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Maximizing Return on Ad Spend (ROAS) for a Subscription-Based Sports Apparel Brand

Overcoming inefficient acquisition costs through structured attribution modeling, seasonal display bid modifiers, and automated multi-channel reporting.

Overview

We engineered an omnichannel performance marketing strategy across Google Ads and Facebook Ads to capture unaddressed funnel traffic and scale subscription revenue.

- Doubled click-through rates (CTR) and conversions for Display campaigns by deploying data-driven geo-location modifiers and high-sales-period dayparting.
- Extinguished report-generation latency by engineering a fully automated, multi-channel visualization dashboard using Google Data Studio.

Client Profile

This high-growth apparel enterprise blends direct-to-consumer e-commerce with a recurring subscription delivery model. Relying heavily on flash-sale velocity, the brand distributes high-volume text promotions that route active shoppers directly to custom, fast-converting Shopify storefronts.

Challenges: Fragmented Attribution and Inefficient Paid Media Spend

Escalating customer acquisition friction across channels prevented scalable enterprise growth:

- **Sub-Optimal Search Efficiencies:** Core budgets were heavily weighted toward legacy branded terms, resulting in poor non-branded customer acquisition.
- **Display Campaign Inefficiency:** Cold traffic programmatic display networks drained spend without building profitable remarketing cookie pools or driving baseline conversion volumes.

- **Audience Saturation on Paid Social:** A lack of targeted audience segments on Facebook caused ad fatigue and blocked scaling efforts for lookalike lookups.
- **Reporting Delays:** Marketing teams manually compiled cross-channel platform performance, preventing the execution of agile, in-period budget reallocations.

Solution: Multi-Channel Strategic Attribution & Bidding

We initiated a thorough architectural evaluation of the client's legacy search parameters, audience touchpoints, and SKU performance records via Google Analytics. Using diagnostic intelligence tools, we mapped out a multi-tiered, full-funnel acquisition model.

The engineering and strategic restructuring focused on:

- **Attribution-Driven Search Restructuring:** Isolated high-assisting keywords to build a granular bidding model on Google Ads. We launched segmented non-branded search and Google Shopping configurations to safely capture new top-of-funnel users.
- **Dayparting & Seasonal Bid Modification:** Analyzed location-specific performance datasets to deploy customized state-by-state bid overrides. Modifiers were systematically calibrated around high-sales hours and shifting product seasons.
- **Behavioral Lookalike Modeling on Facebook:** Programmed rich audience sets on paid social, filtering out passive window-shoppers. We configured lookalikes based on purchase recency, subscription tier, and site visit frequency, duplicating winning assets into clean ad sets to evaluate ad copy variants.
- **Automated Data Studio Orchestration:** Connected cross-platform data pipelines to deploy a centralized executive portal, updating core metrics in real time.

Key Features

- **Non-Branded Mining Loop:** Ongoing search query reporting automatically isolates high-intent user terms to continuously refresh non-branded ad groups.
- **Dynamic Placement Split-Testing:** Placements on paid social feature unique creative dimensions and customized calls-to-action to match native placement user intent.
- **Granular Multi-Tier Reporting:**
  - Performance Summary Dashboard: High-level operational view displaying spend, revenue, net profit, and aggregate ROAS.
  - Channel Summary Report: Side-by-side platform health comparisons.
  - Daily Progress Tracker: Dynamic, color-coded delta indicators comparing daily, weekly, and monthly performance variations.

Impact

- **Optimized Search Efficiency:** Advanced attribution tracking stabilized keyword costs, ensuring search budgets were redirected toward top-converting programmatic clusters.
- **Doubled Display Performance:** Location-specific overrides and targeted time-of-day bidding doubled both the conversion rate and the baseline CTR for programmatic display.
- **Scalable Paid Social Remarketing:** Segmenting audiences by subscription behavior cleared social bottlenecks, allowing the client to safely scale remarketing budgets without creative ad fatigue.
- **Eliminated Manual Data Silos:** Transitioning to automated pipelines removed hours of manual compilation labor, enabling the enterprise to react instantly to live market fluctuations.