

CASE STUDY

Beating revenue goal by 11% YoY for ECommerce



The challenge

Building on the strong ad success from our work together in the previous year, LM Holdings Group (PerfectLens, LensPure) intended to increase their revenue goals without expanding their media budget. Additionally, the marketing team was now focused on increasing net new customer acquisitions and building a stronger base of long-term customers.

The Process

Building a robust new customer acquisition strategy came down to improved targeting in Facebook and Google Ads. Testing audiences and messaging, while improving ad creative over time showed excellent results.

The website was the second area of opportunity for optimizing conversions. The Webmechanix team refreshed the product page optimizing multiple elements including providing reviews, highlighting customer testimonials, and detailing the buying process for prospective customers.

Incremental and substantial improvements across the marketing campaign paid off with an over 25% increase in new customers for LMG from the previous year.



The proof is in the numbers:

11%

above revenue goal

25%

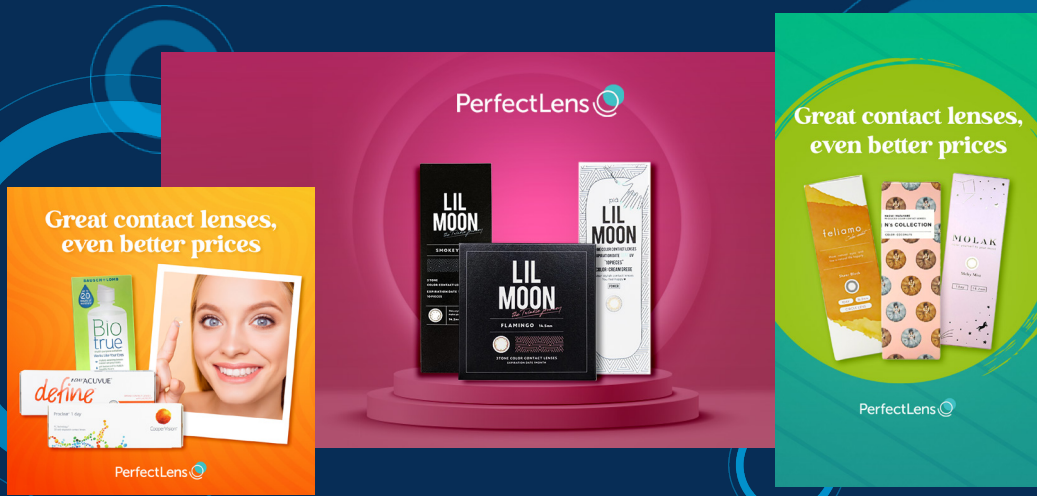
net new customers



The Results

- Front-End ROAS of 4.42x
- Outperformed YoY revenue goal by 11%
- Improved MER by 10.68% YoY

Strategic improvements on the success of the original campaigns and audience testing shifted LMG's marketing into high gear showing significant growth without expanding the marketing budget



What about you?

At WebMechanix, we excel at turning traffic into tangible results. Whether you're looking to increase lead volume or optimize ad spend, our expert team is ready to help you achieve your goals. Contact us today to take your digital marketing to the next level.

[Schedule a call with one of our experts here.](#)



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