

ECOMMERCE FIREARM SAFETY BRAND PAID SEARCH GROWTH

CLIENT SNAPSHOT

US-based direct-to-consumer brand selling premium firearm safety and retention products made in America. Their products serve home, vehicle, and travel use cases, with over 500,000 trusted users nationwide. Operating in a sensitive advertising category created added challenges around Google Ads policy compliance and feed approvals.



THE PROBLEM

The brand had an existing Google Ads program producing steady results, but growth had plateaued.

- Avg Monthly Spend: **\$38K**
- Avg Monthly Revenue: **\$178K**
- ROAS: **4.70x**

They needed a partner who could scale revenue and customer acquisition significantly without sacrificing efficiency.



OUR THINKING & STRATEGY

We identified that scaling required more than raising budgets.

Our focus:

- Rebuild campaign structure for scale
- Optimize product feed segmentation
- Improve bidding & budget allocation
- Use Prescient attribution data as source of truth
- Expand into new channels beyond Google
- Push aggressively during seasonal demand windows



EXECUTION

Over a 7-month engagement, we:

- Rebuilt and optimized Google Ads architecture
- Managed spend increases strategically month over month
- Launched Microsoft Ads for incremental growth
- Protected account health through GMC compliance management
- Maintained weekly optimization/reporting cadence
- Leveraged Q4 + Spring Sale periods to maximize returns



RESULTS

BEFORE VS AFTER

METRIC	Monthly Spend	Monthly Revenue	ROAS
BEFORE	\$37,836	\$177,791	4.70x
AFTER	\$159,433	\$739,679	4.64x
CHANGE	+321%	+316%	Maintained

ADDITIONAL WINS

- ✓ **\$5.18M Revenue Generated** under management
- ✓ **Best Quarter:** \$3.04M revenue on \$587K spend
- ✓ **Best Month:** \$1.25M revenue
- ✓ **Peak Efficiency:** 5.64x ROAS at scale

We helped transform a flat-performing account into a scalable revenue engine – increasing monthly revenue over 4x while maintaining strong efficiency. **Scale isn't a budget decision. It's a strategy decision.**