

RYKER CLOTHING CO GOOGLE ADS GROWTH ENGINE

CLIENT SNAPSHOT

Ryker Clothing Co is a direct-to-consumer apparel brand specializing in premium all-natural fiber shorts with no plastics or chemicals. Their customer base is performance-driven, health-conscious men focused on fitness, training, and quality gear. Growth is led by flagship products such as the Ares and Apex shorts, with peak demand in Spring and Summer.



THE PROBLEM

Prior to engagement, the brand had no structured Google Ads program and needed to build a scalable acquisition channel from the ground up.

Challenges included:

- Heavy reliance on brand demand and seasonal spikes
- No clear visibility between brand vs non-brand performance
- Rising CPC pressure in Shopping auctions from larger competitors
- Need to scale revenue efficiently while acquiring new customers



OUR THINKING & STRATEGY

We designed a clean, scalable account structure built around intent and channel role.

Our focus:

- **Brand Search** to capture bottom-funnel demand efficiently
- **Non-Brand Search** to drive new customer acquisition
- **Shopping** to capture high-intent product traffic
- Performance Max rebuilt into a true prospecting channel with brand excluded
- Prioritize top-performing SKUs to maximize scale
- Use promotions to strengthen auction competitiveness
- Reduce unnecessary product complexity by consolidating focus from 300 SKUs to 50 core products



EXECUTION

Over the engagement, we:

- Built a full Google Ads ecosystem across Search, Shopping, and Performance Max
- Excluded brand traffic from PMax for cleaner incrementality
- Measured new customer performance without inflated platform bidding values
- Scaled non-brand campaigns using proven query data
- Optimized product feed titles, attributes, and structure
- Supported demand through BOGO promotions, ad assets, and Merchant Center offers
- Maintained strong Shopping presence against larger competitors such as Lululemon, Amazon, Vuori, and Fabletics



RESULTS

PERFORMANCE HIGHLIGHTS

METRIC

Overall ROAS

Brand Search ROAS

Revenue Driven by Brand Demand

Growth Channels

OUTCOME

~6x-7x

20x+

~54%

Non-Brand + Shopping

ADDITIONAL WINS

- ✓ Scaled spend and revenue simultaneously
- ✓ Built sustainable new customer acquisition channels
- ✓ Maintained strong efficiency during growth
- ✓ Leveraged seasonal demand spikes for accelerated growth

We helped Ryker Clothing Co turn Google Ads into a primary growth channel through smart segmentation, product-led strategy, and disciplined scaling. By separating brand and non-brand demand, we created a system built for both **profitability today** and **growth tomorrow**.