



Case Study: Ecommerce

Restaurant Equipment & Supplies Company



Revenue Generated

\$1.08M

ROAS

3.5x

Purchases

843

Calls

1.2K

Clicks

153K

OVERVIEW

Canadian supplier of commercial restaurant equipment and supplies with warehouses in Toronto, Montreal, and Buffalo. With limited brand visibility and low online sales, they partnered with us to strengthen their digital presence and scale eCommerce growth.

STRATEGY / APPROACH

- Audited 146 active campaigns to identify waste and inefficiencies
- Set up accurate revenue and call tracking
- Consolidated keyword and product themes into streamlined campaigns
- Reallocated budget to high-performing Shopping and Performance Max campaigns
- Improved product feeds and created campaigns for best-sellers and seasonal items
- Expanded reach to U.S. markets and launched Demand Gen campaigns

CHALLENGES

- Inefficient use of ad budget across numerous underperforming campaigns
- Limited insight into customer journey due to inadequate conversion tracking
- Low search impression share (16.61%), indicating untapped traffic potential
- Missed opportunities in budget-constrained campaigns

AFTERMATH

Through a strategic, multi-phase approach, we addressed their digital marketing challenges, leading to significant improvements in campaign efficiency, conversion tracking, and overall eCommerce performance. The collaboration resulted in substantial growth in revenue and customer engagement.

SOLUTIONS

- Streamlined ad account structure for efficiency
- Implemented comprehensive conversion tracking for both online revenue and calls
- Enhanced product visibility through optimized feeds and targeted campaigns
- Expanded market reach by targeting new geographic areas and customer segments

