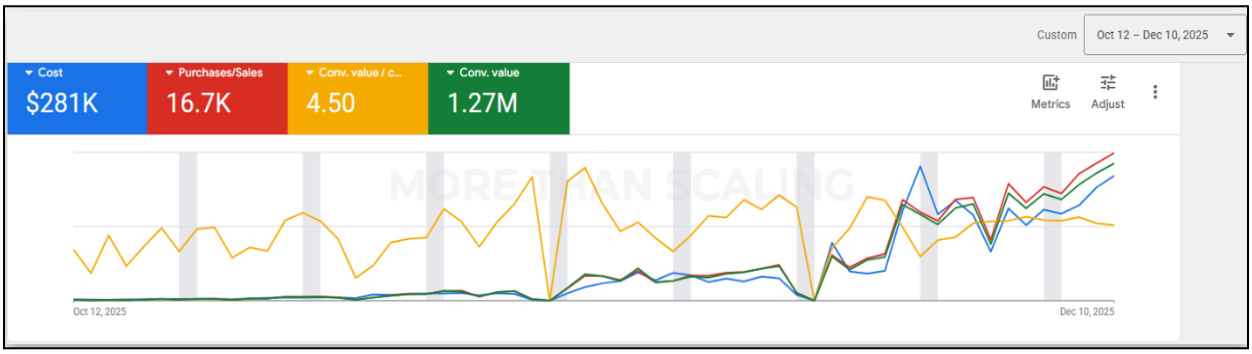
MORE THAN SCALING



How we Scaled our own Single Product Brand from $0 to $75,000/day in revenue in 3 months

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Overview

In October, the brand was generating approximately **$299** per day in revenue from Google Ads and was facing challenges in scaling profitably due to inefficiencies in campaign structure and targeting.

By December, daily revenue from Google Ads had surged to **$75K/Daily**, representing an extraordinary **24,983%** increase a day, while consistently maintaining a strong **ROAS of 4.5x**. This rapid yet sustainable growth was driven by a strategic, data-led approach focused on optimizing performance rather than simply increasing spend.

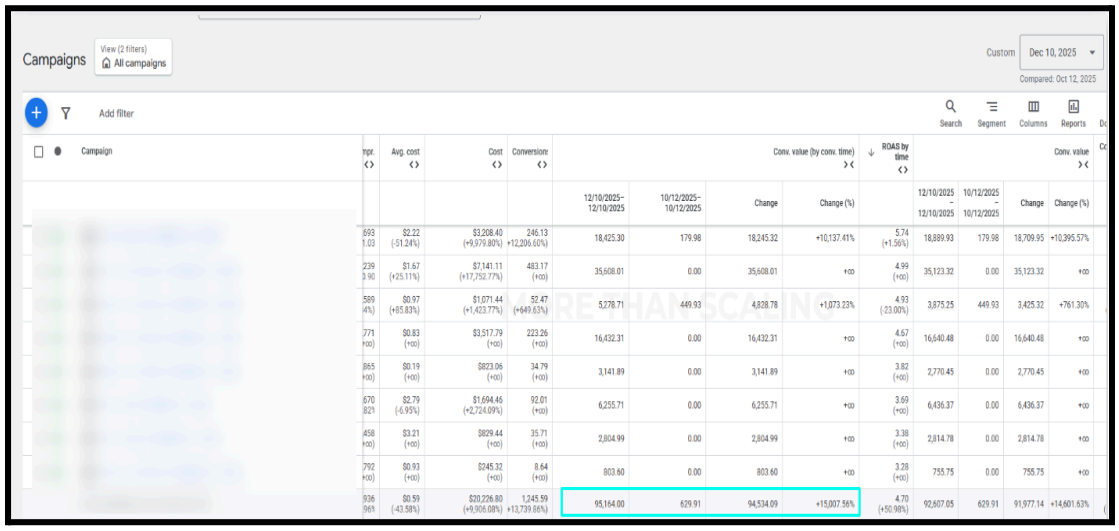
The success was primarily achieved by leveraging the following key growth levers:

- **Location-Based Campaign Segmentation** : Campaigns were strategically bifurcated based on geographic performance, allowing budgets to be allocated more efficiently. High-performing regions such as the United States and Canada were prioritized, ensuring maximum return from top-converting markets.

- **Advanced Performance Max (P-Max) Execution:** A full-build Performance Max strategy was implemented, utilizing multiple asset groups tailored to specific audience signals and product categories. This was complemented by feed-only P-Max campaigns, enabling greater control over shopping inventory while maximizing reach and efficiency across Google's network.

- **Strategic Remarketing via Display Campaign :** Dedicated Display remarketing campaigns were launched to re-engage non-converting users, ensuring continued brand visibility and nurturing users further down the funnel who had already shown intent but had not yet converted.

- **Demand Generation and Shopping Campaign Expansion** : Demand Gen and Shopping campaigns were introduced to effectively capture and scale high-intent, conversion-ready audience segments, supporting bottom-of-funnel performance and reinforcing overall revenue growth.



The Challenge

The goal was to scale quickly while keeping performance stable.
Challenges included:

- Increasing ad spend without compromising a **3x ROAS**, ensuring profitability was preserved even as budgets were scaled.

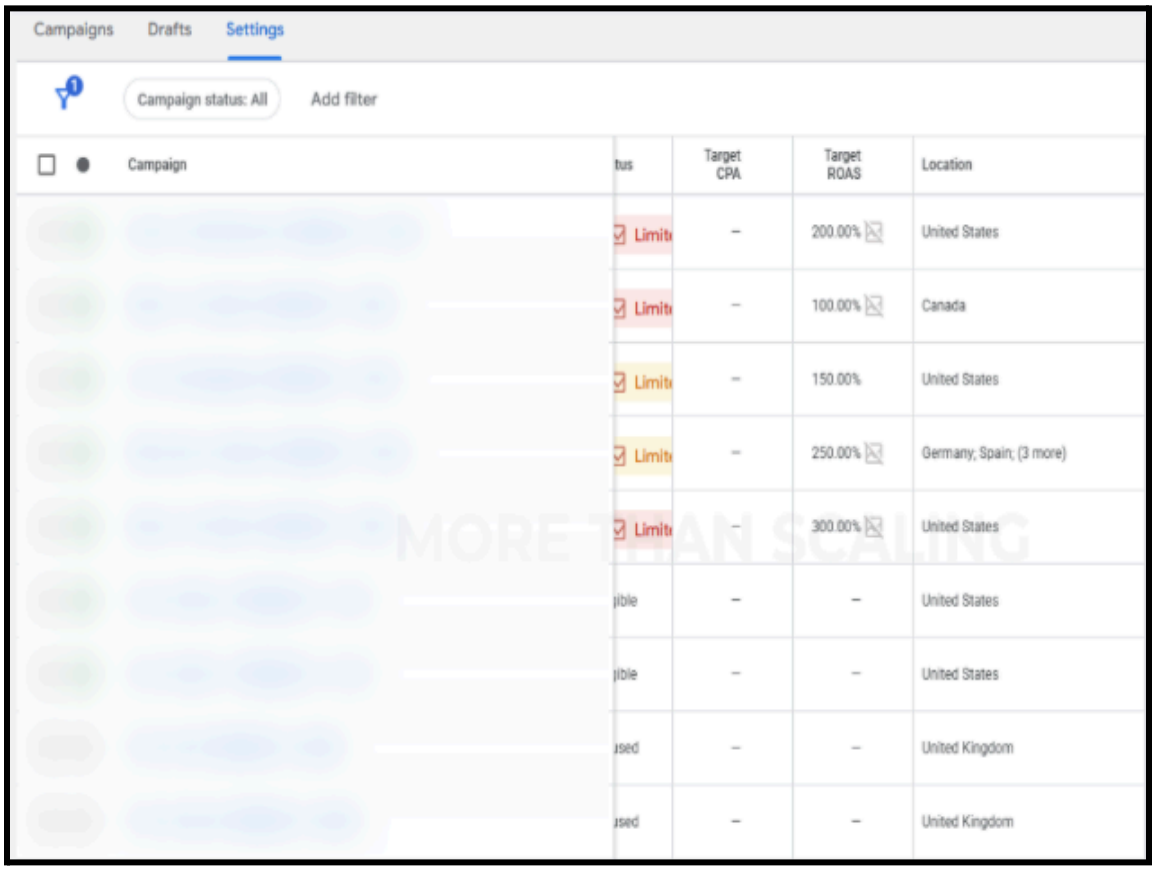
- Maintaining alignment between ad messaging and live offers or promotions, which required frequent updates to creatives and feeds to reflect real-time changes accurately.

- Continuously testing and optimizing multiple campaign types, including Shopping, Performance Max, Demand Gen, and Display, to identify the most effective mix for sustained growth.

Exactly what we did...

1. Location-Based Campaign Segmentation

- Dedicated location-specific campaigns were created to ensure precise budget allocation and improved performance control across markets.



- Non-performing location campaigns were paused, allowing spend to be redirected toward higher-return opportunities.

- Greater focus was placed on top-performing markets such as the United States and Canada, which consistently demonstrated stronger conversion rates and contributed the majority of overall revenue.

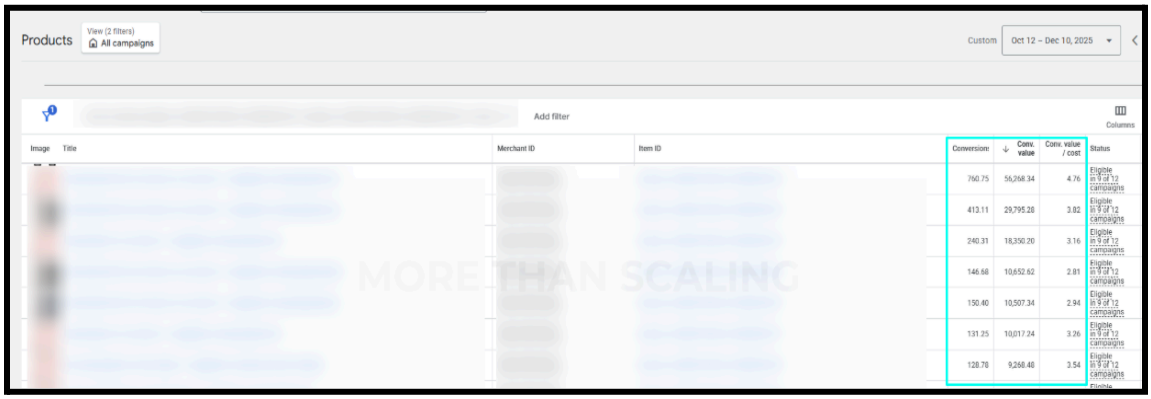
- Ongoing geographic bifurcation and optimization enabled continuous performance improvements, ensuring budgets were scaled only where efficiency was proven.

As a result of this disciplined, data-driven approach, the account successfully achieved **$1.2M** in total revenue while maintaining a strong ROAS of **4.2x**, demonstrating both scalable growth and sustained profitability.

2. Product Variants to Capture More Traffic

- To maximize product visibility and capture high-intent demand, **60 duplicate product variants** were created for a single core product. Each duplicate featured new, keyword-optimized titles derived from high-converting search terms, enabling broader query coverage and improved relevance within Shopping and Performance Max campaigns.

- Out of the 60 tested variants, **7 emerged** as top performers, significantly outperforming the original product versions that were being served via the Content API. These winning variants consistently delivered higher click-through rates, stronger conversion volumes, and increased sales.

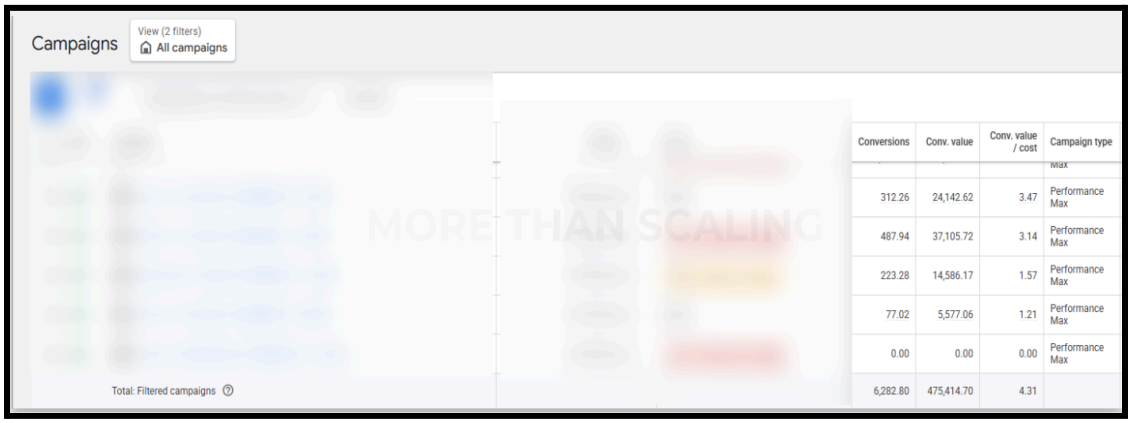


- Based on performance insights from the last two months of data, the best-performing variants were scaled and aggressively promoted to capitalize on their proven efficiency and demand.

- This structured testing and scaling approach resulted in **$193K** in incremental revenue while maintaining a healthy ROAS of **3x**, demonstrating the effectiveness of systematic product experimentation and optimization.

3. Performance Max Segmentations

- Segmented Performance Max (PMax) campaigns were implemented using multiple, well-defined asset groups, each tailored to specific products, audience signals, and intent levels. This approach was further strengthened by running feed-only PMax campaigns, enabling greater control over Shopping inventory while maintaining strong performance efficiency.



- To ensure consistency and relevance, offers and promotions were updated frequently to mirror live changes on the website. This helped keep ad messaging accurate, timely, and aligned with user expectations, reducing friction and improving conversion rates.

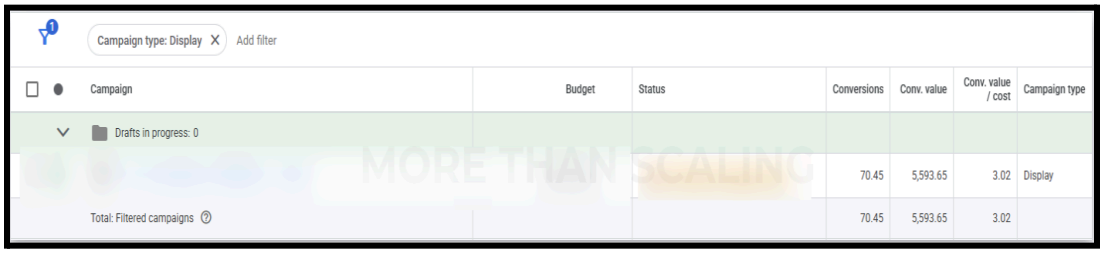
- Additionally, offer-focused headlines were strategically pinned across campaigns, ensuring promotional messaging remained prominent and compelling. This tactic proved especially effective in driving higher click-through rates, even during periods when only smaller or short-term site promotions were active.

4. Remarketing via Display Campaign

- Remarketing efforts were strategically launched exclusively for the U.S. market, as it generated the highest traffic volume and offered the greatest opportunity for efficient re-engagement.

- To effectively capture and convert high-intent users who had previously interacted with the site but had not yet converted, a dedicated Display remarketing campaign was implemented. This allowed the brand to stay top-of-mind and re-engage users further down the funnel with tailored messaging.

- As a result, the remarketing campaign delivered a ROAS of **3.02x**, contributing incremental revenue while efficiently monetizing existing traffic.

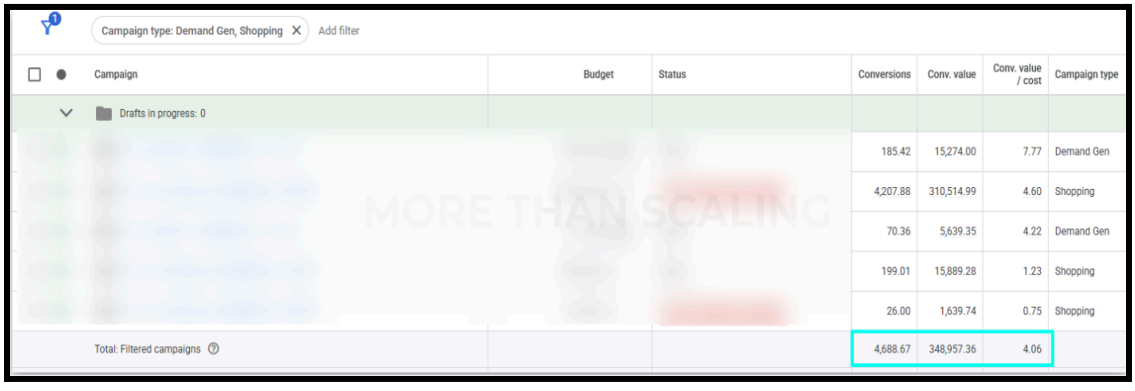


5. Demand Gen and Shopping Campaign Expansion

- Demand Gen and Shopping campaigns were strategically launched across the brand's top-performing markets, including the United States, Canada, and Australia, to capture high-intent traffic and scale conversions efficiently.

- These campaigns were designed to complement existing efforts by targeting audiences with strong purchase intent, improving product visibility, and reinforcing demand across multiple touchpoints within the Google ecosystem.

- As a result, Demand Gen and Shopping campaigns generated **$348K** in revenue while maintaining a strong ROAS of **4.06x**, playing a key role in driving profitable growth across priority markets.

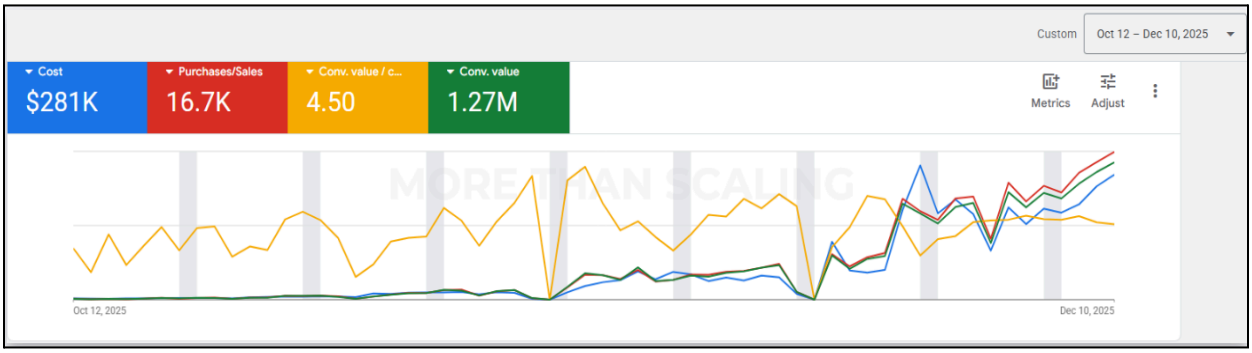


Results (Comparison: Oct 10 2025 vs Dec 10, 2025)

- **Daily Spend:** $202.15 → $20,226.81 (+9,906.09%).
- **Revenue:** $629.91 → $95,164.00 (+15,007.56%).
- **Conversions:** 9 → 1,228.35 (+13,548.28%).

Conclusion

The brand scaled from just **$299** per day in October to **$75K** per day by December, achieving an exceptional **24,983%** increase in daily revenue. Through focused geographic scaling, product-level optimization, and expansion across Performance Max, Shopping, Demand Gen, and Remarketing campaigns,- total revenue surpassed **$1.2M** within a short timeframe. The results clearly show how systematic optimization and intelligent scaling can unlock exponential revenue growth.



Want Results Like This? **Book a Strategy Call With Our Team Today.**