

The Account's Best Week on Record, Five Weeks After a Full Restructure

DTC HOME-SAFETY DEVICE BRAND · GOOGLE + META ADS

2.3x weekly Google conversions, from 45 to 103	34.9x one-week return on the flagship product's new standalone campaign	~\$30K tracked conversion value on \$2,322 of spend in the best week	9.4x return from the rebuilt Meta retargeting layer
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The Client

A direct-to-consumer brand selling home-safety monitoring devices through Shopify, with consumer and professional-grade product lines sold across the US and Canada.

The Challenge

The account's reported returns looked healthy and were mostly fiction. Performance Max campaigns were feasting on branded traffic, 25 different conversion actions muddled every number, and there was no brand and non-brand separation anywhere. On Meta, fatigued creative ran against a broken retargeting layer. The first honest step made the numbers look worse before they could get genuinely better.

The Approach

Measurement came first: tracking stripped to purchase-only, brand exclusions installed in Performance Max, and the inflated baseline retired so every later decision ran against real numbers. The account was then restructured around its winners. A professional-grade product quietly earning 22.8x while sharing budget with a weaker sibling got its own campaign, signals, and budget; non-brand search launched against the category's highest-intent keywords; and campaigns split by country so each market answered for its own results. On Meta, a creative system replaced a creative batch: nineteen new ads across four concepts in a dedicated testing structure, a seasonal promo calendar, and retargeting rebuilt around purchase intent with dynamic product ads.

The Results

Five weeks after go-live, the account posted its best week on record: roughly \$30,000 in tracked conversion value on \$2,322 of combined spend. Weekly Google conversions grew from 45 to 103, and the flagship product's standalone campaign returned 34.86x with 40 orders in a single week, during its slowest season. Non-brand search went from nonexistent to 19.29x, retargeting swung from the account's weak point to 9.41x, prospecting purchases doubled week over week, and a revived bundle strategy converted at 10x while lifting average order value, all inside the client's original budget ceiling.