

Never Settle

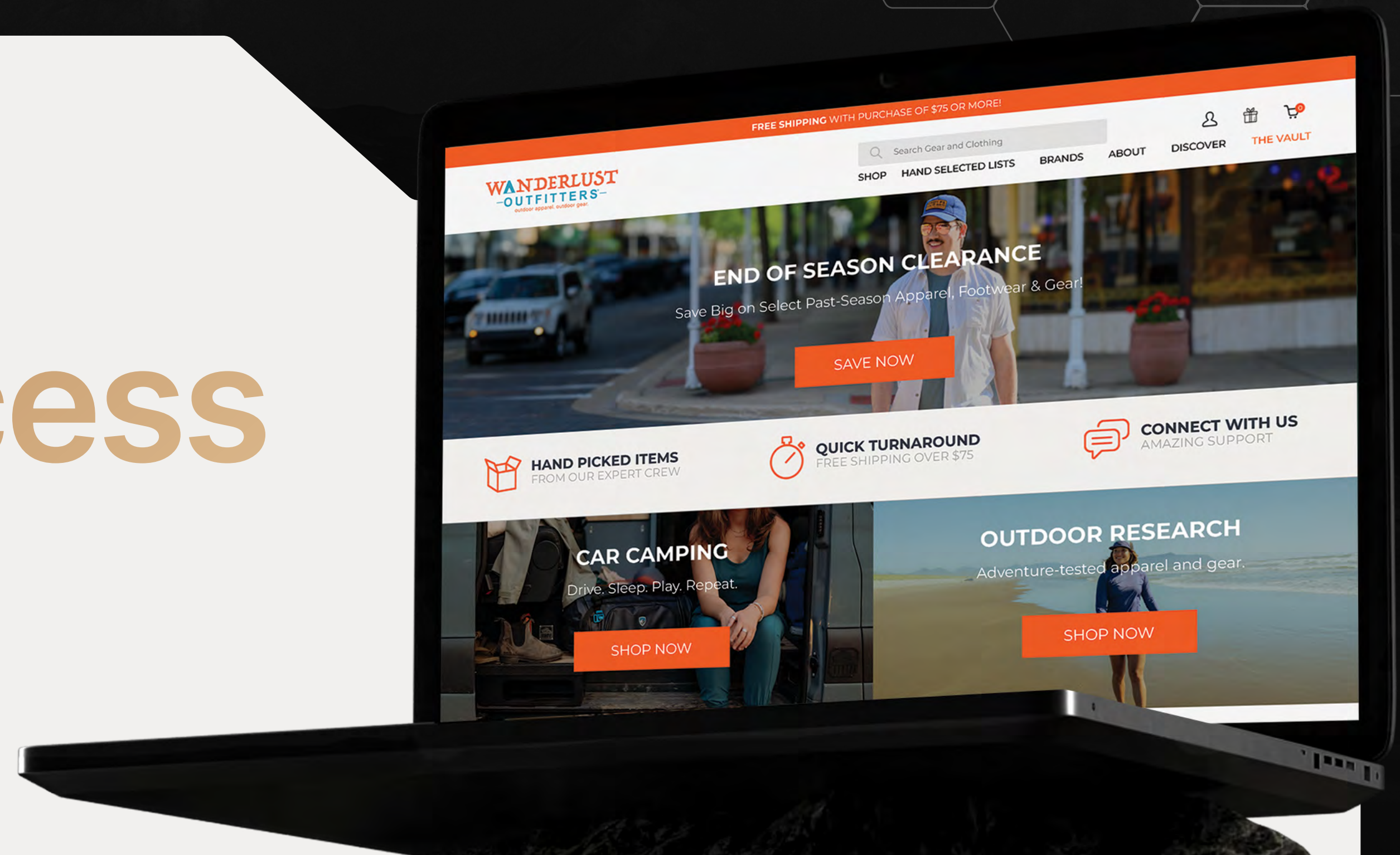
CASE STUDY

Wanderlust Outfitters Success

How Never Settle Delivered **276%** purchase increase through strategic performance Max Competitor targeting

Client Name: Wanderlust Outfitters

Website URL: <https://wanderlustoutfitters.com/>



N/S



WANDERLUST
OUTFITTERS

FREE SHIPPING WITH PURCHASE OF \$75 OR MORE!

Search Gear and Clothing

SHOP HAND SELECTED LISTS

BRANDS

ABOUT

DISCOVER

THE VAULT

END OF SEASON CLEARANCE

Save Big on Select Past-Season Apparel, Footwear & Gear!

SAVE NOW



HAND PICKED ITEMS
FROM OUR EXPERT CREW



QUICK TURNAROUND
FREE SHIPPING OVER \$75



CONNECT WITH US
AMAZING SUPPORT

CAR CAMPING

Drive. Sleep. Play. Repeat.

SHOP NOW

OUTDOOR RESEARCH

Adventure-tested apparel and gear.

SHOP NOW

03

Client Background Overview

Assessing Wanderlust Outfitters' market standing and competitive landscape.

04

Challenge Analysis

Navigating budget limitations in the face of competitor dominance.

04

Strategic Solution

Leveraging Performance Max campaigns to capture competitor traffic effectively.

06

Results Achieved

Delivered strong ROI and significant growth in conversion value.

What's Inside

Client Background



Brand Profile

Wanderlust Outfitters is a fast-growing outdoor adventure gear brand, known for quality, sustainability, and inspiring exploration. Competing with industry giants, we rely on agility and customer focus to win loyal fans.



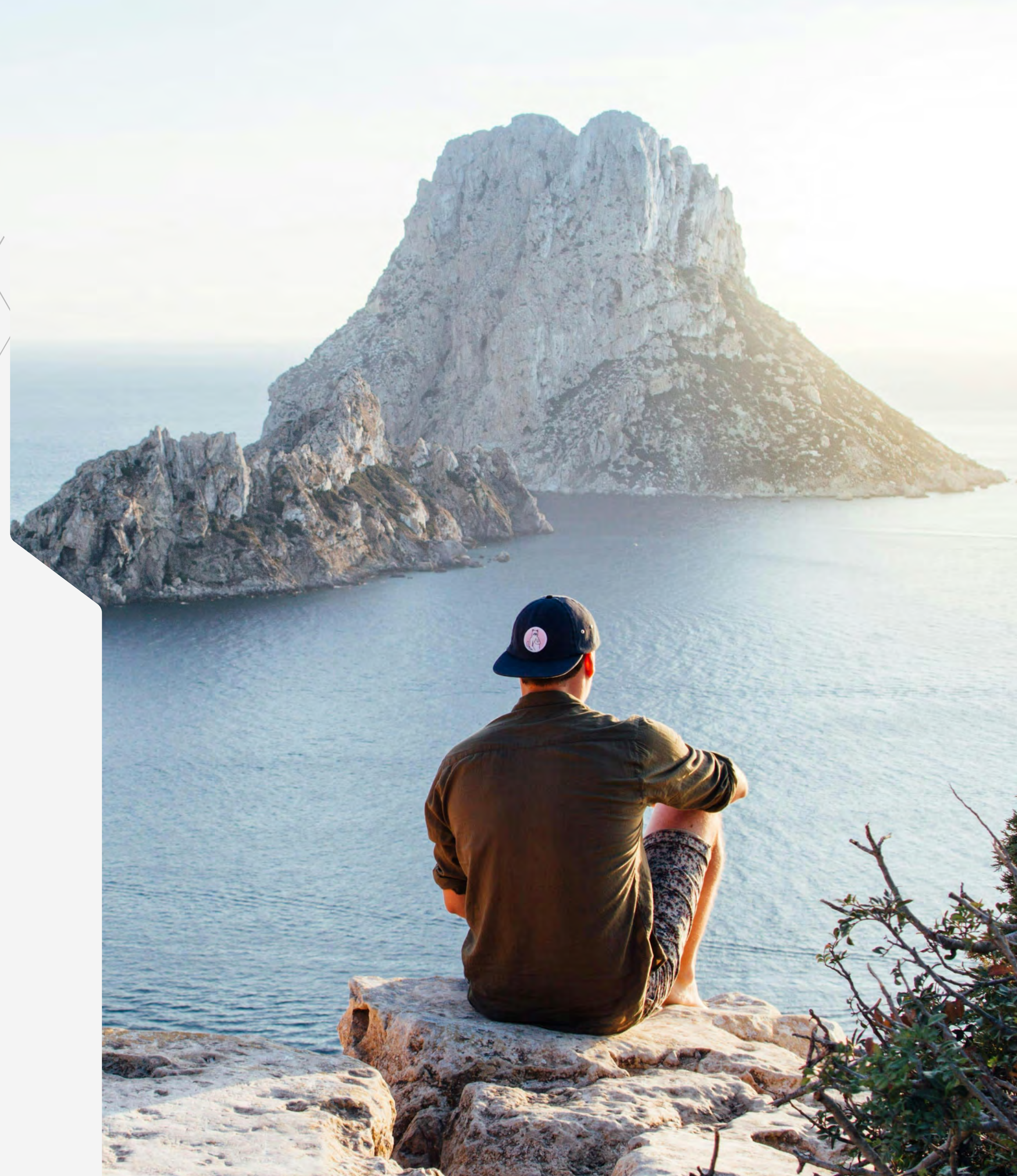
Market Position

With a leaner budget than dominant Google Ads players, we target high-intent niches and leverage organic growth to maximize ROAS.



Growth Goals

Expand market share through precision targeting, cost-efficient advertising, and strong brand storytelling that builds long-term loyalty.



Challenge vs Our Strategic Solution

This page presents a clear comparison between key market challenges and our tailored strategic solutions, highlighting how targeted Performance Max campaigns, AI-powered optimization, and competitor traffic interception enable us to overcome budget constraints, outmaneuver competitors, and capture high-intent search traffic effectively.

CHALLENGE

Competitors dominated search with massive advertising budgets

OUR SOLUTION

Performance Max campaign targeting competitor audiences

CHALLENGE

Limited budget for competitive keyword bidding

OUR SOLUTION

AI-powered optimization across all Google channels

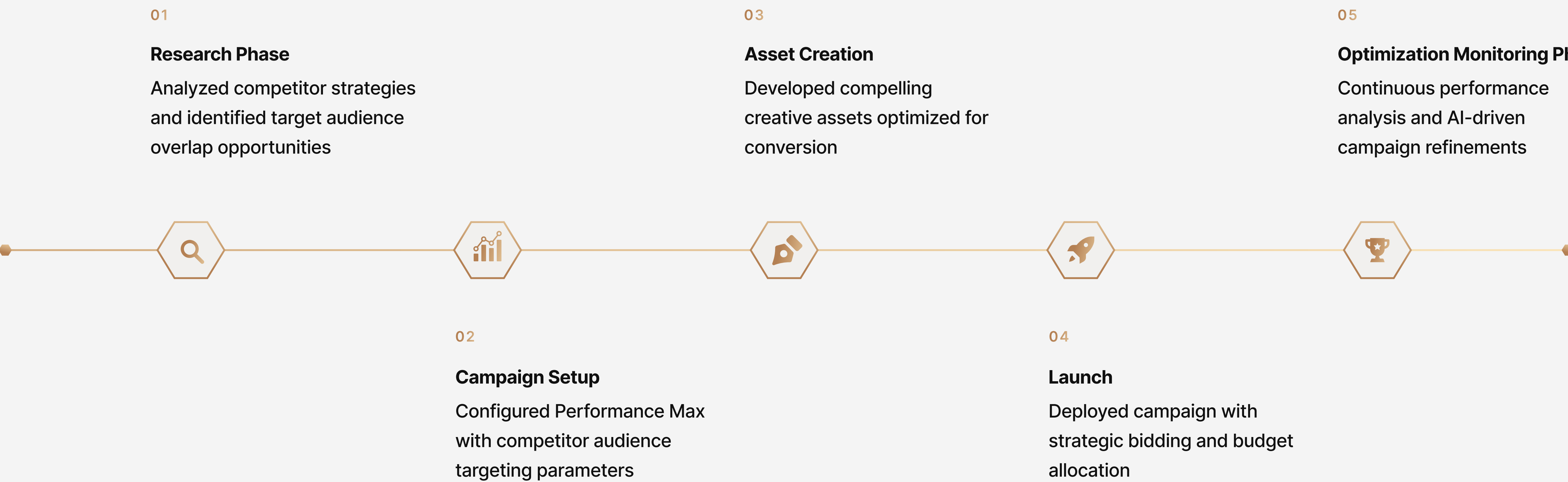
CHALLENGE

Struggling to capture high-intent traffic from search

OUR SOLUTION

Strategic competitor traffic interception and conversion

Implementation Process



Performance Max Impact Analysis

Metric	Before Campaign	After Campaign	Percentage Increase	Performance Rating
Total Purchases	26	188	+623%	Exceptional
Conversion Value	\$3,500	\$22,600	+546%	Outstanding
ROAS	1.99	7.69	+286%	Excellent
Campaign Budget	\$1,780	\$2,940	65%	Optimized

Our Performance Max competitor-targeting strategy delivered outstanding results, showcasing the impact of AI-powered campaign optimization. By capturing high-intent competitor traffic, we maximized conversion efficiency and significantly boosted ROAS across all Google channels.

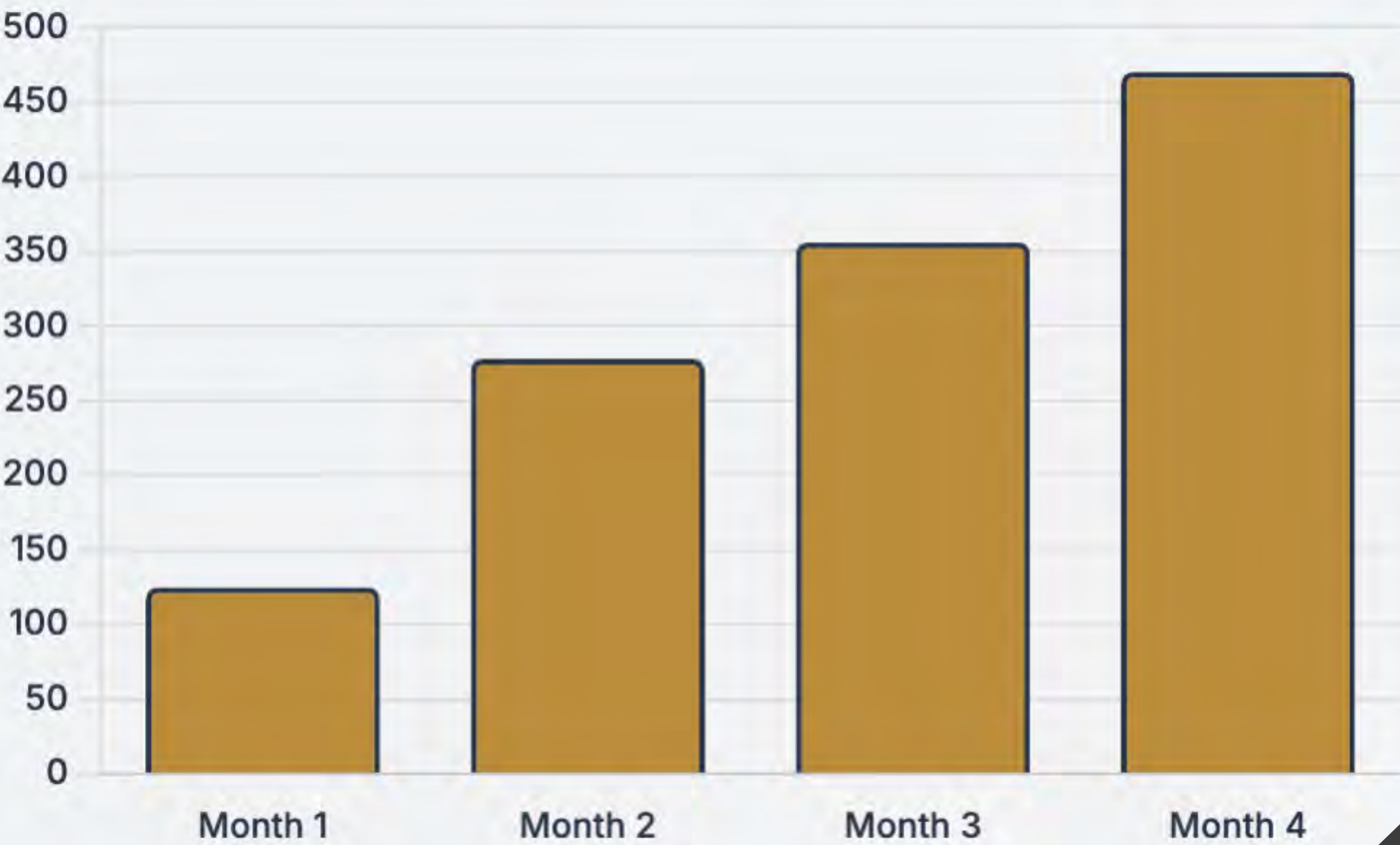
PERFORMANCE METRICS

Key Insights

The Performance Max competitor-targeting strategy proved highly effective, leveraging Google’s AI to pinpoint and capture high-intent audiences actively browsing competitor products. This success highlights the power of strategic audience interception paired with compelling, differentiated creative assets.

Through continuous optimization and AI-driven bidding, we maximized budget efficiency while scaling conversions. The campaign’s consistent upward growth confirms sustainable potential and validates our approach to competitor traffic capture.

Monthly Performance Growth



SUCCESS FACTORS



AI-powered competitor audience targeting optimization



Distinctive creative messaging to stand out from competitors



Multichannel reach amplification through Performance Max



Our Performance Max competitor-targeting strategy revolutionized Wanderlust Outfitters' market approach, enabling the efficient capture of high-intent audiences despite budget constraints when competing against industry giants.



MARKET LEADERSHIP



The campaign positioned Wanderlust Outfitters as a formidable competitor, achieving **276% growth in purchases** and a **326% increase** in conversion value through strategic audience interception.





Recommended Next Steps



Q3 2025

— Scale Campaign Investment

Overview:

Increase Performance Max budget allocation to leverage proven ROI and scale conversion volume.

Specific Activities:

- Boost monthly budget by 50% based on current performance results.
- Deploy automated bidding strategies to maximize campaign optimization efficiency.

Q4 2025

— Expand Target Markets

Overview:

Broaden competitor targeting to new geographic regions and demographic segments for accelerated growth.

Specific Activities:

- Identify and research new competitor audiences in adjacent market segments.
- Create localized creative assets to support regional expansion.

Q1 2026

— Launch Additional Channels

Overview:

Integrate complementary advertising channels while keeping Performance Max as the core strategy.

Specific Activities:

- Test YouTube advertising integration within the existing Performance Max structure.
- Launch complementary Search campaigns to protect branded keywords.

Q2 2026

— Optimize Attribution Models

Overview:

Implement advanced attribution models to further improve campaign performance and budget allocation efficiency.

Specific Activities:

- Use Google Analytics 4 enhanced attribution for comprehensive tracking.
- Build custom conversion tracking for better optimization accuracy.