PORTFOLIO CASE STUDY / GOOGLE SEARCH ADS

Can €60 generate meaningful search traffic?

A hands-on Google Ads draft campaign built for learning — not a live advertising campaign.

MOLLY MUTT EUROPE | GERMANY | DOG BED COVERS

Independent educational case study using a real company as the subject. No client relationship, employment, endorsement or campaign launch.

The challenge

Develop a focused Google Search campaign proposal for a sustainable pet-bedding brand, with a hypothetical €60 total budget over six days. The planned objective was to attract relevant German-speaking visitors to the dog bed cover product page.

€60	6 days	2
Proposed total budget	Planned duration	Draft ad groups

My individual contribution

- Researched the market and customer search intent; selected German keywords and match types.
- Created the campaign structure, responsive search ad copy, extensions/assets and negative keyword list.
- Set up the campaign as a draft in Google Ads and evaluated estimates using Google Keyword Planner.
- Prepared the strategy and the presentation materials for a DCI group assignment.

Project context: Developed as a DCI Digital Career Institute student exercise and presented in a group setting. I personally completed the planning, draft setup and presentation work.

01 / STRATEGY

From search intent to structure

A deliberately narrow scope: one market, one product category, and two complementary search themes.

Who and what we targeted

Geography & language: Germany, German-language searches.

Product focus: Washable and sustainable dog bed covers.

Customer journey: Consideration-stage shoppers comparing options.

Campaign architecture

DRAFT GOOGLE SEARCH CAMPAIGN

Ad group 1 — Sustainable / eco dog beds
Example exact-match keywords: [ökologisches hundebett], [nachhaltige hundebetten]

Ad group 2 — Washable dog bed covers
Example phrase-match keywords: “hundebett waschbar”, “hundebett bezug waschbar”

Tools and methods applied

• Google Ads: Created the draft Search campaign, ad groups, responsive search ad copy and associated assets.

• Google Keyword Planner: Reviewed keyword volume, competition and planning estimates (source research dated 30 September 2026).

• Match-type strategy: Exact match for tightly defined sustainability searches and phrase match for washable-product queries.

• Negative keywords: Proposed exclusions for unrelated products, second-hand intent and selected low-fit searches.

• Bidding: Planned “Maximize Clicks,” consistent with a traffic objective.

Why this structure? With a small budget, tighter search intent and fewer ad groups can help make early performance easier to interpret. This is a planning rationale, not an observed outcome.

02 / FORECAST & MEASUREMENT

Expected performance, not results

These numbers were presented as planning estimates. No ads ran, no spend occurred, and no clicks or conversions were recorded.

~1,500	~62	~4.2%	~€0.97
Estimated impressions	Expected clicks	Planned CTR	Estimated average CPC

Critical distinction

All figures above are forecasts or targets from the student campaign proposal, informed by Google Keyword Planner. They are not verified outcomes and do not demonstrate actual campaign performance.

How I planned to judge the campaign

- Clicks: Primary indicator for a website-traffic objective.
- CTR: Early signal of ad-message relevance to searches.
- Average CPC: Budget efficiency; planned to stay near or below €1 per click.
- Search terms: Identify irrelevant queries and refine negative keywords.
- Conversions: A potential secondary signal only; the single-conversion estimate is especially uncertain without live data.

What the forecast cannot tell us

Whether these keywords would deliver qualified sessions, whether the landing page would convert, or which ad group would perform best. Auction competition, ad relevance, tracking configuration and actual user behavior could change the outcome substantially.

03 / REFLECTION

What I learned — and would improve

The value of this project is the reasoning, implementation practice and ability to critique the draft before spending real money.

Three practical takeaways

• Intent beats volume alone. A keyword can have strong search volume but still be a poor fit for the product being offered.

• Small budgets force priorities. Campaign scope, match types and exclusions should support a defined learning objective.

• Forecasts are hypotheses. They help plan, but only a live campaign with reliable tracking can validate performance.

What I would check before a real launch

• Landing-page relevance: Confirm that searches for a complete “dog bed” lead to a page that matches expectations; otherwise refine keywords and messaging to focus on covers.

• Measurement: Configure and test tracking for relevant actions before activating ads.

• Copy and policy: Verify product claims, available assets, location/language settings and ad approvals.

• Optimization plan: Review search terms, CTR, CPC, and quality of traffic by ad group; adjust negatives and copy based on evidence.

PROJECT DISCLOSURE

Molly Mutt Europe is a real business used solely as the subject of an independent DCI educational assignment. I have never worked for Molly Mutt; the company did not commission or endorse this work. The proposed Google Search campaign was built as a draft but never launched. The €60 budget was not spent and all performance figures are estimates, not real results.

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