

CASE STUDY

# First 30 Days

## An E-Commerce Growth Case Study

*How a single, fully owned marketing strategy reversed a slowing growth trend and produced the best sales month in nearly two years.*

E-  
COMMERCE

CONSIDERED PURCHASE

MULTI-CHANNEL

BEST MONTH IN

23 Months

\$312.5K

TOTAL SALES, FIRST 30 DAYS

+62%

Growth

\$401

AOV

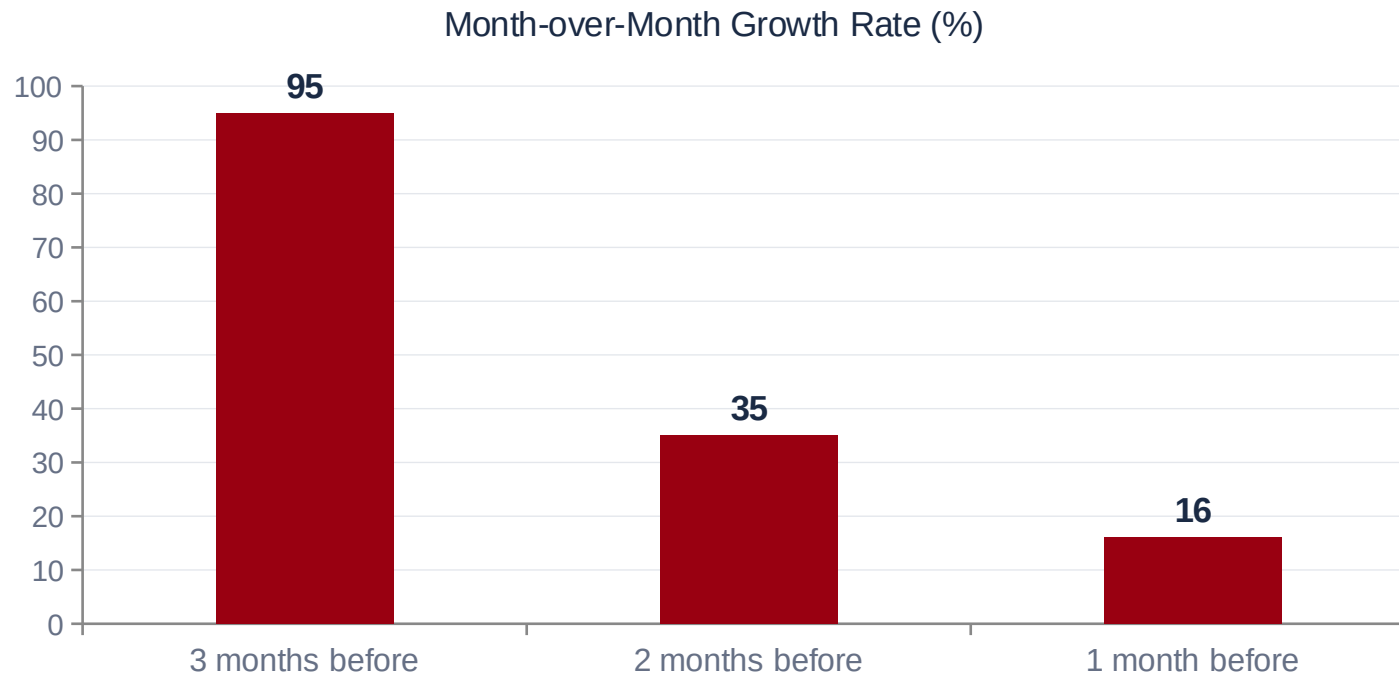
\$5.81

Rev / Session

## THE CHALLENGE

# Growth Was Slowing for Three Straight Months

The brand had a strong product and loyal customers, but fragmented execution, with too many hands adjusting strategy at once, left growth decelerating quarter over quarter.



### What Was Happening

- Multiple people adjusting offers, edits, and campaigns at once
- Strategy losing coherence before tests could fully run
- No single, consistent point of view driving the account
- Momentum decaying: +95% to +35% to +16% month over month

***Momentum needed a single owner.***

## OUR APPROACH

# One Strategy, Every Channel Aligned

Rather than layering new tactics onto a fragmented setup, execution was rebuilt so every channel reinforced the same offer, message, and audience insight.



### Google Ads

Performance Max, Shopping, and Branded Search working together to capture and expand intent.



### Meta Ads

Messaging-conversation campaigns lower the barrier to a first yes for a considered purchase.



### Amazon Ads & DSP

Sponsored Products plus DSP retargeting meet shoppers where intent is already highest.



### Organic Social

A mixed content strategy, not video-only, to reach more of the audience, more often.



### Email Automation

Targeted, urgency-driven sends to engaged segments, built around a last-chance moment.

## THE RESULTS

# Best Month for Sales in 23 Months

*Growth reaccelerated within the first 30 days of this engagement, and it wasn't from spending more.*



**\$312.5K**

**TOTAL SALES**

*First 30 days*



**+62%**

**MONTH-OVER-MONTH**

*Growth reaccelerated*



**\$401**

**AVG. ORDER VALUE**

*Highest in 2 years*



**\$5.81**

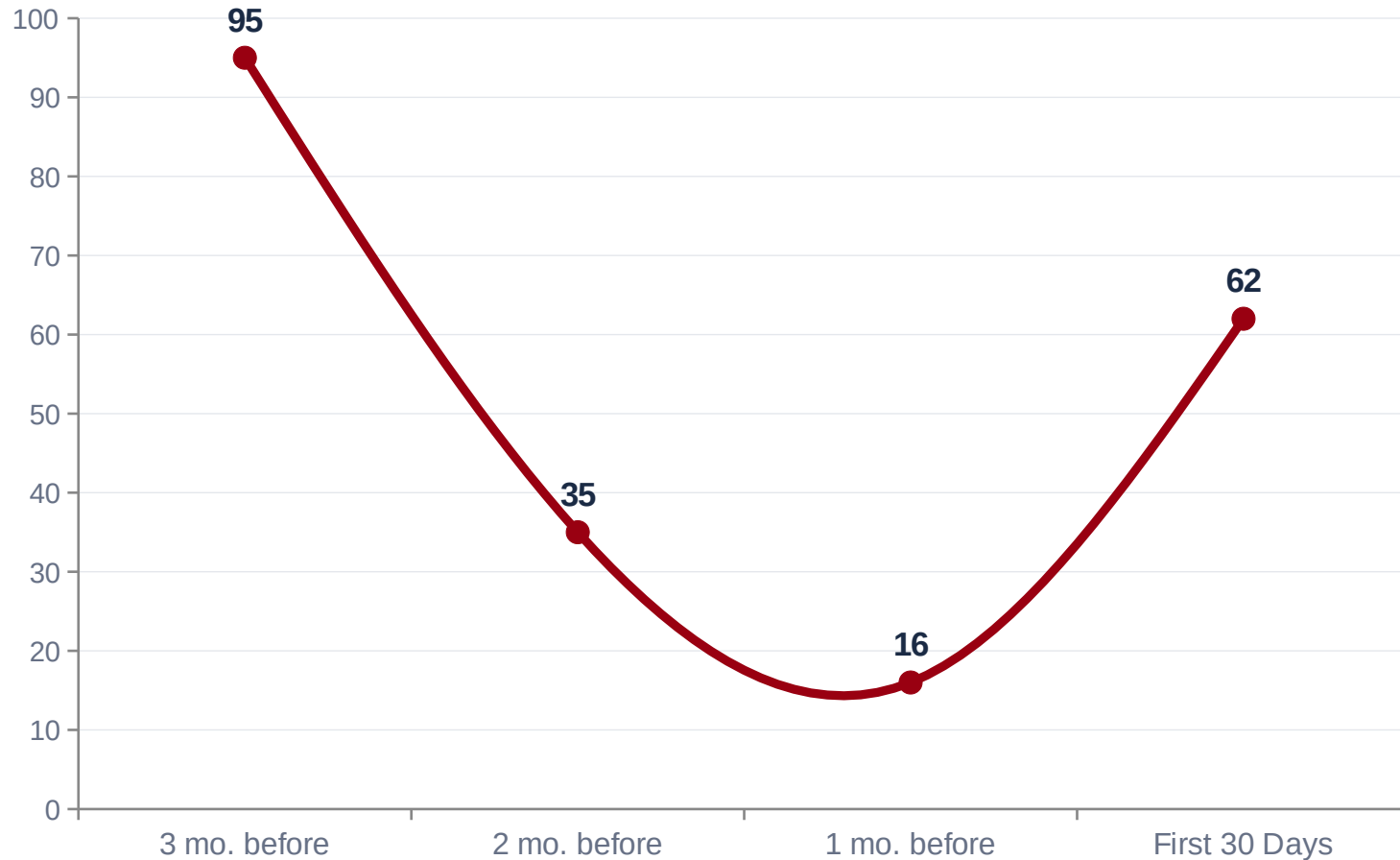
**REVENUE / SESSION**

*Best on record*

*Traffic stayed roughly flat. Every visitor was simply worth more.*

## GROWTH TRAJECTORY

# Growth Reaccelerated Immediately



### Engagement Starts Here

The moment execution consolidated under one team, the three-month decline reversed. Within the first 30 days, growth climbed from +16% to +62%, the best month for sales in 23 months.

## CHANNEL PERFORMANCE

# Every Channel Pulling in the Same Direction

Channel	Spend	Key Result
Search advertising	\$14,911.80	199 conversions; branded search converted at 4.8%
Social advertising	\$12,205.75	1,439 results; messaging format at \$1.75 per result
Marketplace sponsored ads	\$6,608.25	109 purchases at a 5.77x return
Marketplace retargeting	\$3,971.18	90 purchases, led by retargeting
<b>Total</b>	<b>\$37,696.98</b>	<b>Every channel reinforcing the same strategy</b>



**\$37.7K**

Total ad spend across every channel, first 30 days

*Branded demand converted best everywhere: search, social, and marketplace alike.*

## KEY LEARNINGS

# What Actually Moved the Needle



### Branded terms convert best

Everywhere: search, social, marketplace. Branded demand was the most efficient spend in the account.



### Conversation beats checkout

The lowest-cost result in the account came from a messaging campaign, not a direct sales campaign.



### The last-chance email wins

Every promo peaked on its final, most urgent send, now built into every campaign by default.



### List health is a growth lever

Blasting unengaged contacts didn't just underperform. It hurt deliverability for every future send.



### Formats beat volume

A mixed content mix grew total engagement even as raw video views declined.



### Efficiency compounds

Revenue per visitor hit a record too, proof growth was earned, not bought with extra spend.

## WHAT'S NEXT

# Scaling What Already Worked

1

Reallocate budget toward the highest-efficiency campaigns from the first 30 days, several of which were still capped by conservative starting budgets.

2

Build new creative purpose-fit to the strategy rather than defaulting to legacy assets.

3

Expand the mixed-content organic approach to any platform still running a single format.

4

Apply the last-chance email structure and tighter segmentation to every upcoming promotion.

5

Let strategy run its full course before revisiting it. This result is what happens when a plan compounds over a full testing cycle.

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# Ready for Results Like These?

Fragmented execution was working against this brand's growth, not for it. Consolidating strategy and execution under one team turned three months of slowing growth into the best month on record within the first 30 days.

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