



Consumer Discretionary

Client Overview

This consumer discretionary tech device company was looking for a 4x ROI throughout the year meaning they needed consistent sales throughout the year - not just around holiday periods like Black Friday, Cyber Monday, Memorial Day etc.

With a total yearly budget of \$282,000, we were able to hit and exceed their goals and expectations year round. Regular monthly budgets of \$20k with occasional budget bumps for big holidays pushes allowed us to optimally scale their advertising efforts when necessary.

Campaign Results

6.13x

ROI

Their other channels returned an AOV average of \$400 - we averaged \$580.

\$1,728,096

total conversion
order value

Despite asking for a 4x ROI we were able to return a 6.13x return for them. Nearly 50% more ROI than expected.

2,976

total
conversions

These metrics and goals were achieved by creating a custom tailored strategy based on their GA (Google Analytics) data. With view-only access to their GA, we were able to determine the top 50th percentile of purchasing customers across more than 10 different optimizable data points, resulting in a highly successful campaign.

\$580.67

AOV