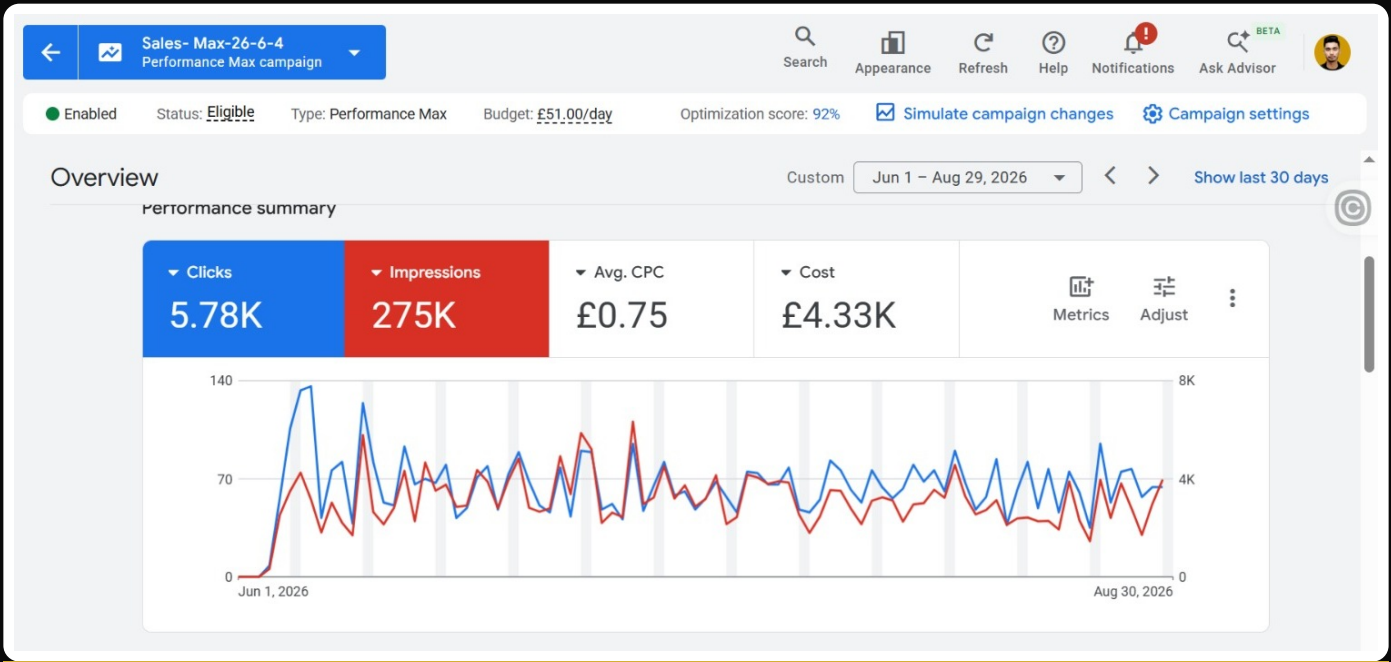
BLISS FURNITURE LTD · UK SOFA eCOMMERCE · SHOPIFY

From 2.3× to 6.2× ROAS on Google Ads

How FSA Enterprises tested, learned and scaled Google Ads for a UK sofa brand: two small test campaigns, then one Performance Max campaign that brought in 5.78K clicks at £0.75 each and helped lift ROAS to 6.2×.



6.2×
Blended ROAS*

£36.7K
Shopify sales, 90 days

5.78K
Clicks, main campaign

£0.75
Avg. cost per click

*Blended ROAS = total Shopify sales (£36.7K) ÷ total Google Ads spend (£5.92K), 1 Jun – 29 Aug 2026. Includes all store sales, not only ad-attributed orders.

The client, the challenge & our approach

CLIENT	Bliss Furniture LTD, UK
INDUSTRY	Furniture eCommerce (sofas, corner sofas, jumbo cord ranges)
PLATFORM	Shopify + Google Ads
PERIOD	March – August 2026
SERVICES	Google Ads (Search + Performance Max), landing page optimisation

The challenge

When FSA took over the account, Google Ads was returning only about 2.3× ROAS. For a made-to-order sofa brand with good margins that is too low to scale: every extra pound of budget brought back too little revenue. Sofas are also a high-consideration purchase, so clicks alone do not mean sales. Ads and landing pages both have to earn the order.

Our approach: test, learn, scale

PHASE 1 · MAR 2026

Launch test

PMax: Jumbo Cord (UK Launch). Tested the hero product range in Performance Max.

868 clicks · £0.66 CPC

PHASE 2 · APR–MAY 2026

Search test

UK Sofa Sales, Search (Core). Tested high-intent sofa keywords.

193 clicks · 26.4% CTR

PHASE 3 · JUN–AUG 2026

Scale

Sales-Max PMax, built on what the tests showed, with landing pages optimised for conversion.

5.78K clicks · £0.75 CPC

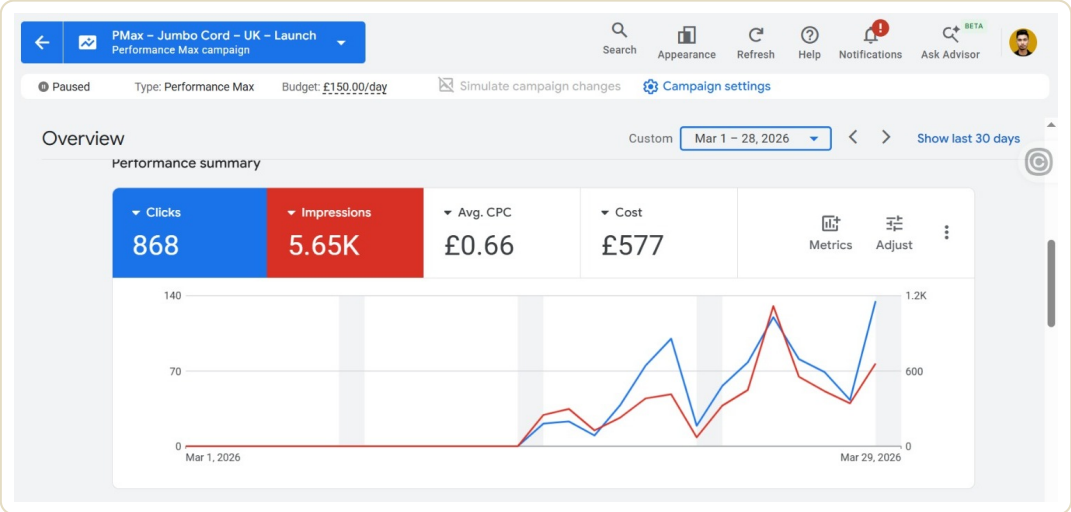
What FSA Enterprises delivered

- Campaign structure: separate test campaigns for the hero product range and for core search intent, before committing budget.
- Performance Max build: product feed, asset groups and audience signals set up around UK sofa buyers.
- Landing page optimisation: pages matched to the ad intent, so paid clicks land where they can convert.
- Budget discipline: test campaigns paused once they had done their job, with budget moved to the campaign that proved itself.

Phases 1 & 2: testing before scaling

Phase 1: PMax, Jumbo Cord UK launch (Mar 2026)

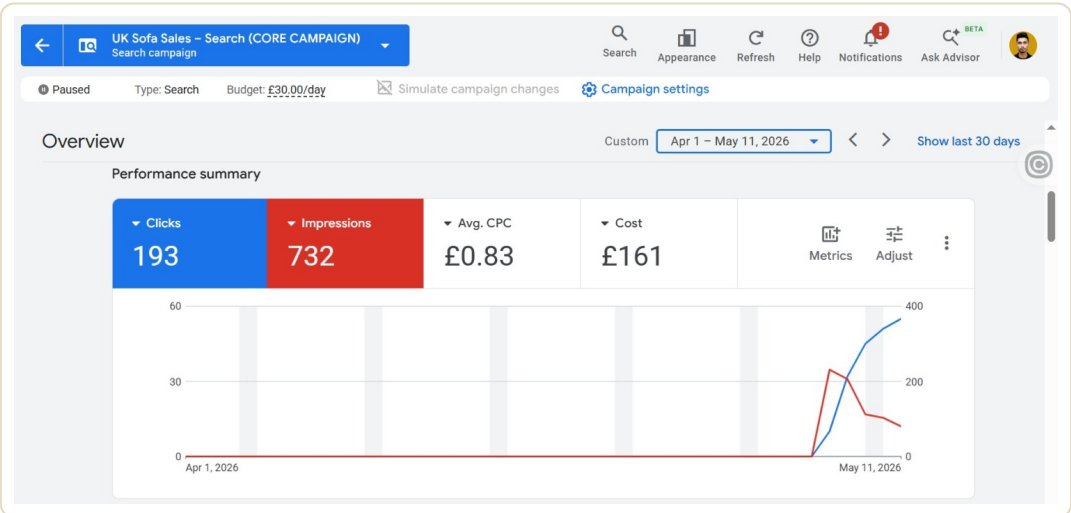
868	5.65K	15.4%	£577
Clicks	Impressions	CTR	Spend · £0.66 CPC



Google Ads: PMax, Jumbo Cord, UK Launch. 1 – 28 Mar 2026 (now paused).

Phase 2: Search, UK Sofa Sales core (Apr – May 2026)

193	732	26.4%	£161
Clicks	Impressions	CTR	Spend · £0.83 CPC

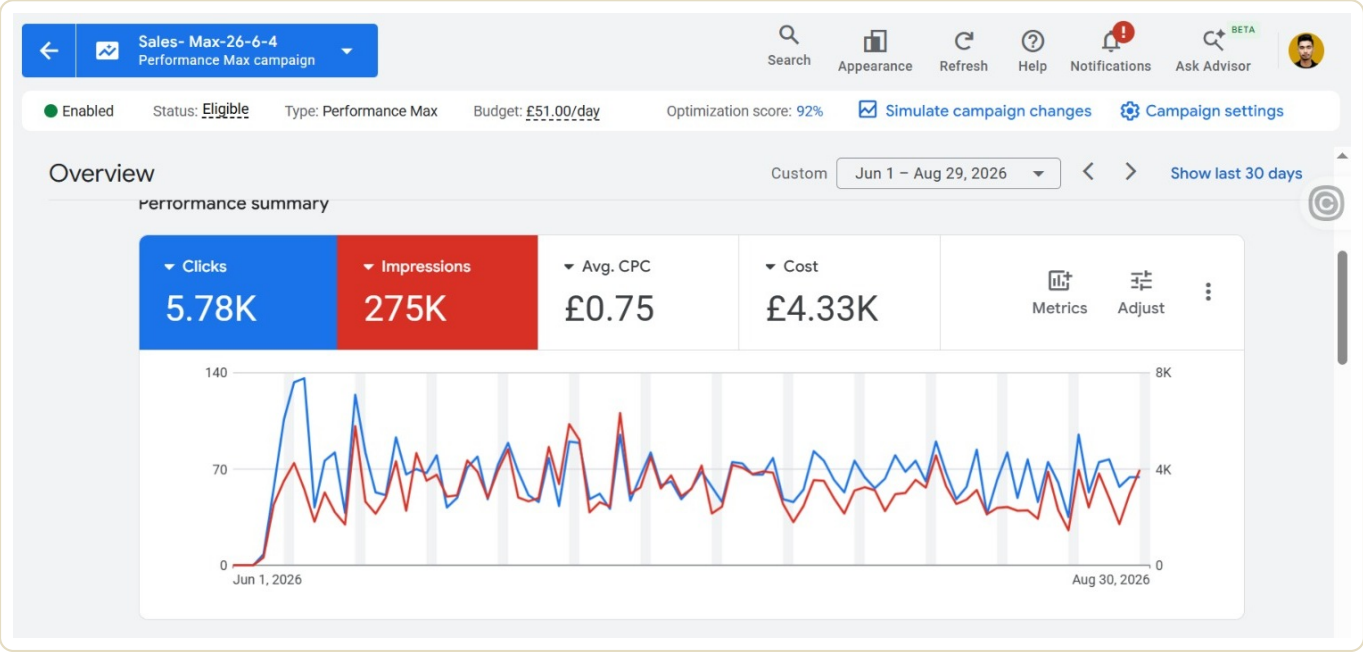


Google Ads: UK Sofa Sales, Search (Core). 1 Apr – 11 May 2026; traffic ran in the final week only (now paused).

Phase 3: scaling with Performance Max

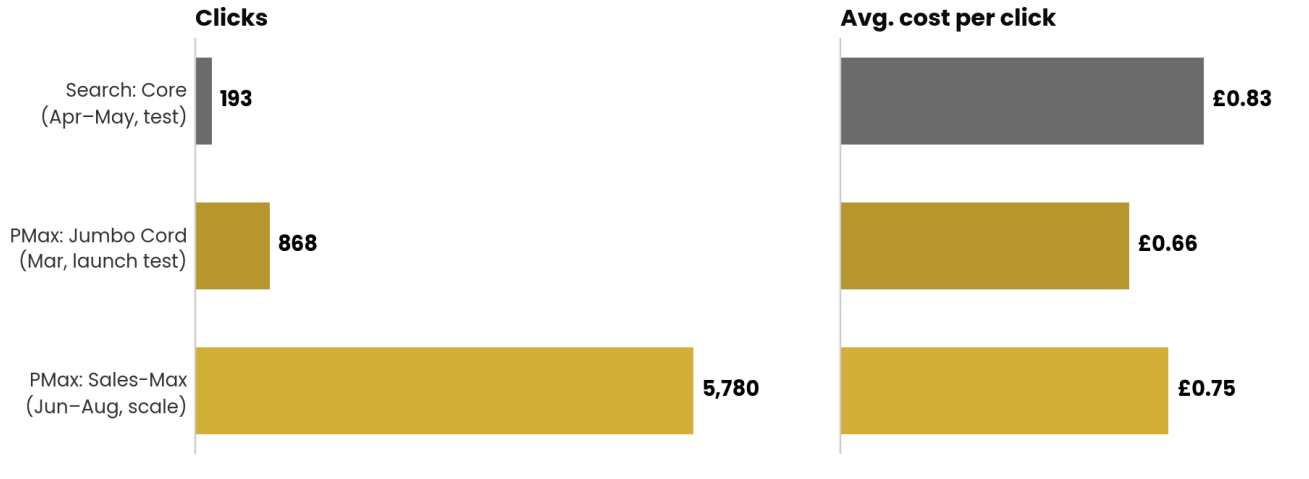
Sales-Max PMax (1 Jun – 29 Aug 2026)

5.78K	275K	£0.75	£4.33K
Clicks	Impressions	Avg. CPC	Spend · £51/day



Google Ads: Sales-Max-26-6-4, Performance Max. 1 Jun – 29 Aug 2026. Status: Enabled, optimisation score 92%.

All three campaigns side by side



Phase 3 kept cost per click in the same £0.66–£0.83 range as the tests while reaching 5.4× more clicks than both test campaigns combined. It is the only campaign still running, at a controlled £51/day budget.

Business results

Account results: 1 Jun – 29 Aug 2026

Metric	At takeover	Jun – Aug 2026	Note
Blended ROAS	~2.3×	**6.2×**	~2.7× more revenue per £1 spent
Google Ads spend	—	**£5.92K**	All campaigns, £0.76 avg. CPC
Clicks / Impressions	—	**7.8K / 382K**	All campaigns in the account
Shopify sales (90 days)	—	**£36.7K**	78 orders · ~£470 per order
Ad spend per order	—	**~£76**	£5.92K ÷ 78 orders (blended)

Blended figures use total Shopify sales and orders (11.5K sessions, 0.5% conversion rate), which include some non-ad sales. Source: Google Ads and Shopify

What moved the needle

- ☑ Test before you scale. Two low-spend test campaigns (£738 total) showed where the demand and the cheap clicks were before any real budget went in.
- ☑ Landing pages matched to the ads. Optimising the pages ads point to was the key lever in taking ROAS from ~2.3× to 6.2×.
- ☑ Performance Max for a visual product. Sofas sell on looks, and PMax puts product images across Search, Shopping, Display and YouTube at an average of £0.75 per click.
- ☑ Controlled budget. £51/day on the proven campaign, not £150/day on an unproven one. Tests were paused as soon as they had done their job.

> The takeaway: Google Ads did not get better by spending more. It got better by spending in the right place and sending clicks to pages built to convert them.

Want Google Ads that pay for themselves?

FSA Enterprises runs Google, Meta and TikTok ads, plus Shopify development and CRO, for brands in the UK, UAE, USA and Pakistan.

info@fsa-enterprises.com +92 306 5371457 WTC, Giga Mall, Islamabad