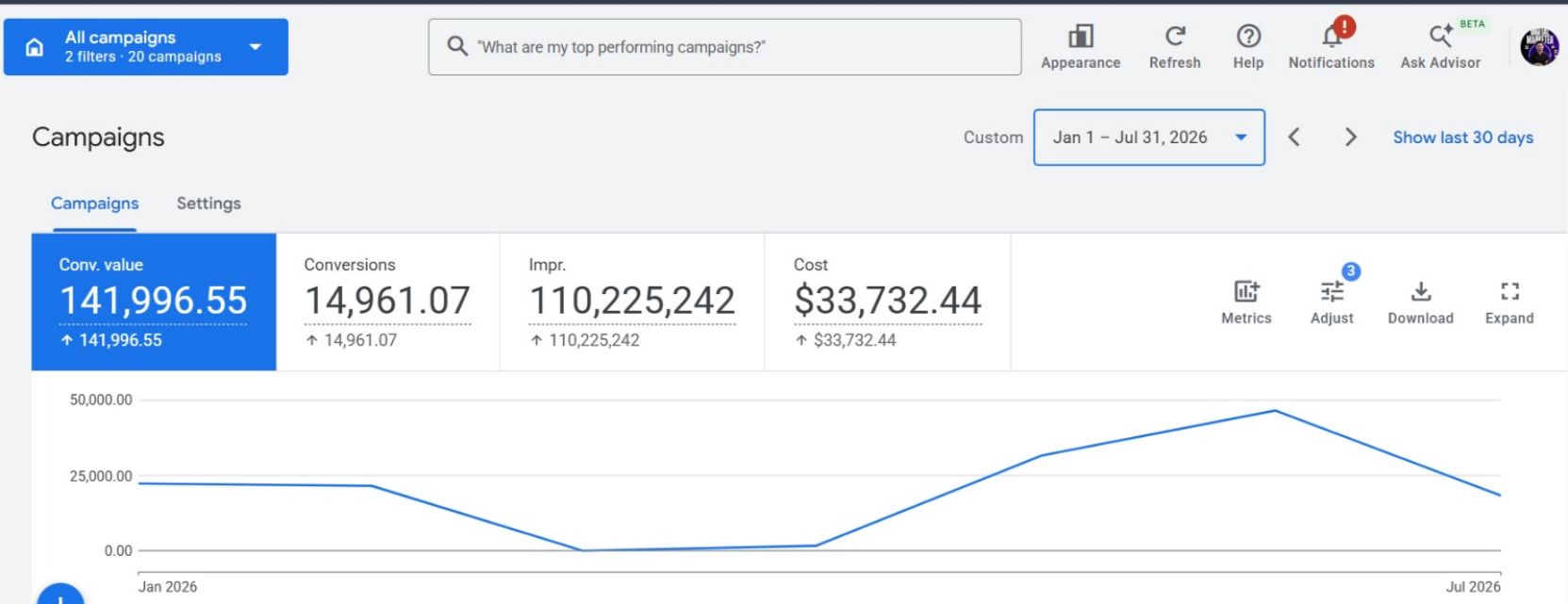
Reported conversions

January 1-July 31, 2026

\$33,732.44

Advertising spend

Consolidated Google Ads report



141,996.55

Reported conversion value

4.21

Value-to-cost ratio

The consolidated view is the headline source and is not added to the monthly figures. Blended cost per conversion is total spend divided by reported conversions: $\$33,732.44 \div 14,961.07 = \$2.25$.

Conversion value has no confirmed revenue currency in the supplied evidence. The ratio can be interpreted as ROAS only after confirming purchase-revenue values and matching currencies.

SKILLS AND MEASUREMENT

What the results establish

SKILLS AND TOOLS

KPI interpretation • Budget efficiency analysis • Cost-per-conversion calculation • Conversion-value analysis • Trend diagnosis • Data reconciliation • Evidence-based reporting

Confirmed tools: Google Ads campaign overview, custom date ranges, conversion and conversion-value reporting, impressions and cost metrics, screenshot analysis and calculated comparisons.

MEASUREMENT NOTES

01 Conversions are reported actions

Fractional conversion totals are preserved. They are not verified unique customers, purchases or fulfilled orders. Impressions are ad displays, not unique people.

02 Monthly coverage is incomplete

There is no standalone March view, and January starts on the 5th. The six views reconcile to aggregate spend, conversions and impressions; uncovered-date activity is not independently verified.

03 Use the consolidated value total

Monthly conversion values sum to 141,996.57, a 0.02 difference from the consolidated display. This case study retains the reported consolidated total of 141,996.55.

04 Separate results from causation

Filter definitions, campaign changes, conversion settings and order quality are not supplied. Specific bidding, targeting or tracking implementations cannot be attributed from overview screens.