ROI REVOLUTION + thread LOGIC

CASE STUDY

Thread Logic Leverages PMax New Customer Acquisition Tool to Drive Revenue & New Users

The Situation

Thread Logic is a custom logo embroidery business that has been expertly crafting embroidered apparel, hats, backpacks, and more for over 20 years. The business was facing a common challenge: How could they grow new customer acquisition without increasing ad spend? The paid search experts at ROI Revolution were ready to deliver a strategic, data-backed solution to drive highly profitable revenue and transactions for the business on a tight timeframe.

Opportunity Identified

Thread Logic explained their profitability goal to their team at ROI Revolution, and our experts got together for a strategic brainstorm. A new Performance Max (PMax) customer acquisition focus tool that could show the value of a new customer had recently been released, and the ROI Revolution team strategized how Thread Logic could leverage it to intelligently target new customers and drive them down the funnel – quickly.

Channel:
Paid Search Advertising
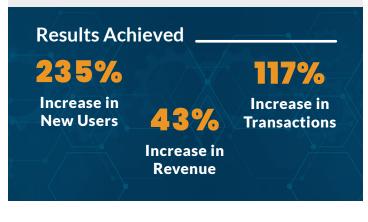
Industry:
Apparel & Accessories (B2B & B2C)

Goal:
Grow new customer acquisition without increasing ad spend

> *"When the ROI Revolution team first suggested they could target new customers through our paid campaign, I was naturally a little skeptical. I should have known better."*
>
> **Jeff Taxdahl**
> *Owner, Thread Logic*

Results Achieved

235%
Increase in New Users

43%
Increase in Revenue

117%
Increase in Transactions

ROI in Action

ROI Revolution's paid search experts partnered with Thread Logic's marketing team to leverage their first-party data with the new PMax tool to determine the value of a new user. From there, Thread Logic could target customers based on Google's back-end understanding of the shopper combined with their own predetermined value of a new user. If the tool hadn't been used, the team could have developed upper-funnel strategies focused on new users, but success would have taken longer to achieve.

Using the tool, the team was able to develop and execute a data-driven strategy to optimize Thread Logic's campaign to acquire new customers. The results were a 235% increase in new users with a 117% increase in transactions and 43% increase in revenue over a six-week period.