

DISRUPTIVE case study



THE CHALLENGE

The challenge before us was how to re-organize a feed with thousands of products, and which ones are going to drive the most value to the business. We had very aggressive growth goals to scale revenue in order to help them hit their overall ecommerce goals.

OUR SOLUTION

We used feed optimizations, rules, and Feedonomics to get the feed into a place where we could scale Google Shopping ads. We implemented custom labels to divide out the most profitable products into three main categories. This allowed us to scale additional spend towards the most profitable products and increase revenue.

We launched YouTube Ads to drive additional retargeting channels, and awareness for USA-CLEAN. We launched new search campaigns & keywords that drove additional revenue at profitable returns. We used machine learning and automation to improve our bidding with shopping & search campaigns that helped drive revenue at more profitable rates.

PRODUCTS



PPC

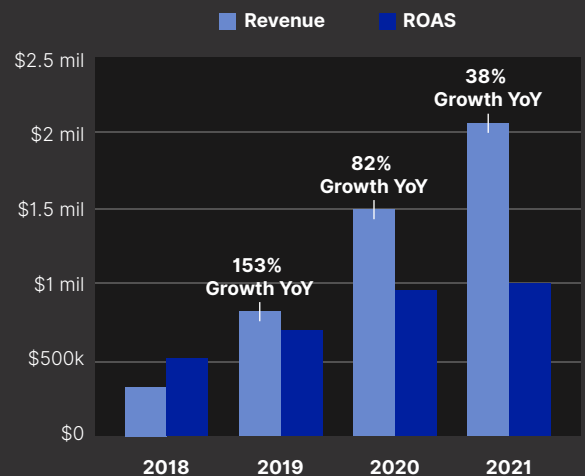


EMAIL



SOCIAL
MEDIA

THE RESULTS



*only paid advertising revenue

creative

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LANDING PAGE

ADS

USA CLEAN
WINDSOR REPLACEMENT PARTS

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- Access Battery

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SEE WHAT OTHERS ARE SAYING

COMMERCIAL - GRADE

TECHNICAL SPECIFICATIONS

Cleaning Tank	20 inches/508mm
Tank Size	15 gal/57L
Capacity	2,000 sq ft/186 sq m
Rated Capacity	44 sq ft/4 sq m
Power Source	12V/110V
Power Output	1000W
Maximum Speed	1.07 MPH

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