

XSTANCE



OUR PROMISE

At **XSTANCE**, we're committed to providing the highest-quality foot care products at a price everyone can afford. We're united by a belief that everyone deserves to walk, stand, and work without pain, so we take great care in finding the right products to accomplish that for you.

3x
ROAS

235%
increase in
revenue

nCAC
-17.5%

Within 3 months of working together we managed to increase their revenue by 235% from Google alone. We improved the ROAS to 3X overall, decreasing the new customer acquisition cost by 17.5%.



THE CHALLENGE

Their conversion tracking was incorrectly set up for the Google account. In some cases there was double tracking or under tracking. Non-brand search campaigns were mixed with Search campaigns causing inefficiency of the process. There were also a lot of missed audiences that potentially could be targeted.

THE SOLUTION:

Our first step was to fix the conversion tracking issues so we have a clear picture of the campaigns. We set up two new Brand search campaigns to capture the traffic and help us gain back our impression share. Strategizing and choosing the right long tail keywords, we managed to capture and convert a lot of Non-brand traffic around customer pain points and queries. The brand was already well known and heavily spending on Meta so we used this opportunity to create Pmax campaigns and capture audiences that were previously missed.