



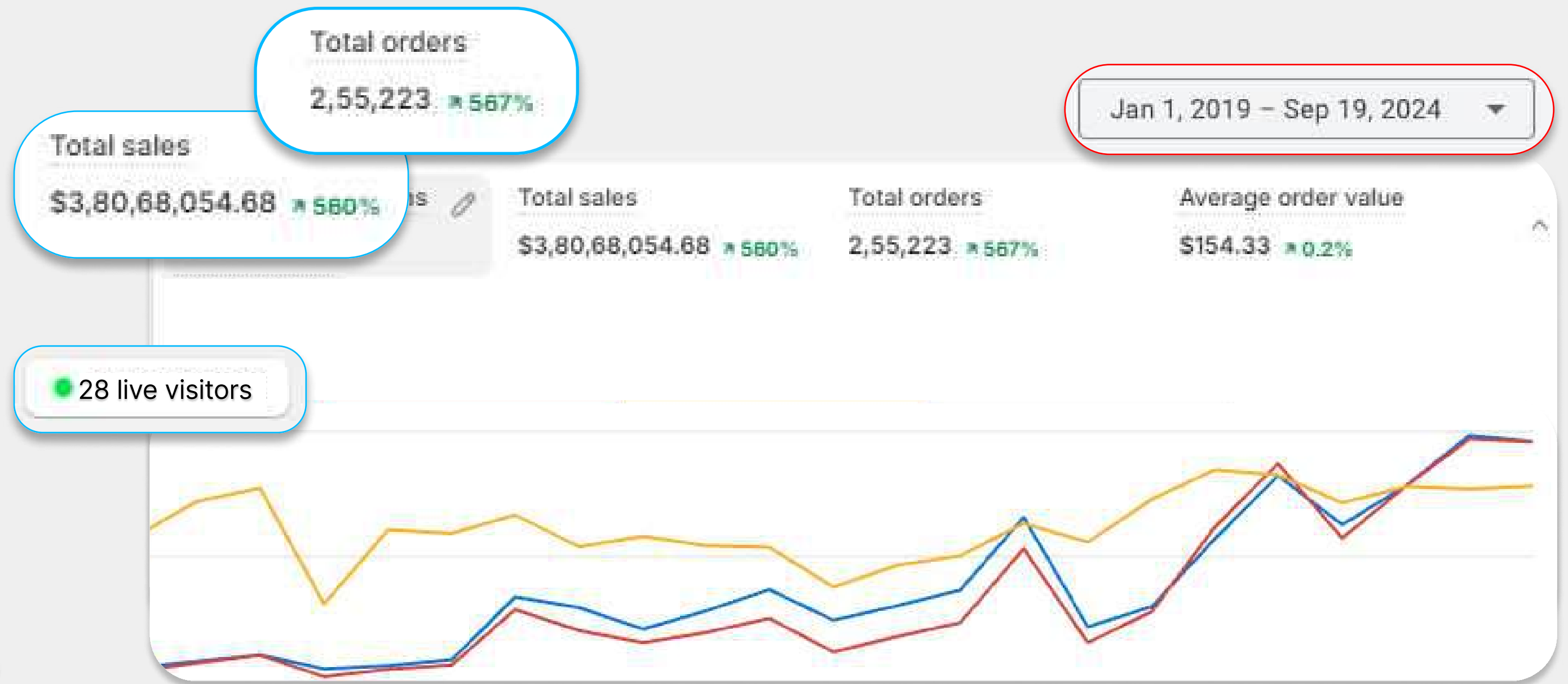
**ROI MINDS**

# SCALED AN ECOMMERCE STORE SALES WITH 5X+ ROAS

## FOR AN AMERICAN STORE

**Revenue: \$2M/Month**  
From \$20K/Month Revenue With  
5x+ ROAS

[WWW.LEAGUEOUTFITTERS.COM](http://WWW.LEAGUEOUTFITTERS.COM)



**BASKETBALL**



**FOOTBALL**



**BASEBALL**

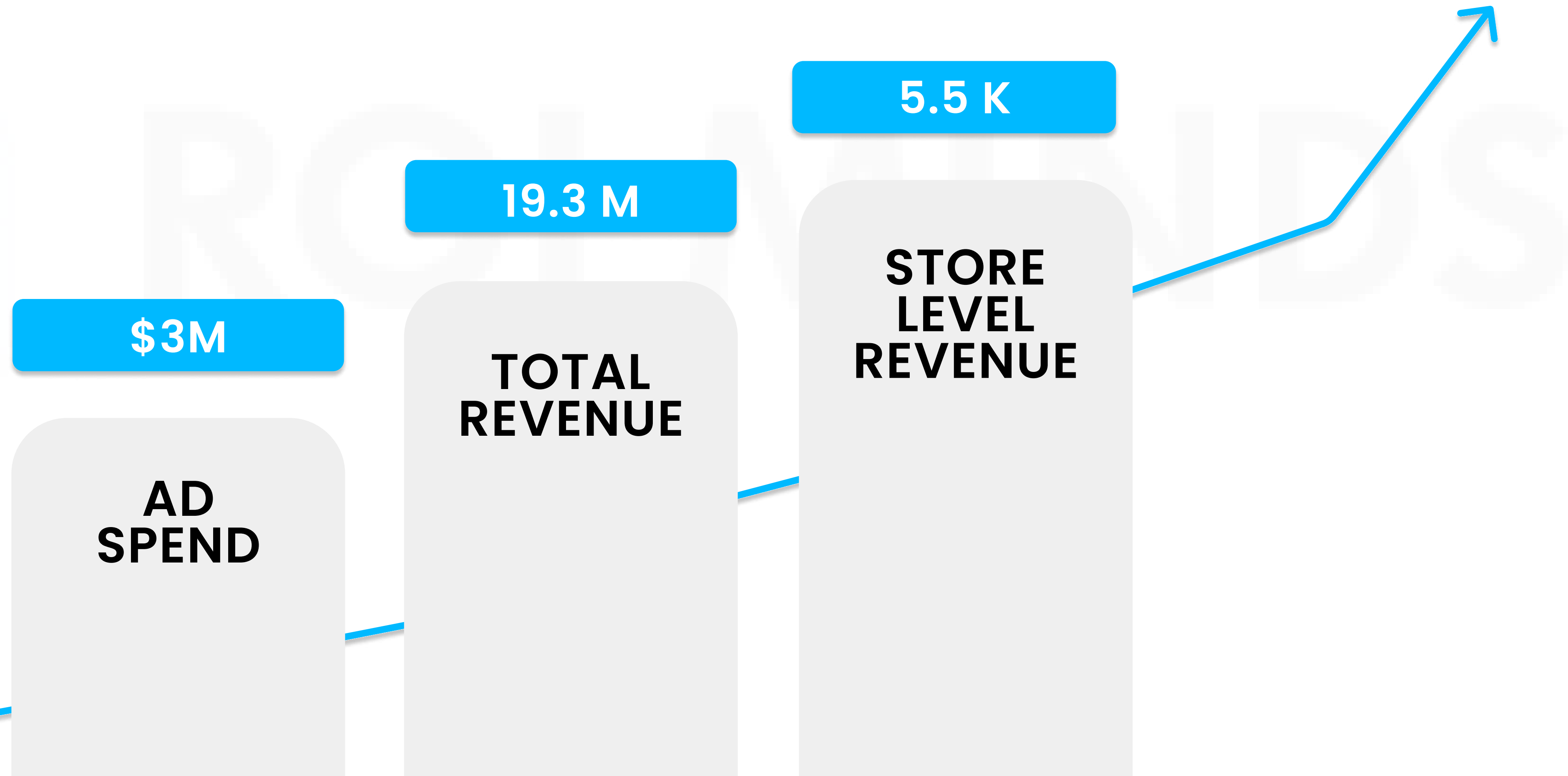


**SOFTBALL**

**Key Highlight**  **Google Ads**

Time Duration  
Jan 2019 - Aug 2024

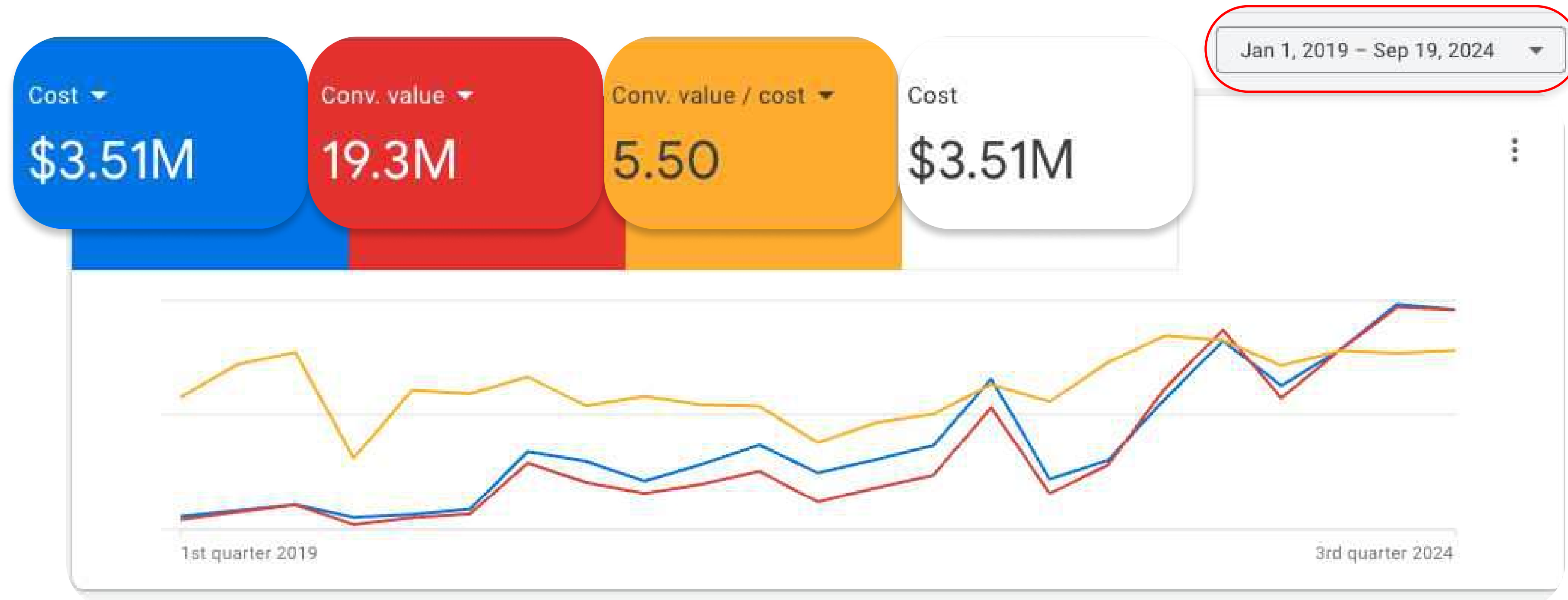
Store Niche  
Sporting Goods



# Key Highlight Google Ads

Time Duration  
Jan 2019 - Aug 2024

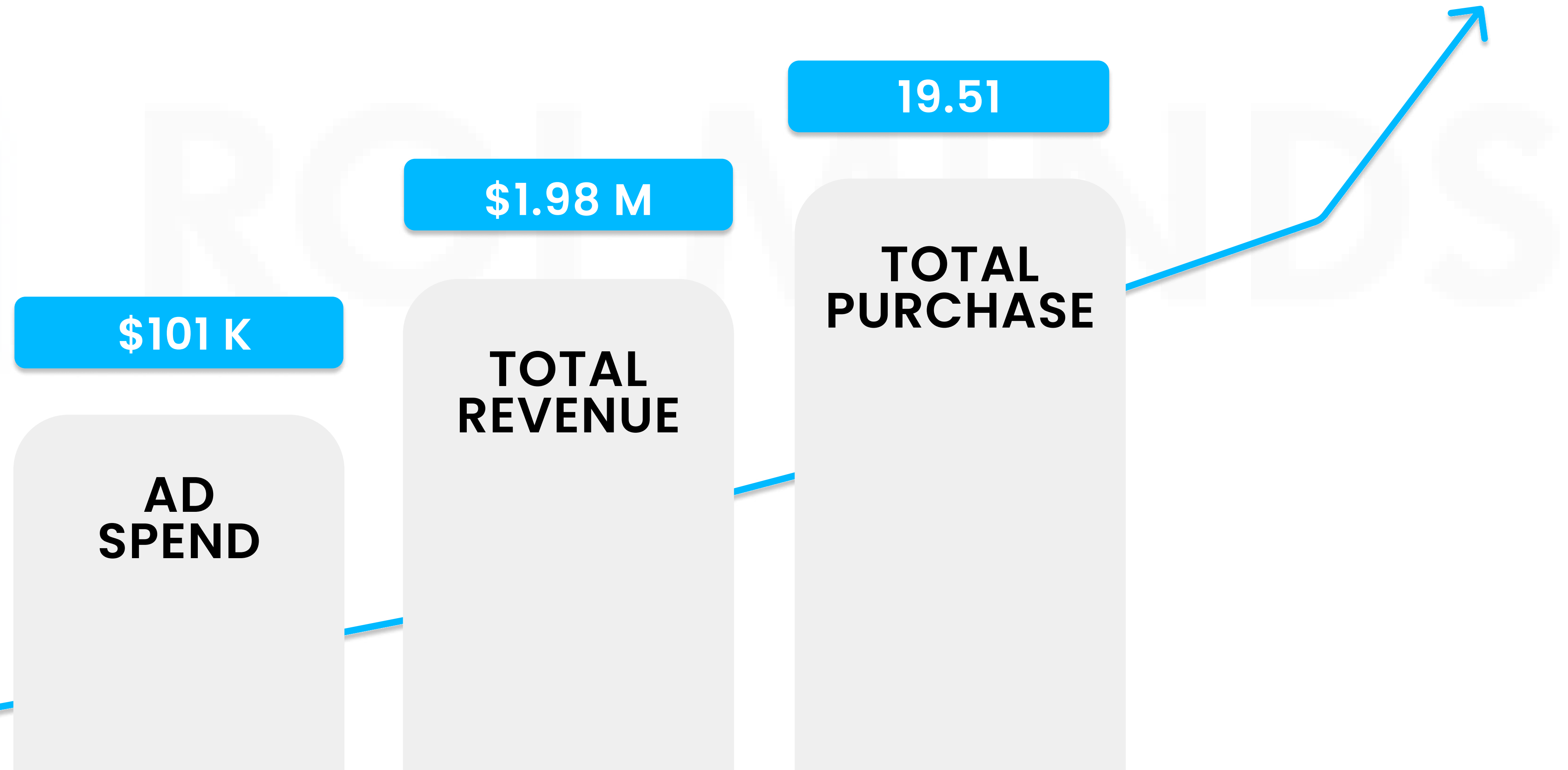
Store Niche  
Sporting Goods



# Key Highlight Facebook Ads

Time Duration  
Jan 2019 - Aug 2024

Store Niche  
Sporting Goods



# Key Highlight Facebook Ads

Time Duration  
Jan 2019 - Aug 2024

Store Niche  
Sporting Goods

📅 Maximum: 19 Aug 2021 - 19 Sep 2024 ▼

Campaigns 1 selected × Ad sets for 1 Campaign Ads for 1 Campaign

+ Create Duplicate Edit A/B test More ▼ Columns: KPI ▼ Breakdown ▼ Reports ▼ Export ▼

<input type="checkbox"/>	Off/On	Ad	Amount spent	Purchases	Cost per purchase	Purchases conversion value	Purchase ROAS (return on ad spend)	Adds to cart	Checkouts initiated
<input type="checkbox"/>	<input checked="" type="checkbox"/>		\$79,730.97	10,201 <sup>(2)</sup>	\$7.82 <sup>(2)</sup>	\$1,848,258.05 <sup>(2)</sup>	23.18 <sup>(2)</sup>	57,472 <sup>(2)</sup>	
<input type="checkbox"/>	<input checked="" type="checkbox"/>		\$10,003.95	313 <sup>(2)</sup>	\$31.96 <sup>(2)</sup>	\$77,677.61 <sup>(2)</sup>	7.76 <sup>(2)</sup>	2,610 <sup>(2)</sup>	
<input type="checkbox"/>	<input checked="" type="checkbox"/>		—	—	—	\$0.00	—	—	
<input type="checkbox"/>	<input checked="" type="checkbox"/>		\$11,990.03	364 <sup>(2)</sup>	\$32.94 <sup>(2)</sup>	\$58,431.36 <sup>(2)</sup>	4.87 <sup>(2)</sup>	2,375 <sup>(2)</sup>	
Results from 4 ads ⓘ <small>Excludes deleted items</small>			<b>\$101,724.95</b> Total Spent	<b>10,878 <sup>(2)</sup></b> Total	<b>\$9.35 <sup>(2)</sup></b> Per Action	<b>\$1,984,367.02 <sup>(2)</sup></b> Total	<b>19.51 <sup>(2)</sup></b> Average	<b>62,457 <sup>(2)</sup></b> Total	

## ABOUT THE BUSINESS

Established in 1999, this family-owned sporting goods company has been a prominent American brand for decades. With a deep-rooted history in sports dating back to 1974, they have a rich understanding of the specific needs of athletes and teams. Led by founder and CEO Chad Bollweg, their experienced staff is well-versed in providing tailored solutions for individual players and teams. Committed to exceptional customer service, they strive to deliver complete satisfaction through their comprehensive range of sporting goods.



**FROM OUR BUSINESS**  
TO YOURS

**GET STARTED** →

**FREE CUSTOM ONLINE TEAM STORES**



-  **Easy Ordering**
-  **More Fundraising**
-  **Better Selection**



**ANY SPORT ANY GEAR**  
DISCOUNTED TEAM PRICING

**GET STARTED** →



**BASKETBALL**



**FOOTBALL**



**BASEBALL**



**SOFTBALL**





## **BUSINESS OBJECTIVES**

Dedicated to equipping teams, leagues, schools, and sports organizations, the brand offers top-tier name-brand products, exceptional quality, and unbeatable prices in the United States. Their unwavering focus on quality and customer satisfaction positions them as the one-stop shop for all sports enthusiasts seeking reliable and affordable gear.

Their primary goals are refining their strategies to maximize ROAS, driving sales growth through multi-platform campaigns, enhancing brand awareness, building customer loyalty, and making data-driven decisions to optimize resource distribution across different categories.

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# CHALLENGES

## Category-Wise

occurs when your content doesn't align with the search intent of your target audience. It will likely underperform the content in low quality and lack valuable information.

## Multi-Platform

Result from your campaigns targeting the wrong audience segments, and you won't be able to reach potential customers. Ads with irrelevant messaging will not relate with your audience and may lead to slow engagement and conversions. Setting incorrect bids can result in overspending or underperforming campaigns.

## Retargeting

when you go for a minimum budget can restrict your ability to reach a wider audience and scale your campaigns. With limited funds, you may have fewer resources to experiment with different ad variations and targeting strategies. These lower budgets can lower ad ranking, reducing your visibility in search results or social media feeds.

## Resource Allocation

occurs when you have insufficient data related to your target audience. It can be challenging to create effective campaigns. You might also struggle to connect with them. Outdated tools can be a problem/ obstacle in reaching the right people.

## Decision Making

The brand had access to vast data, but extracting meaningful insights from it was challenging. The complexity and volume of data made it difficult to identify actionable trends and patterns.



# SOLUTIONS/OUR WORKING STRATEGY



## Dynamic Category-Wise Campaigns

We run category-wise campaigns and closely monitor product performance to identify opportunities for scaling.

For example, we were running a campaign for football products, and when we observed exceptional performance, we leveraged this campaign in new ways. We analyzed which products were getting priority and which were not.

We launched separate campaigns for the well-performing products that were not receiving enough attention in the previous campaign. We achieved double the ROAS (Return on Ad Spend) by doing this within the same category.

## Unique Value

- Ability to swiftly adapt and reallocate resources to high-performing products.
- Doubling ROAS by strategically leveraging insights from existing campaigns.

# SOLUTIONS/OUR WORKING STRATEGY



## **Multi-Platform Product Performance Leveraging**

When we analyzed that a particular category was performing well, we immediately sought other ways to leverage the performance. We introduced new campaign types on different placements but with the same products. While product performance remained crucial, the new campaigns allowed us to capture a broader audience.

## **Unique Value**

- Capturing a broader audience by utilizing multiple platforms.
- Ensuring strong product performance across different campaigns.

# SOLUTIONS/OUR WORKING STRATEGY



## **Multi-Platform Product Performance Leveraging**

We are testing different segments within the same category. We target 7-day users, 14-day users, Add to Cart users, and Begin Checkout users separately to ensure we don't miss out on retargeting opportunities.

Although retargeting generally doesn't work well on Google, strategic implementation can yield excellent results. We test these segments separately to identify the winning audiences.

## **Unique Value**

- Enhanced retargeting effectiveness by testing and optimizing for specific audience segments.
- Focusing on high-intent users to boost conversion rates.

# SOLUTIONS/OUR WORKING STRATEGY



## Rand-Specific Campaigns

This brand includes sub-brands such as Adidas and Champro. Initially, we only targeted based on categories, but data review revealed that certain sub-brand products performed better than others.

We separated them and launched dedicated campaigns with individual budgets. These campaigns turned out to be among the best-performing ones & helped us achieve High ROAS

## Unique Value:

- Segregated campaigns allow more tailored messaging and budget allocation.
- Achieving higher engagement and conversions for each sub-brand.

# SOLUTIONS/OUR WORKING STRATEGY



## **Data-Driven Decision Making**

Our strategy heavily relies on data analysis to identify trends, customer behavior, and product preferences. This enables us to make informed decisions on where to allocate resources and how to adjust campaigns for optimal performance.

## **Unique Value:**

- Using data for smarter marketing decisions.
- Continual refinement based on real-time data insights.



## RESULTS GOOGLE AD CAMPAIGN

Our targeted Google ad campaigns have driven exceptional results for our client's sporting goods business. Let's have a look at the results:

### Before (OCTOBER 2019) - The beginning

Starting with a small initial budget of \$70.91 in October, our Google ad campaign for a sports brand achieved an impressive 8.68x ROAS, generating \$615.76 in revenue. This early success demonstrates this campaign's significant growth potential and our strategies' effectiveness.



# AFTER 4 YEARS

(AUGUST 2022)

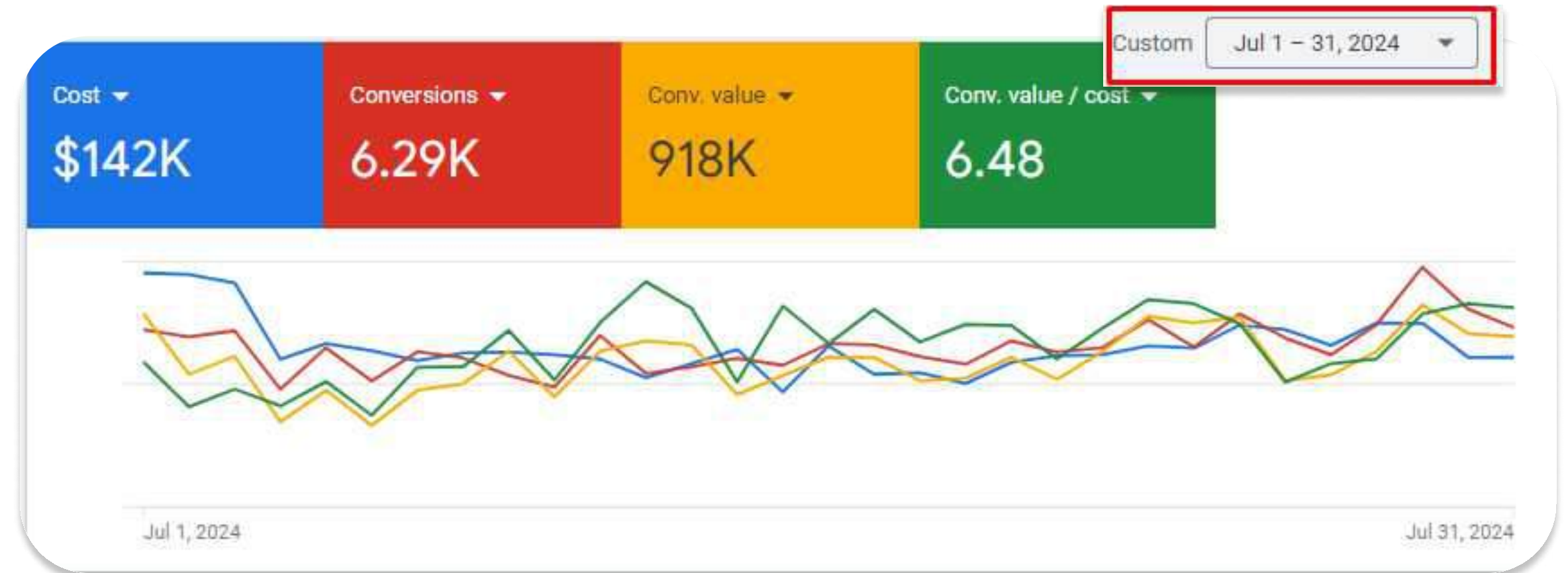
Through effective Google ad targeting and optimization, ROI Minds helped our client achieve a 10.22 ROAS with a total revenue of \$61.8K. By strategically increasing our ad spend to \$6.05K, we were able to drive significant growth and optimize campaign performance by the end of August 2022.

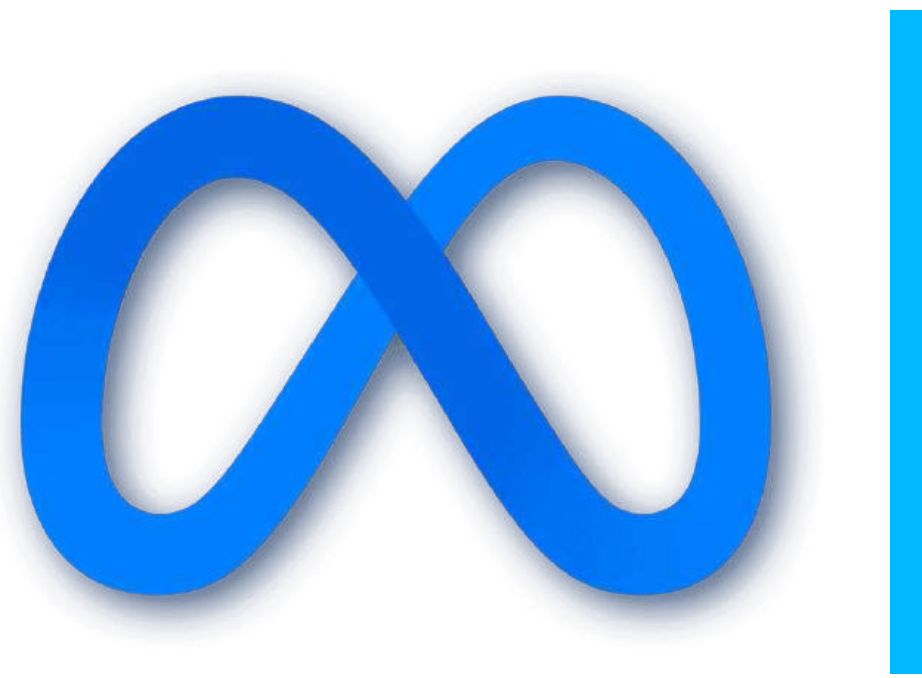


# AFTER 2 YEARS

(AUGUST 2022)

Our Google ad campaign for our client successfully generated \$918K in revenue on a \$142K ad spend, resulting in a ROAS of 6.48. While we experienced a minor decline in ROAS, these results highlight the effectiveness of our targeted approach and ROI-focused strategies.





Our targeted Facebook campaigns have driven exceptional results for our client's sporting goods business. Let's have a look at the results:

### BEFORE (AUGUST 2022)

ROI Minds revamped the sports brand's strategy, boosting the budget from \$649.77 to \$2480.84, resulting in a 22.89 ROAS and \$56K in revenue.

1 Aug 2022 - 31 Aug 2022

Off/On	Ad	CPC (cost per link click)	Amount spent	Purchases	Cost per purchase	Purchases conversion value	Purchase ROAS (return on ad spend)	Adds to cart
<input type="checkbox"/>	RM-Best Seller Catalogue	—	\$0.00	—	—	\$0.00	—	
<input checked="" type="checkbox"/>	RM Remarketing - PV 180D - CT	\$0.28	\$2,480.84	178 [2]	\$13.94 [2]	\$56,779.52 [2]	22.89 [2]	
<input type="checkbox"/>	CrossSell - 60D - Football section	—	\$0.00	—	—	\$0.00	—	
<input checked="" type="checkbox"/>	RM Remarketing - PV 180D - CT -ASR    DY	\$0.47	\$649.77	26 [2]	\$24.99 [2]	\$3,672.09 [2]	5.65 [2]	
Results from 4 ads ⓘ Excludes deleted items		\$0.31 Per Action	\$3,130.61 Total Spent	204 [2] Total	\$15.35 [2] Per Action	\$60,451.61 [2] Total	19.31 [2] Average	

### AFTER (AUGUST 2024)

In August 2024, ROI Minds' Facebook ad campaigns generated \$184K in revenue from a \$6,177.60 spend, achieving a ROAS of 29.91.

1 Aug 2024 - 31 Aug 2024

Off/On	Ad	CPC (cost per link click)	Amount spent	Purchases	Cost per purchase	Purchases conversion value	Purchase ROAS (return on ad spend)	Adds to cart
<input checked="" type="checkbox"/>	RM-Best Seller Catalogue	\$1.10	\$6,177.60	1,270 [2]	\$4.86 [2]	\$184,786.17 [2]	29.91 [2]	
<input checked="" type="checkbox"/>	RM Remarketing - PV 180D - CT	—	\$0.00	—	—	\$0.00	—	
<input checked="" type="checkbox"/>	CrossSell - 60D - Football section	—	\$0.00	—	—	\$0.00	—	
<input checked="" type="checkbox"/>	RM Remarketing - PV 180D - CT -ASR    DY	—	\$0.00	—	—	\$0.00	—	
Results from 4 ads ⓘ Excludes deleted items		\$1.10 Per Action	\$6,177.60 Total Spent	1,270 [2] Total	\$4.86 [2] Per Action	\$184,786.17 [2] Total	29.91 [2] Average	



# CONCLUSION

Our partnership with the American sporting goods company stands as proof of the power of data-driven, performance-focused paid advertising. As a leading digital marketing agency specializing in Ecommerce, we utilized our expertise to overcome challenges and optimize campaign performance.

The results are impressive. We achieved an overall positive ROAS for both Google and Facebook ads, significantly increased revenue, and effectively managed the client's budget. These achievements established a strong brand position in the market and developed a more engaging and positive customer experience.

Moreover, our partnership demonstrates our team's expertise regarding digital marketing strategies to drive revenue, profitability, and long-term success in a competitive industry. We look forward to continuing to support the client's growth and success in the sporting goods niche, delivering innovative solutions that match their evolving business needs.

