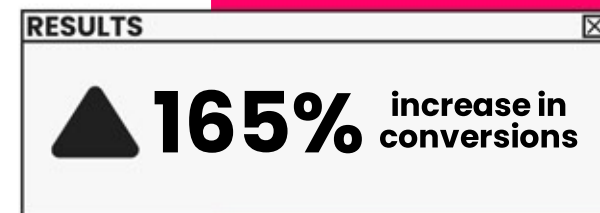
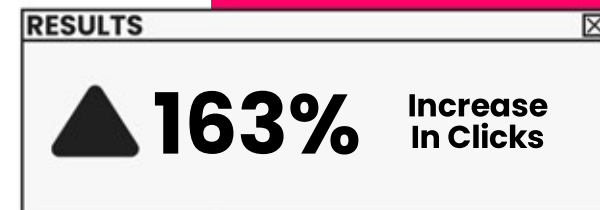


Godiva chocolate has a rich history that began in 1926. For decades, they have been making high-quality chocolates and desserts to become the official chocolatier to the Belgian Royal Court, but as times change, so does the way they sell their products. In order to reach their target audience and make sure they are always visible on Google search engines, Godiva turned to clique.agency's Pay Per Click management services to help them increase visibility during Easter season 2021.

The campaign was widely successful, with the company achieving a ROAS of 3.40 not just increasing their visibility on Google search engines, but making it profitable as well. The strategy used to achieve these results included targeting shoppers who were searching for chocolate products, through search and shopping, as well using remarketing ads that targeted previous visitors from Godiva's website in order to increase brand awareness among potential customers online utilizing Google Display Network which reaches 90% of online consumers.



"...went above & beyond, easy to communicate with and knows what he's doing. Highly recommend!"
- Cherie Atamian - National Marketing Manager

