



Case Study

Overview

Arrowhead Tactical who were featured on Joe Rogan Podcast partnered with us in November (Black Friday period). Initially, the account was heavily reliant on branded campaigns—99% of the traffic came from branded PMax, branded Search, and emarketing-focused YouTube campaigns. This limited scalability and restricted new customer acquisition. **Our goal** was to **diversify traffic sources** and scale cold traffic campaigns while **maintaining profitability**.



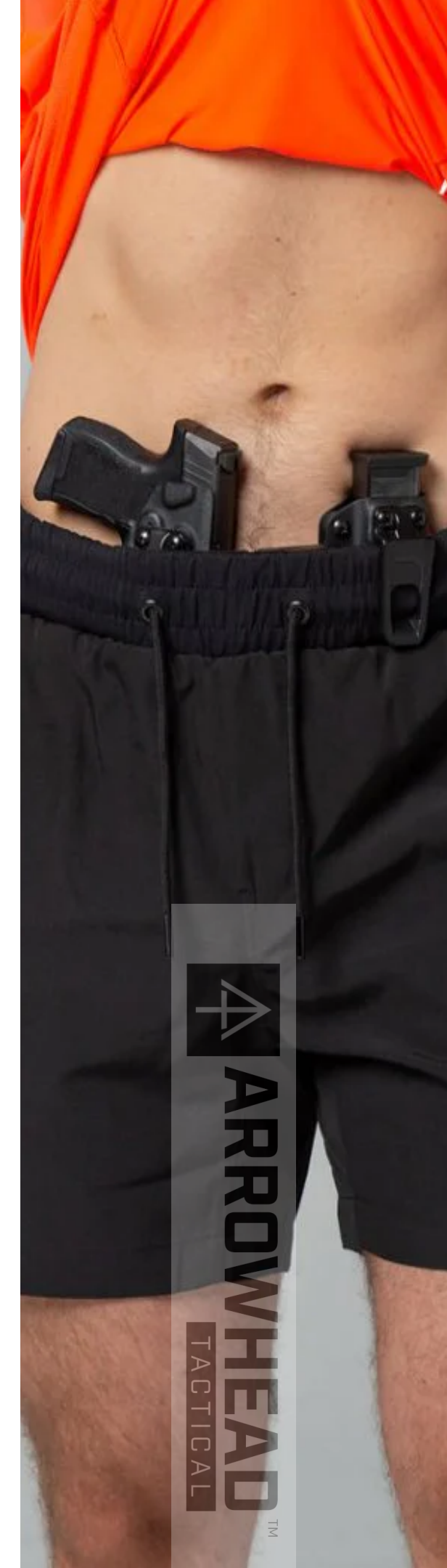


Performance Growth (Nov – Jul vs. Previous Period)

Metric	Previous Period	Current Period	% Change
Ad Spend	\$113K	\$180K	↑ 60%
Conversions	7K	9.3K	↑ 33%
Revenue	\$715K	\$950K	↑ 32%

Year-on-Year Performance (Nov – Jul vs. Previous Year)

Metric	Previous Year	Current Year	% Change
Ad Spend	\$97.8K	\$179K	↑ 83%
Conversions	7.9K	9.36K	↑ 17%
Revenue	\$819K	\$950K	↑ 16%





Strategy & Implementation

Replaced branded-heavy campaigns with cold **traffic-focused strategies**. - Launched YouTube **Top-of-Funnel** campaigns testing multiple creatives. - Introduced Demand Gen static image campaigns for cold audience acquisition. - Built PMax campaigns with non-brand search and standard shopping targeting. - Reduced branded traffic share from 99% to 10%, shifting 90%+ budget to cold traffic.

Key Results

- ⬆️ **60% increase** in ad spend while improving efficiency.
- ⬆️ **33% more conversions** compared to previous period.
- ⬆️ Revenue **growth of 32%** (Nov – Jul vs. previous period).
- ⬆️ Branded traffic reduced from 99% to **10%**.
- ⬆️ Significant cold traffic acquisition via YouTube, Demand Gen, PMax Non-Brand, and Standard Shopping.

