

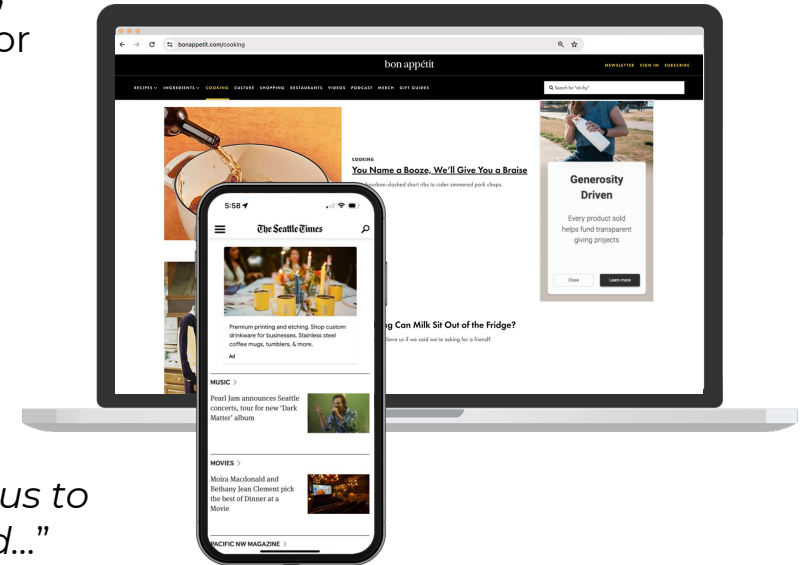
# Case Study: Integrated Digital Campaign Surpasses eCommerce Sales Goals for Major Drinkware Brand

**Objective:** Increase B2C and B2B direct site sales for a major U.S. drinkware brand, to maintain better product margin over their Amazon shop. Capitalize on competitor drinkware brands including YETI & Stanley focusing on superior product attributes.

**Solution:** Revamp Google Shopping and PPC campaign focusing on consistent ad management and improved audience targeting. Tailor messaging to brands promotional calendar and product solutions, with custom strategies for B2C vs B2B opportunities. Create Programmatic Display remarketing campaign with shopper and 1<sup>st</sup> party audience data to drive more purchase conversions.

## Results

Client highlight: *"We just heard from our manufacturing partner and they begged us to pause our holiday shopping campaign. They simply couldn't keep up with demand..."*



**502.9%**  
**ROAS**  
increased 89% YOY



**49%** **↑**  
**in CTR**



**58%** **↓**  
**in CPA**