

E-COMMERCE COMPANY ACHIEVED ITS HIGHEST REVENUE QUARTER IN FIRST 3 MONTHS WITH (UN)COMMON LOGIC

Business Challenges

- Limited insights into a single source of truth
- Lack of trust between family-owned business & previous agency
- Scaling orders/revenue while maintaining a 300% ROAS

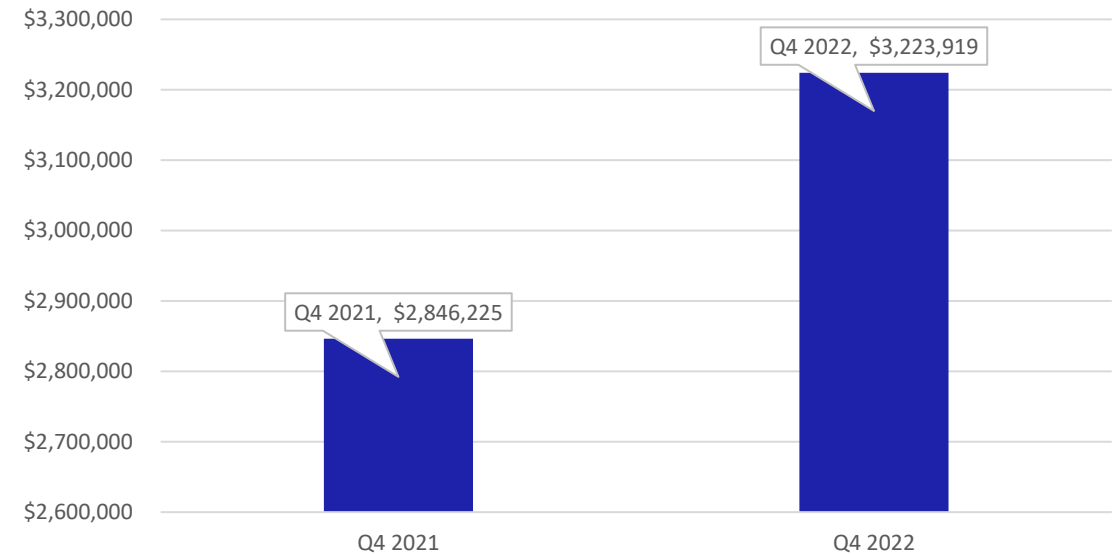
(un)Common Approach to PPC

- Ensured alignment between keywords, ad, and landing page in Google and Microsoft
- Improve audience targeting for all paid activities
- Match Market testing & restructuring of Shopping/PMAX campaigns

(un)Common Results



Q4 YoY Revenue



"I just want to thank you for everything these last 3 months, it's been a huge blessing & we're so grateful to trust you with our business." – Owner