



**BRIAN LASONDE**  
Founder & CEO @ PPC Boost



# K2 SCIENTIFIC: B2B PPC GROWTH (GOOGLE ADS + BING ADS)

Medical-grade freezers & refrigerators





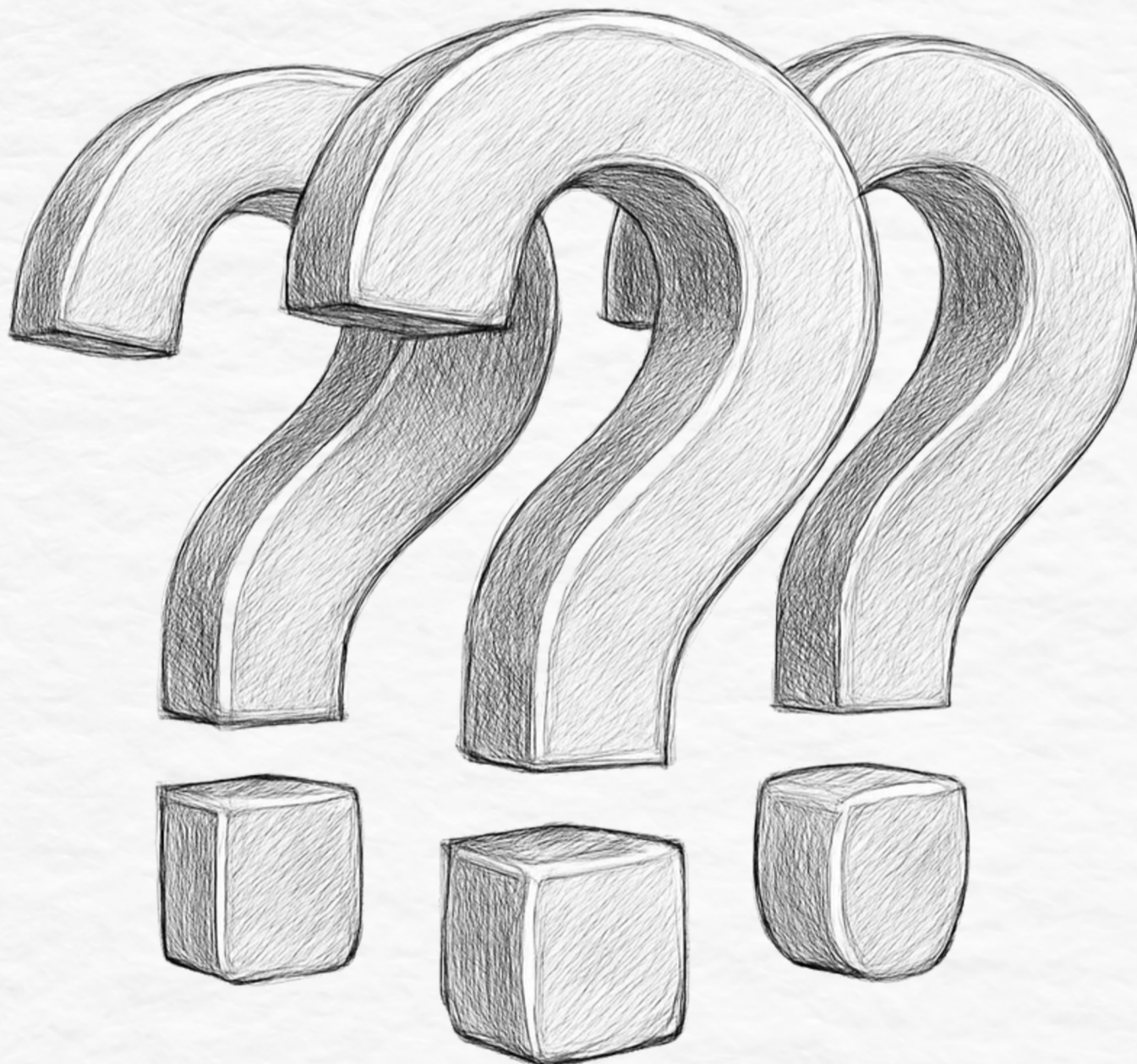
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# Who they are

K2 Scientific is a B2B ecommerce brand selling medical-grade freezers and refrigerators





# What was breaking performance

- PPC revenue wasn't fully trackable (cart + quotes)
- Budget decisions were unclear
- Product feed issues limited Shopping visibility
- No strong Shopping strategy for high-intent buyers





# Built revenue tracking for PPC

Custom reporting to capture:

- Cart sale revenue
- Quote revenue

So every dollar spent mapped to real revenue





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# Resolved feed issues blocking Shopping

Fixed product feed problems preventing  
products from showing on Google Ads



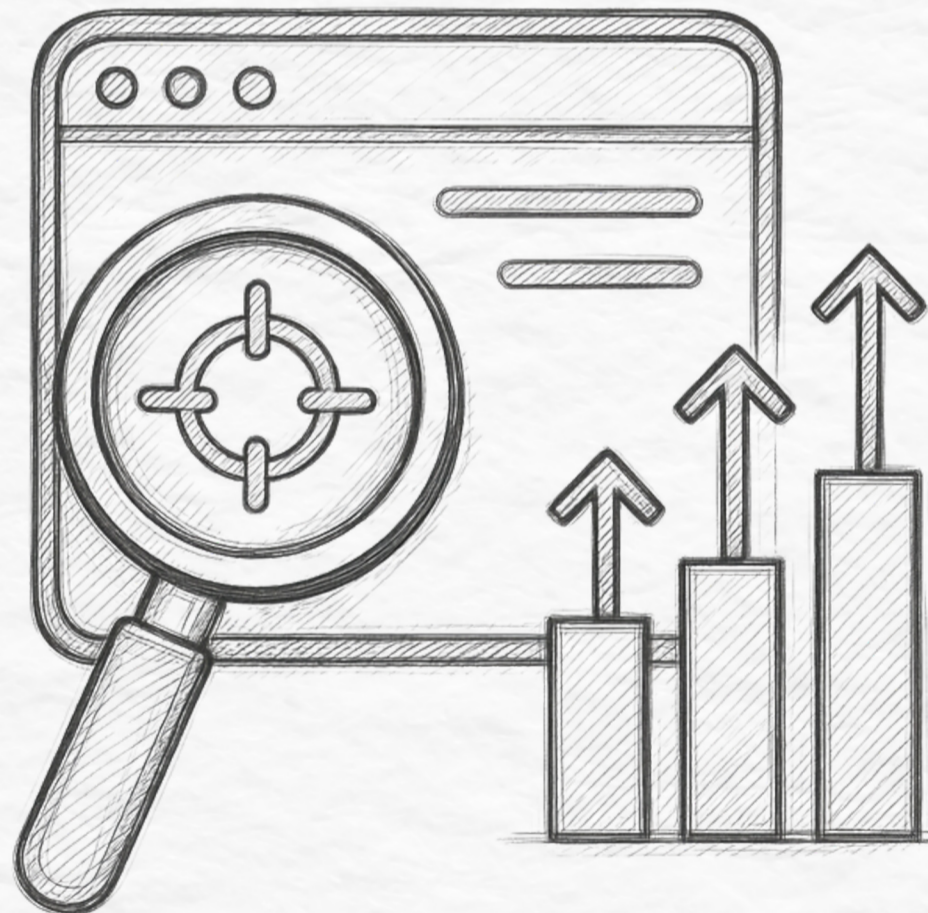


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# Optimized titles for B2B searches

Improved product titles so key SKUs  
matched more relevant, high-intent  
search terms





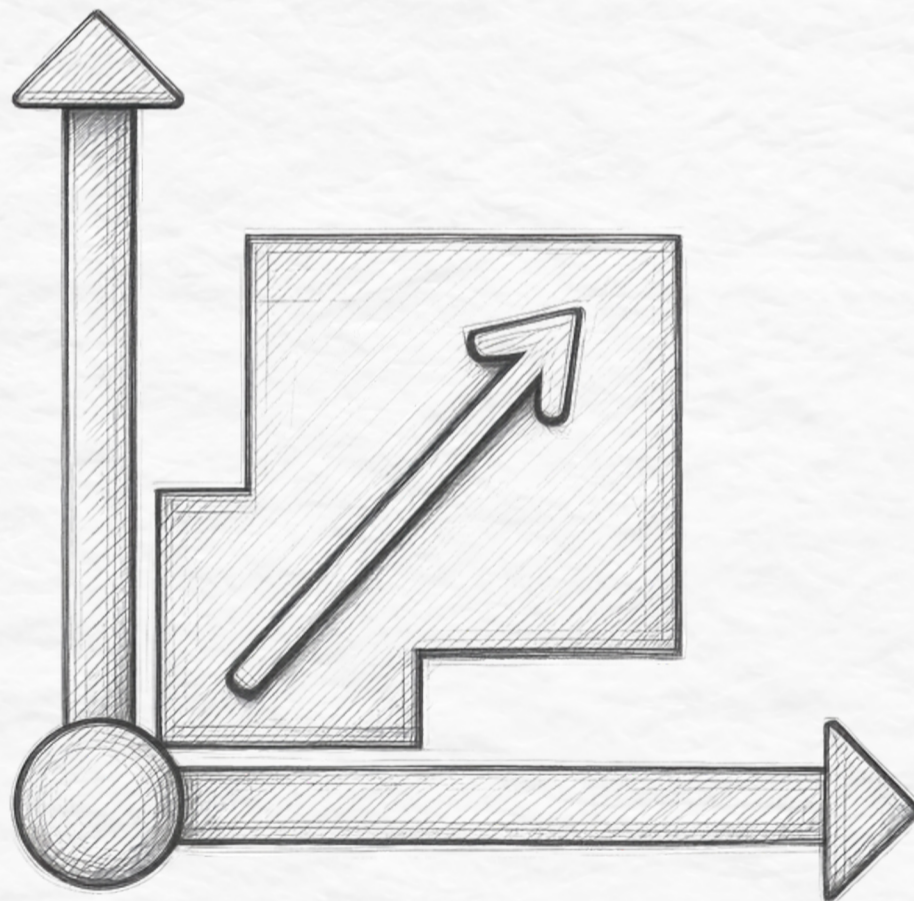
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# Created a scalable Shopping system

Built a robust Shopping campaign structure so priority products stayed eligible and competitive





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# Outcome (90 days impact style)

- **+83% revenue**
- **+90% ROAS**
- **+200% quotes**





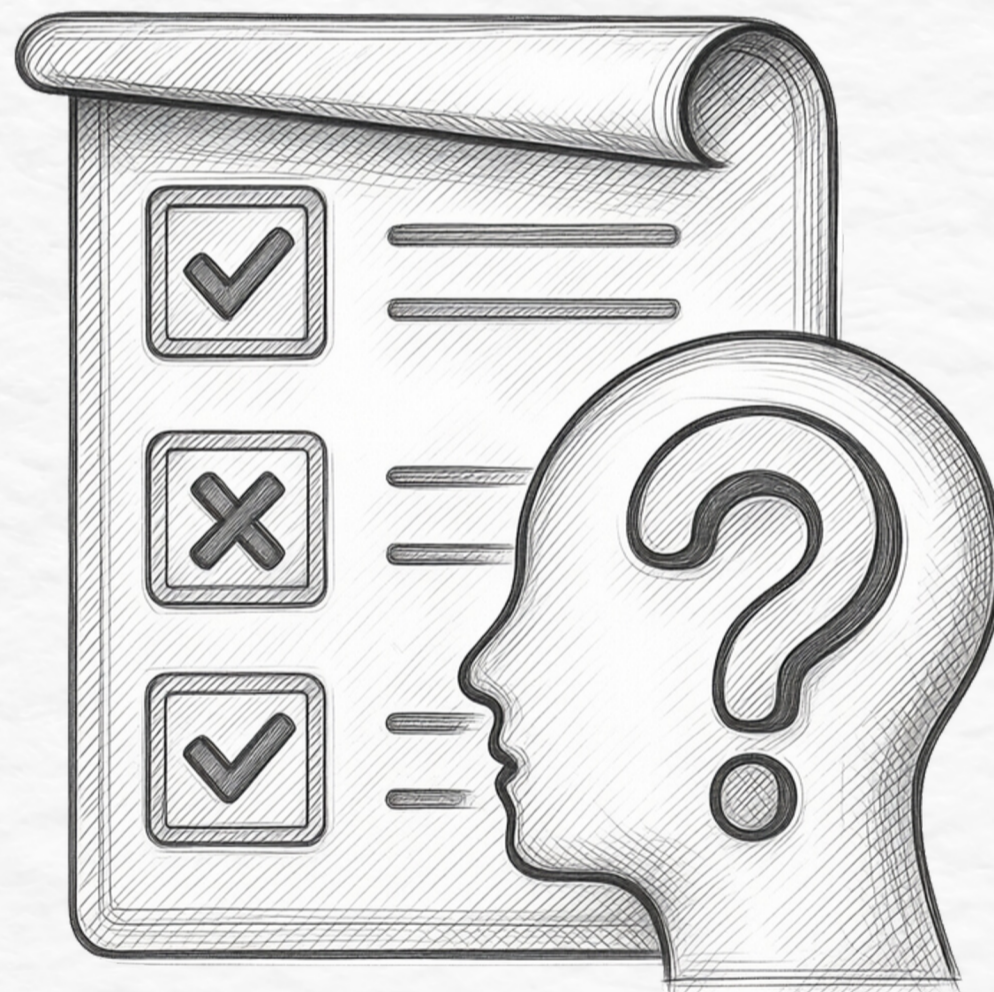
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# What this proves

When tracking + feed + Shopping structure are fixed, B2B PPC becomes predictable.



WANT **RESULTS** LIKE THIS!

We help online stores  
grow sales with **simple and  
smart paid ads.**

**LET'S TALK.**



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