



# HIKE FOOTWEAR



€2.8mil+  
Revenue in  
3 months

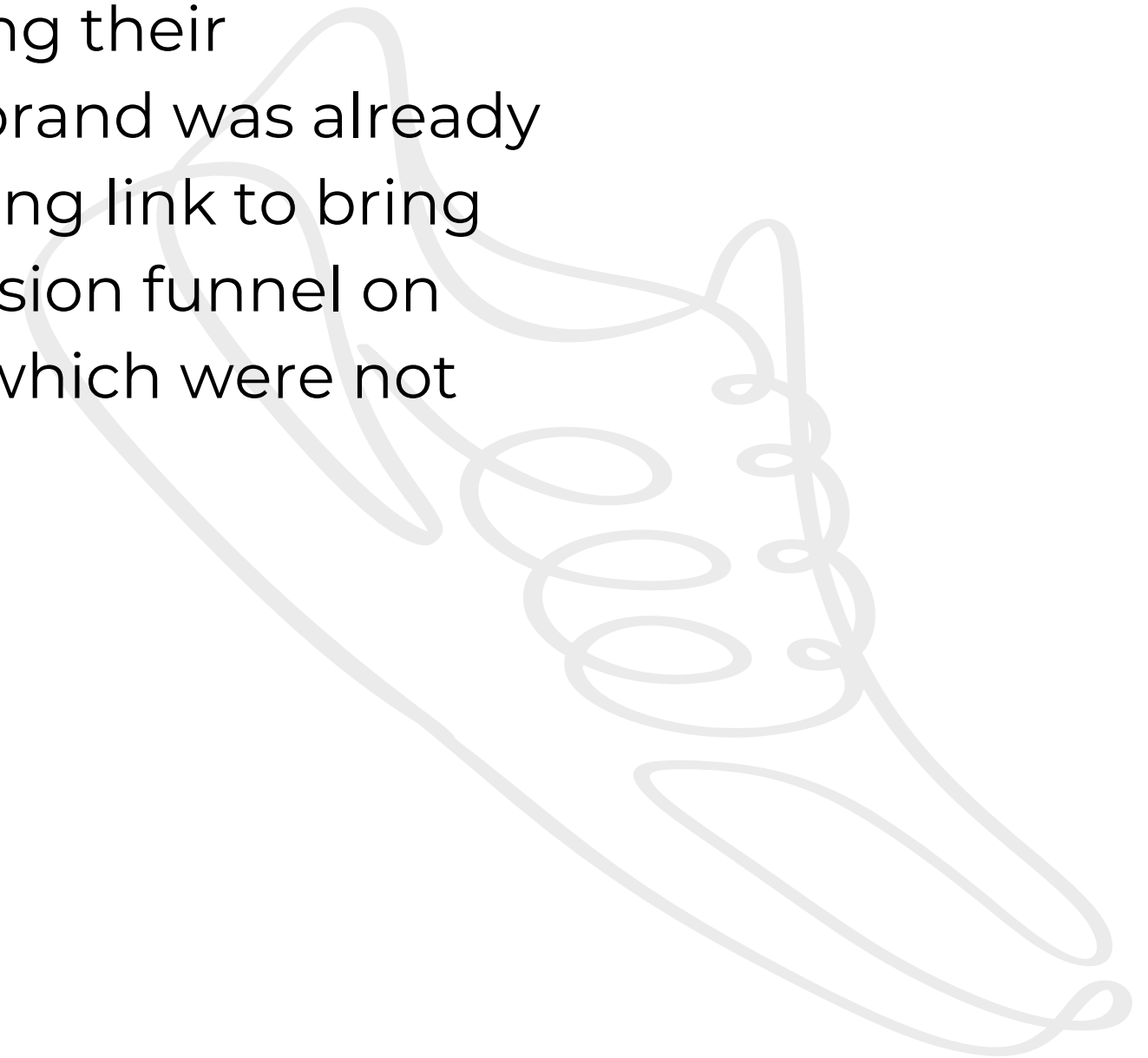
3.2x  
ROAS

Hike Footwear, a hiking shoe and accessory brand, is on a mission to revolutionize how people experience comfort and support in their daily lives. Hike Footwear joined LDX without ever testing Google Ads.



## THE CHALLENGE

Hike Footwear joined LDX without ever testing Google Ads. They were a fast growing innovative shoe brand that needed to establish their presence on the Google and Youtube ads scene among their competitors and eventually to become a leader. The brand was already heavy on Facebook advertising but we were the missing link to bring the balance with Google ads and optimize the conversion funnel on their website. They also had many impressive videos which were not utilized properly.





## THE SOLUTION:

- ▶ We've created a brand new account for them with the goal to scale on Google and Youtube by bringing in the cold traffic that was missing.  
We built out detailed Performance Campaigns based on their audiences to capture both warm and cold traffic effectively.
- ▶ Leveraging Hike Footwear's impressive video content, we also launched Youtube Campaigns based on 3 core segments to use visual storytelling and drive engagement and conversions.
- ▶ There was a constant refinement and expansion of the target audiences based on the performance insights to ensure efficient allocation of resources.  
By identifying the best-performing creatives and audiences from previous campaigns, Demand Campaign was also launched to drive engagement and conversions. Later on another Brand campaign served to capture and retarget their incoming Facebook traffic.



## THE RESULTS:

Not only we managed to successfully lay the foundations of their new Google account and test strategies but also to scale it immensely during the first three months.

We were able to understand the best performing products and scale the campaign from 4 to 6 digits monthly spend while maintaining the goal of 2.5X.

Within 3 months we achieved 2.5X ROAS and 2.7mil in revenue with the best results in the month of January.

