DIOGO DIAS

Work Examples



diogodiasmarketing@gmail.com
(+351) 932 832 621
linkedin.com/in/diogorafaelcostadias

GOOGLE ADS

Security & Locksmith

This client is a security systems and locksmith company providing high security locks, safes, cylinders, and 24/7 emergency door and car opening services in the Greater Porto area.

CHALLENGE

When I took over management of this client, I identified that there were two campaigns, and the campaign which generated most leads had only "average" Ad Strength.

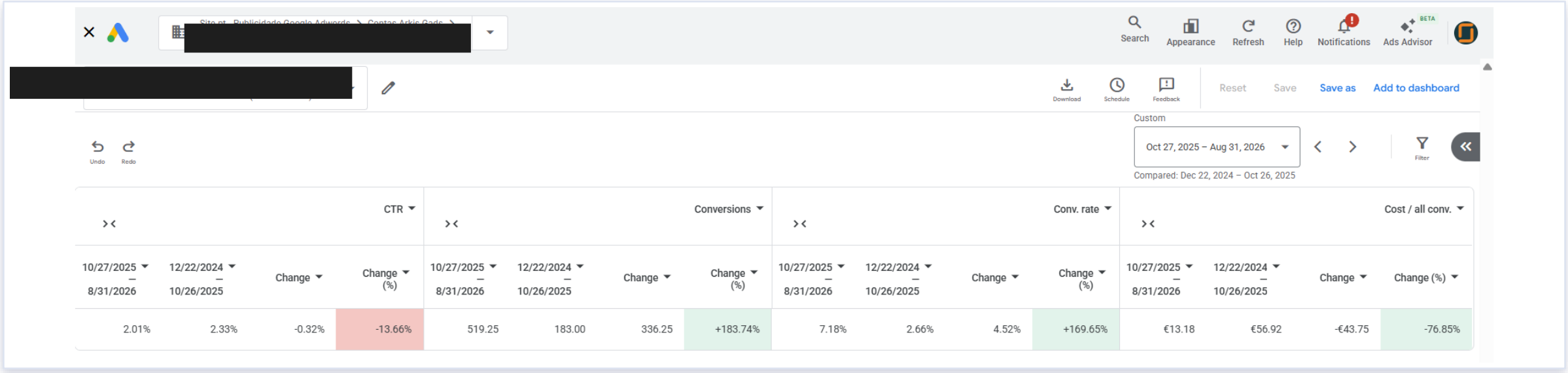
STRATEGY

My goal was to obtain more qualified leads, essentially. And so, I:

- Raised the main campaign from Average to Excellent Ad Strength and launched a new RSA, also Excellent.
- Merged two overlapping campaigns after detecting keyword cannibalization between them.
- Shifted budget weekly toward whichever campaign had the lower CPA, and removed the Display Network after Google auto-applied it.
- Applied bid adjustments by device, hour, age, and location, backed by a running negative-keyword list.

GOOGLE ADS

Security & Locksmith



CTR				Conversions				Conv. rate				Cost / all conv.			
10/27/2025 – 8/31/2026	12/22/2024 – 10/26/2025	Change	Change (%)	10/27/2025 – 8/31/2026	12/22/2024 – 10/26/2025	Change	Change (%)	10/27/2025 – 8/31/2026	12/22/2024 – 10/26/2025	Change	Change (%)	10/27/2025 – 8/31/2026	12/22/2024 – 10/26/2025	Change	Change (%)
2.01%	2.33%	-0.32%	-13.66%	519.25	183.00	336.25	+183.74%	7.18%	2.66%	4.52%	+169.65%	€13.18	€56.92	-€43.75	-76.85%

+183.74%
LEADS
183 → 519.25

-76.85%
CPL
56.92€ → 13.18€

+169.65%
CVR
2.66% → 7.18%

GOOGLE ADS

EV Accessories & Wallboxes

This client is a Portuguese online store selling EV charging accessories and wallboxes.

CHALLENGE

The Performance Max catalog campaign had accumulated over 1000 never-converting search terms, and the bid strategy was optimizing for conversion count over conversion value.

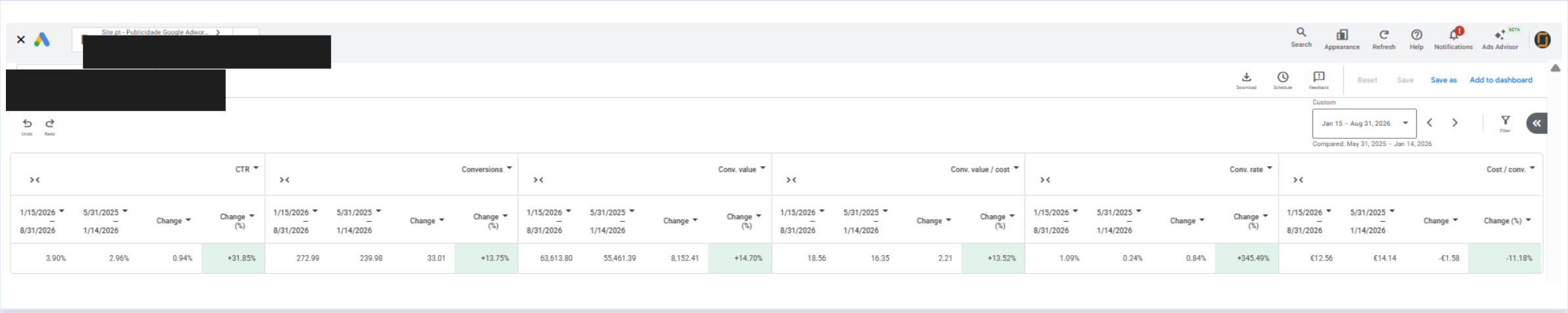
STRATEGY

Managing a Performance Max catalog campaign, I:

- Removed over 1000 never-converting exact-match search terms in one pass, with further rounds added later.
- Switched bidding from Maximize Conversions to Maximize Conversion Value once conversions rose but conversion value dropped sharply.
- Built device value rules (desktop ×1.1, tablet ×0.9) based on all-time CPA, CVR and revenue data.
- Excluded weekend early-morning hours that had zero conversions all time.
- Added sitelinks and two new video assets, pushing one asset group from Average to Excellent Ad Strength.
- Imported a customer list and enabled automated Customer Match updates.

GOOGLE ADS

EV Accessories & Wallboxes



+14.70%
Revenue
55461.39€ → 63613.80€

+13.52%
ROI
16.35 → 18.56

CTR 3.90% (+31.85%) · CVR 1.09% (+345.49%) · CPA 12.56€ (-11.18%)

FINLAND · NORWAY · SWEDEN · 1 NOV 2024 - 28 FEB 2025

Multi-Market Merchandising

This client provides customized printing, marketing materials and promotional corporate merchandise.

CHALLENGE

Several markets carried campaigns with high spend and negative ROAS, and search terms hadn't been audited against a consistent quality checklist in a while.

STRATEGY

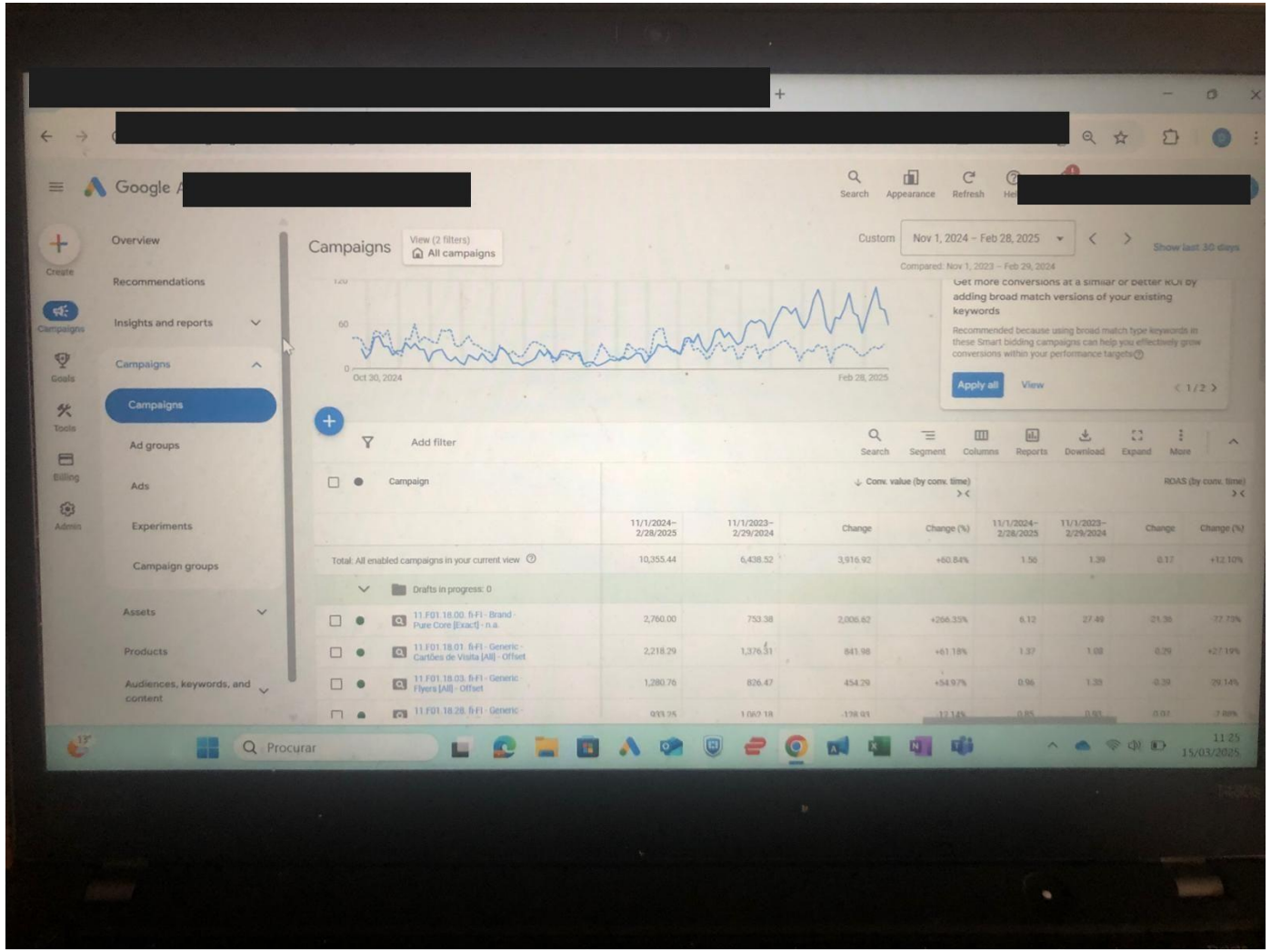
At this client, I ran a recurring, checklist-driven review across markets: auditing search terms on the highest-cost and negative-ROAS campaigns, isolating underperforming assets in Performance Max, and benchmarking copy and pricing against competitors. In Finland, that process moved the key metrics meaningfully versus the same period last year.

- Ran a full ad-component and A/B-testing audit per market, benchmarked against competitor ads (via VPN) and reviewed keyword Quality Score.
- Built and validated pivot-table analyses of SKU and search-term performance across Finland, Norway, Sweden and several other markets.
- Isolated underperforming assets in Performance Max and prioritized the campaigns with the highest cost and most negative ROAS.
- Built and validated Black Friday / Cyber Monday campaigns, sitelinks and promotion extensions for Finland, Norway and Sweden

P.S.: Internal account data showed improvement in ROAS and revenue across the three markets and both platforms. Screenshots are shown only for selected markets.

GOOGLE ADS

Multi-Market Merchandising - Finland

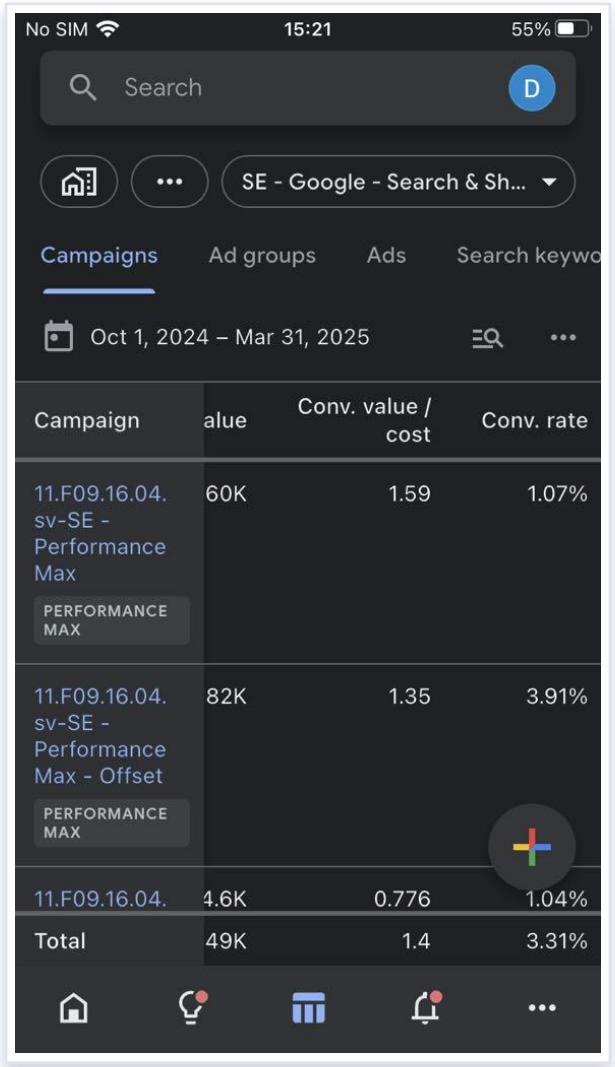


+60.84%
CONVERSION VALUE
6438.52€ → 10355.44€

+12.10%
ROAS
1.39 → 1.56

GOOGLE ADS

Multi-Market Merchandising - Sweden

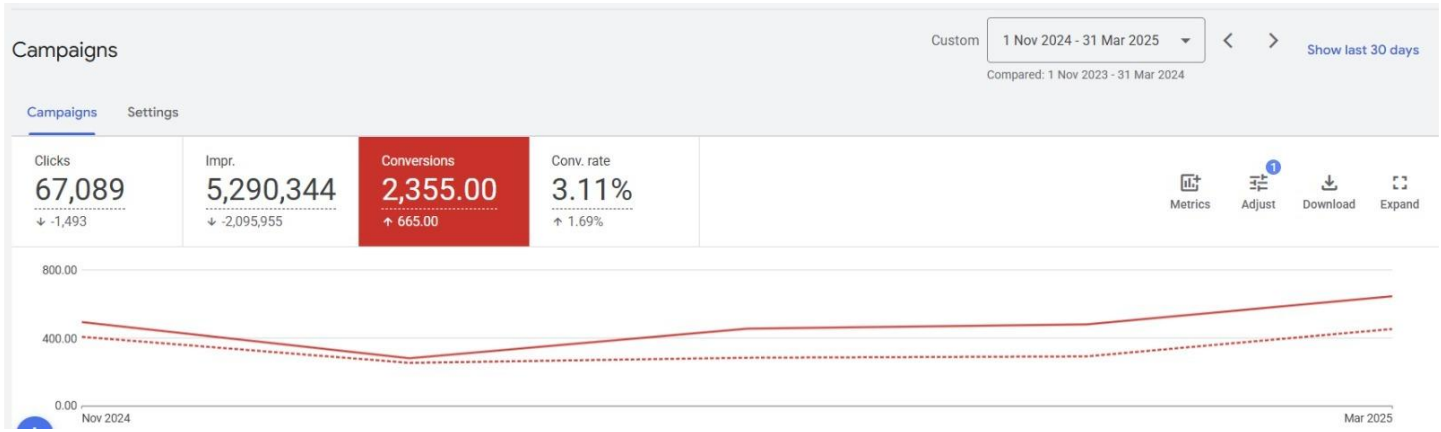


1.4
ROI

3.31%
CVR

GOOGLE ADS

Multi-Market Merchandising - All Markets (FI, NO, SE)



+39.35%
CONVERSIONS
1690 → 2355

+119.01%
CONV. RATE
1.42% → 3.11%

Combined Google Ads performance across Finland, Norway and Sweden during my time managing the accounts
CTR 1.27% (+36.58%)

GOOGLE ADS · HOME CARE

Home Care Services

This client provides home-care and caregiver services (elderly support, in-home nursing) in the Greater Porto area.

CHALLENGE

Conversion goals were broken, tracking page views instead of clicks, and the account hadn't recorded a single conversion since July 1st.

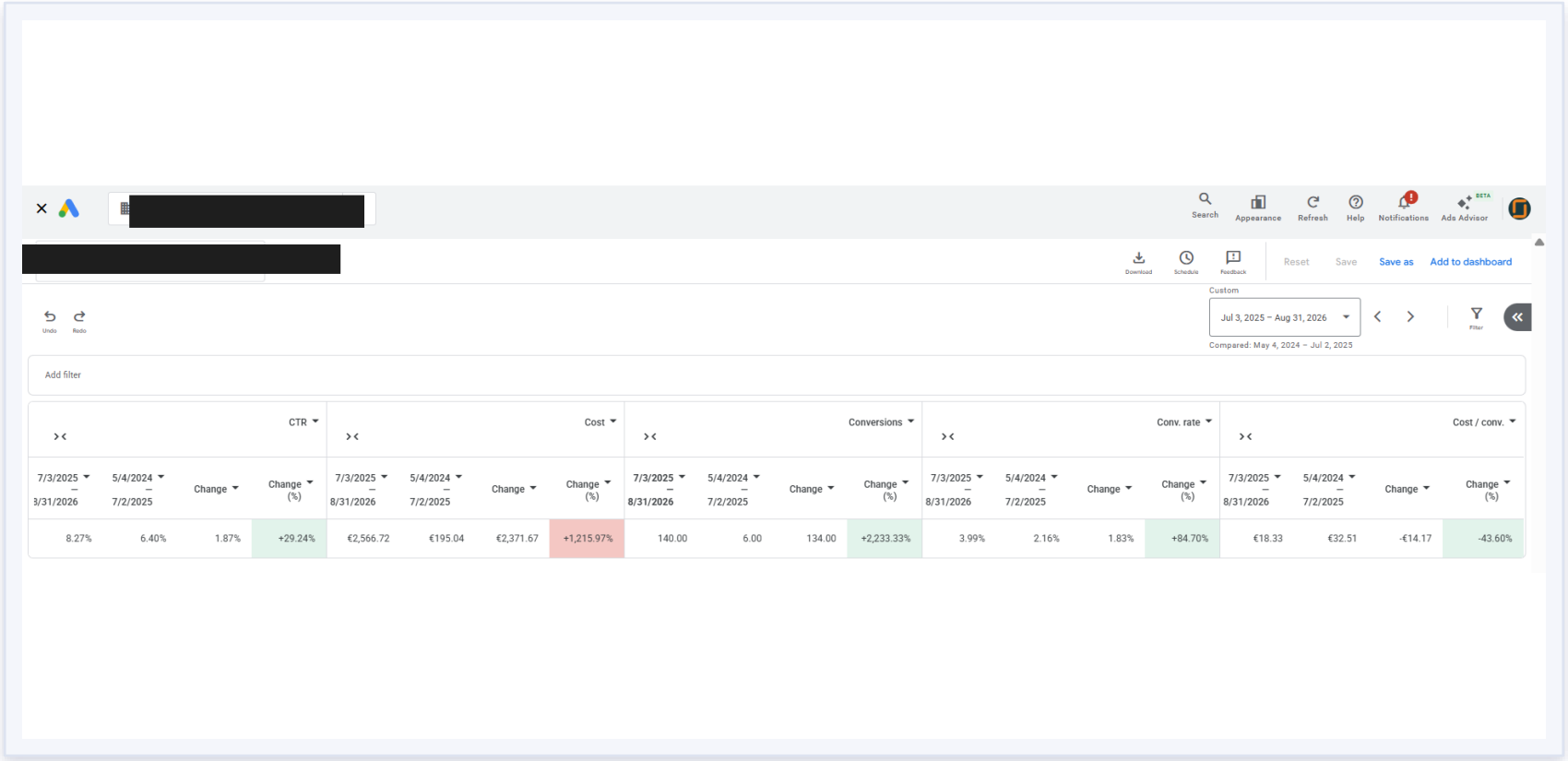
STRATEGY

Running its Search lead-generation campaign, I:

- Rebuilt the conversion goals into proper call-tracking goals, covering both ad call extensions and on-site phone-number clicks.
- Ran an ongoing negative-keyword cleanup, 300+ terms across several rounds, to cut job-seeker, social-security and nursing-home searches unrelated to home-care leads.
- Rewrote RSA headlines repeatedly to lift Quality Score and Ad Strength, swapping out zero-conversion and high-CPA assets.
- Layered bid adjustments by city, age group, hour and weekday, cutting bids up to -75% in zero-lead cities and reallocating budget toward the best performers.
- Added new nearby locations and long-tail keywords as the data revealed untapped, better-converting areas.

GOOGLE ADS

Home Care Services



CTR				Cost				Conversions				Conv. rate				Cost / conv.			
7/3/2025 – 3/31/2026	5/4/2024 – 7/2/2025	Change	Change (%)	7/3/2025 – 8/31/2026	5/4/2024 – 7/2/2025	Change	Change (%)	7/3/2025 – 8/31/2026	5/4/2024 – 7/2/2025	Change	Change (%)	7/3/2025 – 8/31/2026	5/4/2024 – 7/2/2025	Change	Change (%)	7/3/2025 – 8/31/2026	5/4/2024 – 7/2/2025	Change	Change (%)
8.27%	6.40%	1.87%	+29.24%	€2,566.72	€195.04	€2,371.67	+1,215.97%	140.00	6.00	134.00	+2,233.33%	3.99%	2.16%	1.83%	+84.70%	€18.33	€32.51	-€14.17	-43.60%

+2233.33%
Conversions
6 → 140

-43.6%
CPL
32.51€ → 18.33€

GOOGLE ADS

Medical & Geriatric Supplies

This client sells hospital and geriatric-care products (incontinence, wound care, mobility) wholesale, to institutions and individuals across mainland Portugal.

CHALLENGE

The Performance Max feed carried hundreds of SKUs that had never generated revenue, and the target ROAS was set unrealistically high, capping growth.

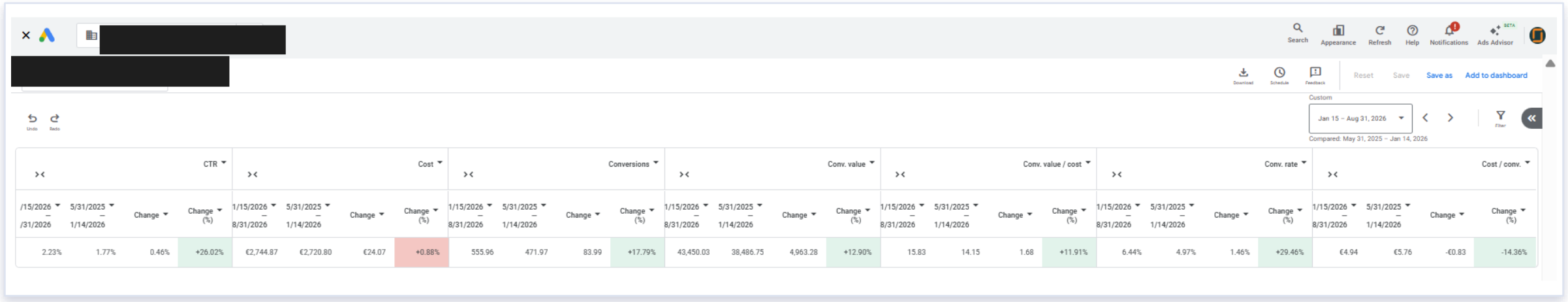
STRATEGY

Managing a Performance Max catalog account, I:

- Excluded 287 SKUs that had never generated revenue but had significant cost.
- Tested lowering an inflated 832% target ROAS to 700%.
- Built device and location value rules (e.g. +10% mobile, region-based multipliers).
- Ran repeated negative-keyword passes: 250+ terms removed, including one batch that had cumulatively spent over 1400€ without a single conversion.
- Refreshed headlines, descriptions and image creative around the best-selling product lines to lift CTR and Ad Strength.

GOOGLE ADS

Medical & Geriatric Supplies



+12.90%
REVENUE
38486.75€ → 43450.03€

-14.36%
CPA
5.76€ → 4.94€

CTR 2.23% (+26.02%) · Conv. 555.96 (+17.79%) · ROI 15.83 (+11.91%) · CVR 6.44% (+29.46%)

GOOGLE ADS

EV Charging Solutions

This client has promoted electric mobility in Portugal since 2015, running an online store for home and business EV charging solutions, namely wallboxes, cables and portable chargers.

CHALLENGE

Performance Max was stuck at Average Ad Strength, while the new V2C Trydan charger line did not yet have a dedicated campaign structure. The initial goal was to generate leads, as the account had historically generated very few sales.

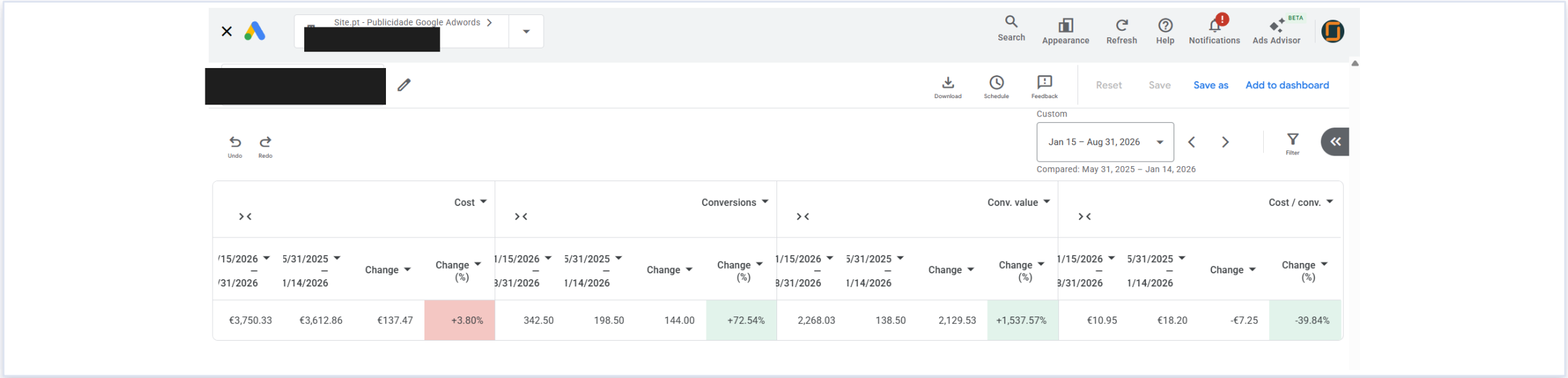
STRATEGY

Managing Search and Performance Max across several product lines, I:

- Negatived “free" and other non-buyer terms early to protect the Leads campaign's budget.
- Pushed Performance Max from Average to Excellent Ad Strength with a new square video asset and refreshed RSA copy.
- Launched and iterated two new Performance Max lines for the V2C Trydan charger range, shifting budget as the Catalog campaign outperformed the Search one.
- Excluded 700+ placements at account level after a YouTube traffic spike generated volume with zero conversions.
- Set bid adjustments by device and age group from all-time data: mobile drove 539 of 664 leads at a lower CPA than desktop.

GOOGLE ADS

EV Charging Solutions



Cost				Conversions				Conv. value				Cost / conv.			
/15/2026 – /31/2026	5/31/2025 – 1/14/2026	Change	Change (%)	1/15/2026 – 3/31/2026	5/31/2025 – 1/14/2026	Change	Change (%)	1/15/2026 – 3/31/2026	5/31/2025 – 1/14/2026	Change	Change (%)	1/15/2026 – 3/31/2026	5/31/2025 – 1/14/2026	Change	Change (%)
€3,750.33	€3,612.86	€137.47	+3.80%	342.50	198.50	144.00	+72.54%	2,268.03	138.50	2,129.53	+1,537.57%	€10.95	€18.20	-€7.25	-39.84%

+72.54%
CONVERSIONS
198.50 → 342.50

-39.84%
CPL
18.20€ → 10.95€

GOOGLE ADS

Gifts & Merchandising

This client specializes in creating personalized gifts and corporate merchandising.

CHALLENGE

When I started managing this client, the Google Ads account had no active conversion tracking.

Additionally, the existing setup included two campaigns with duplicated asset groups and incomplete creatives.

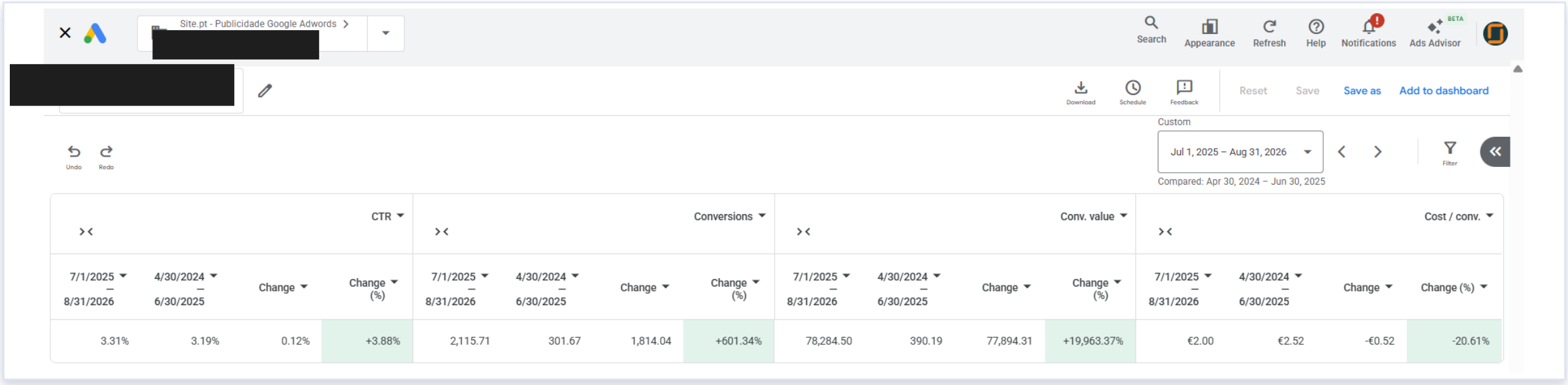
STRATEGY

So, my goal was to restructure the account, implement conversion tracking, and optimize campaign effectiveness. To achieve this, I:

- Built a complete conversion-tracking setup on day one and rebuilt the asset groups around the strongest-selling SKUs.
- Built a seasonal campaign calendar (Christmas, Baptisms, Mother's/Father's Day, Weddings), rotating creative and search themes.
- Kept feed hygiene current and reallocated daily budget toward the best-ROAS campaigns every week.
- Layered in Customer Match and cart-abandoner audiences, and ran bid adjustments by device, hour, and age.

GOOGLE ADS

Gifts & Merchandising



CTR				Conversions				Conv. value				Cost / conv.			
7/1/2025 – 8/31/2026	4/30/2024 – 6/30/2025	Change	Change (%)	7/1/2025 – 8/31/2026	4/30/2024 – 6/30/2025	Change	Change (%)	7/1/2025 – 8/31/2026	4/30/2024 – 6/30/2025	Change	Change (%)	7/1/2025 – 8/31/2026	4/30/2024 – 6/30/2025	Change	Change (%)
3.31%	3.19%	0.12%	+3.88%	2,115.71	301.67	1,814.04	+601.34%	78,284.50	390.19	77,894.31	+19,963.37%	€2.00	€2.52	-€0.52	-20.61%

+601.34%
CONVERSIONS
301.67 → 2115.71

-20.61%
CPA
2.52€ → 2.00€

78284.5€
REVENUE
CTR 3.31% (+3.88%)

GOOGLE ADS

Outdoor Advertising (B2B)

This client is a B2B Portuguese company specializing in large format advertising (30x6m), with around 600 billboards nationwide.

CHALLENGE

When I took over this client, the account was completely new.

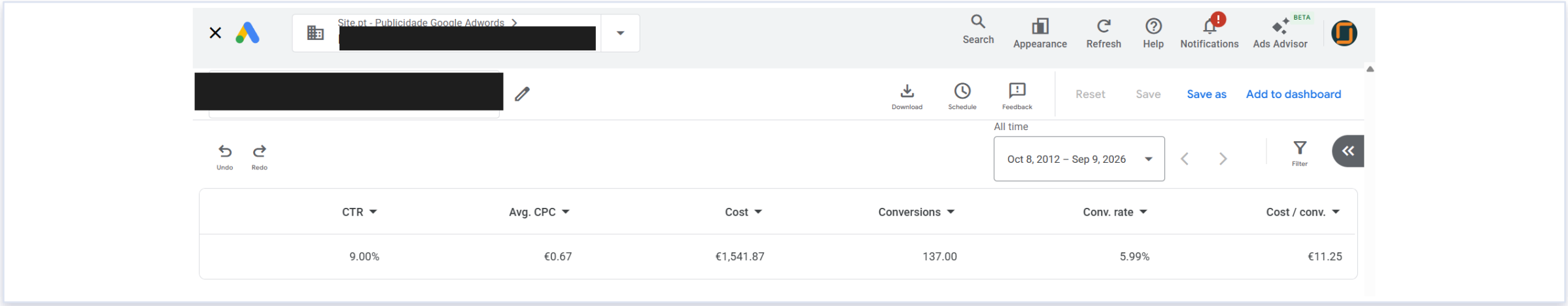
STRATEGY

So, my goal was to design and launch an end to end Google Ads strategy from scratch, with the main purpose of generating qualified leads. And so, I:

- Built the account from scratch: conversion tracking, placement-exclusion scripts, and Performance then Search campaigns, both reaching Excellent Ad Strength.
- Reallocated budget monthly between Search and Performance Max as Search proved the stronger performer.
- Tested tCPA bidding and AI Max, and applied bid adjustments by hour, device, and location.
- Kept a running negative-keyword list to filter out unrelated searches.

GOOGLE ADS

Outdoor Advertising (B2B)



137
LEADS
Since launch

€11.25
CPL
1541.87€ total spend

9.00%
CTR
Avg. CPC 0.67€

GOOGLE ADS

Training & Consulting

This client is a DGERT-certified training and consulting company based in Felgueiras, running e-learning courses and pedagogical-certification consulting for businesses and individuals.

CHALLENGE

When I took over this client, the account was completely new.

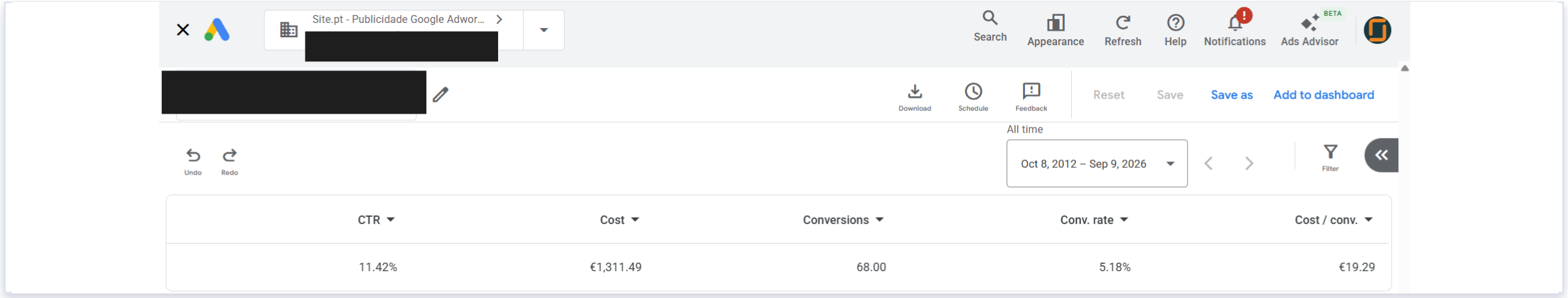
STRATEGY

Running the Search campaign for its Moodle setup and pedagogical-consultancy services, I:

- Split the account into two focused ad groups, Moodle setup and Pedagogical Consultancy, each with its own budget and audience.
- Removed the 18-24 and 65+ age brackets and cut bids in underperforming cities (Coimbra, Braga, Setúbal) based on all-time CPA.
- Ran repeated negative-keyword passes, 300+ terms across several rounds, to filter out competitor names, informational searches, and student-intent traffic.
- Rewrote both RSAs from scratch using the best-performing all-time headlines and descriptions.
- Adjusted bids by device (mobile up to +15%, the top converter) and excluded overnight hours with zero all-time leads.

GOOGLE ADS

Training & Consulting



GOOGLE ADS

Wine Restaurant

This client is a premium wine restaurant in Oporto.

CHALLENGE

When I took over, conversion tracking was blocked by an external iframe booking system, making it impossible to measure results in Google Ads.

The account also relied on an expensive Smart Campaign, and the owner had excluded brand terms entirely.

The goal was to cut spend after prior investment showed no return, complicated by the client often accepting Google's automated budget-increase suggestions (e.g. 10€ to 30€/day) without consulting me first.

STRATEGY

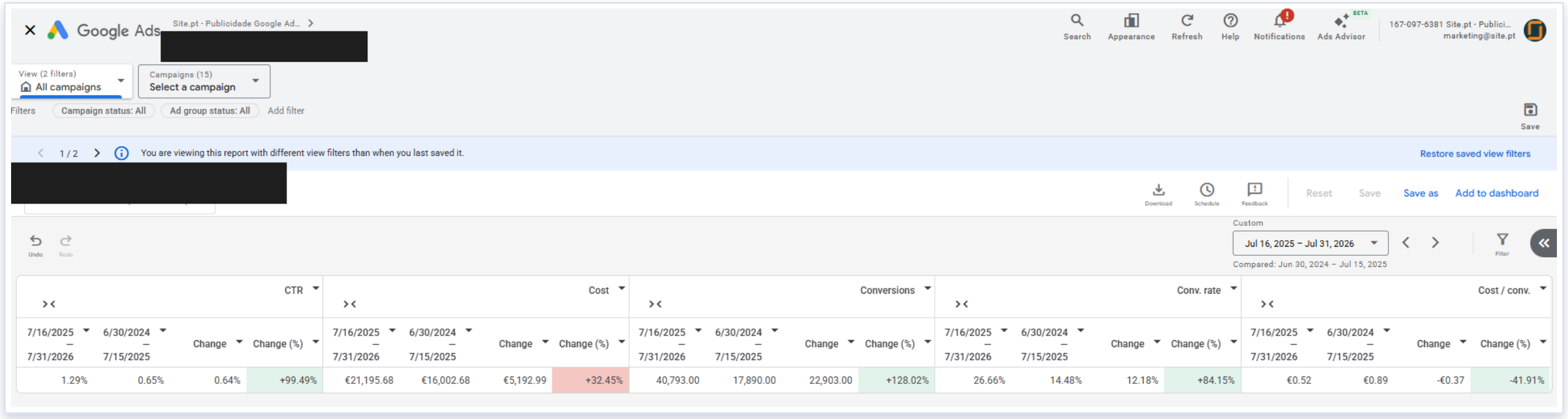
So, in order to optimize the account, I:

- Cut daily spend by ~40% and launched Search + Performance Max restricted to the northern regions near the restaurant.
- Built two custom scripts to catch irrelevant placements and analyze Performance Max networks.
- Reallocated budget across up to eight campaigns as the client's spend cap moved between 600€ to 700€, prioritizing the two top converters.
- Paused and reactivated campaigns in step with the client's own changes, and trimmed the lowest-performing overnight hours.

P.S.: The conversions on the printscreen on the following page are local directions. In other words, users clicking the "Directions" button on Google Maps or the restaurant's Business Profile.

GOOGLE ADS

Wine Restaurant



CTR				Cost				Conversions				Conv. rate				Cost / conv.			
7/16/2025 – 7/31/2026	6/30/2024 – 7/15/2025	Change	Change (%)	7/16/2025 – 7/31/2026	6/30/2024 – 7/15/2025	Change	Change (%)	7/16/2025 – 7/31/2026	6/30/2024 – 7/15/2025	Change	Change (%)	7/16/2025 – 7/31/2026	6/30/2024 – 7/15/2025	Change	Change (%)	7/16/2025 – 7/31/2026	6/30/2024 – 7/15/2025	Change	Change (%)
1.29%	0.65%	0.64%	+99.49%	€21,195.68	€16,002.68	€5,192.99	+32.45%	40,793.00	17,890.00	22,903.00	+128.02%	26.66%	14.48%	12.18%	+84.15%	€0.52	€0.89	-€0.37	-41.91%

+128.02%
CONVERSIONS (DIRECTIONS CLICKS)
17890 → 40793

-41.91%
CPL
0.89€ → 0.52€

+84.15%
CVR
14.48% → 26.66%

GOOGLE ADS

EU Car Imports

This client is a B2C company that streamlines the fast, safe, and transparent import of cars from the European Union to Portugal.

CHALLENGE

When I took over this client's Google Ads account, the existing Performance Max campaign was ineffective: it lacked complete assets, had no brand visuals, and showed poor budget control across networks, devices, and regions.

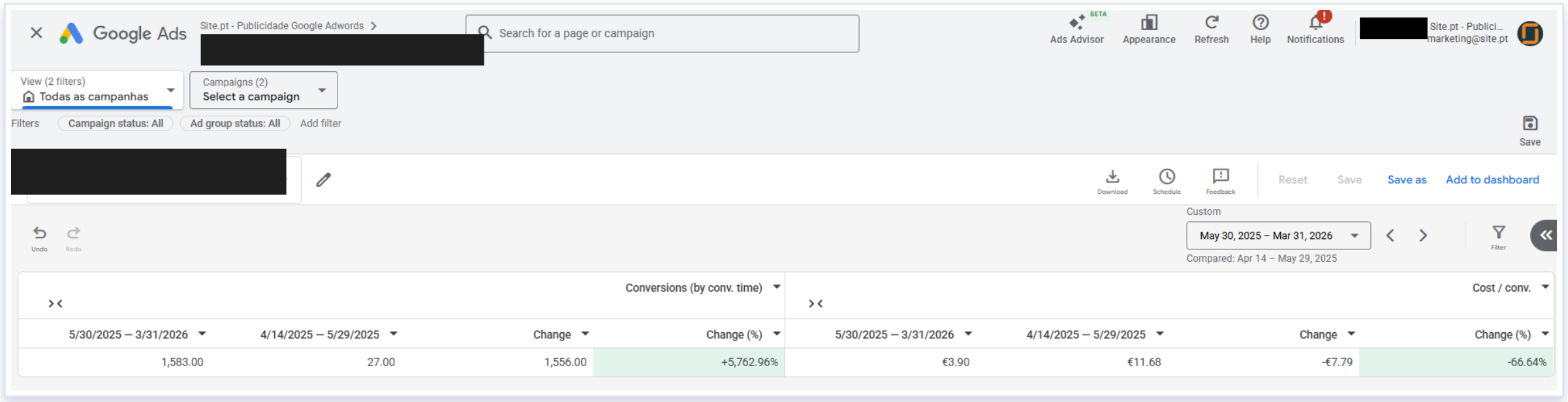
STRATEGY

My objective was to restructure the campaign to improve efficiency, brand consistency, and overall performance, and so I:

- Rebuilt the creative assets (headlines, sitelinks, logos) and used scripts to exclude irrelevant placements.
- Optimized bids by device, region, and time slot, then switched to Maximize Conversions once enough data was collected.
- Built a running negative-keyword list and fixed a YouTube placement issue that was crowding out clicks.
- Launched a dedicated Search campaign for EV imports, scaling its budget as it proved out.

GOOGLE ADS

EU Car Imports



Conversions (by conv. time)				Cost / conv.			
5/30/2025 – 3/31/2026	4/14/2025 – 5/29/2025	Change	Change (%)	5/30/2025 – 3/31/2026	4/14/2025 – 5/29/2025	Change	Change (%)
1,583.00	27.00	1,556.00	+5,762.96%	€3.90	€11.68	-€7.79	-66.64%

+5762.96%
CONVERSIONS
27 → 1583

-66.64%
CPL
11.68€ → 3.90€

P.S.: Because the campaign was still new when I took it over, the comparison period covers only the first few weeks before and after the restructure.

META ADS

Electronics & TV Repair

This client is a Portuguese electronics company specializing in the sale of electronic components and the repair of household and professional equipment, including TV repair services.

CHALLENGE

When I took over this client, the account was completely new.

STRATEGY

So, my goal was to design and launch an end to end Meta Ads strategy from scratch, with the main purpose of generating qualified leads for TV screen repair. And so, I:

- Configured the Meta Pixel.
- Developed and launched multiple ad creatives, including image ads.

META ADS

Electronics & TV Repair



1347
LEADS
1157.11€ total spend

0.86€
CPL
TV screen repair

8.44%
CVR
CTR 1.99%

ON-PAGE & OFF-PAGE SEO

B2B Technology

This client is a global technology provider that specializes in delivering state-of-the-art Industrial Operations Platforms and Manufacturing Execution Systems (MES) for high-tech.

CHALLENGE

The website's organic performance was constrained by SEO issues such as long titles, missing or duplicate descriptions, images without alt text, broken links, and orphan URLs.

Additionally, a cornerstone article on the company's core product line also required optimization, and email assets needed migration from Outbound Marketing to Real Time Journeys in Dynamics 365.

STRATEGY

So, my main goal was to improve On page and Off page SEO.

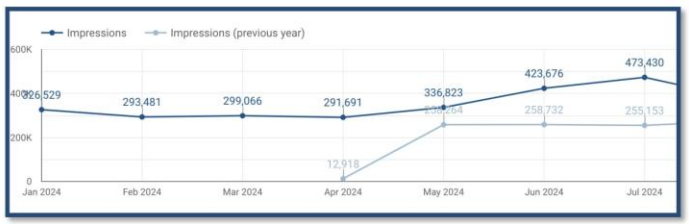
I started my internship in July. On the following page, you can find the results of the SEO tasks I worked on:

B2B Technology

Outcomes from SEO Tasks

Termos de Pesquisa	Impressõe...	% Δ
mes	147,718	500.0%
[redacted]	41,056	332.2%
gartner magic quadrant	26,285	246.0%
[redacted]	22,146	45.3%
manufacturing	18,668	65.8%
manufacturing execution system	15,959	1,075.2%...
mes software	14,966	108.8%
gartner	14,755	4,953.1%...
medical device manufacturing	12,948	168.9%
manufacturing software	11,290	-47.4%
factory automation	9,761	47.7%
mes manufacturing	9,158	112.7%
electronics manufacturing	8,848	5,759.6%...
mes system	8,722	1,344.0%...

Table 1: Number of impressions by keyword, comparison YoY



Graph 1: Comparison of previous year website impressions with this year

+85.6%
WEBSITE IMPRESSIONS (YOY)
255153 → 473430

+45.3%
IMPRESSIONS FOR BRAND TERM
Top branded search term