

CASE STUDY

Mascot Pecan: Food/Bev Clients Pay-Per-Click (PPC) Management



The Mascot logo, featuring the word "Mascot" in a cursive script with "Since 1955" written in smaller text below it.

At a Glance

Domain:
<https://mascotpecan.com/>

Industry:
Health and Wellness, Fitness

Services:
B2B & B2C



"Worqflow's unique expertise in both e-commerce and PPC management has allowed us to unlock new revenue channels and provided a more well-rounded digital marketing strategy to fuel our growth and expansion."

JAKE TARVER

The Objectives

Our clients had a few key objectives in mind for their engagement with WORQFLOW:

- Grow DTC market share in an audience demographic that was underperforming (25-45)
- Leverage Worqflow's PPC and eCommerce knowledge to gain incremental sales through Google Shopping
- Increase LTV through both branded and non-branded competitive conquering on top keywords

The Challenge

Our client's website and PPC channels were a mess because they were not set up correctly. Additionally, their products catered to an older demographic, and we were challenged with bringing their brands to a newer, more tech-savvy audience. We decided to target competitors' customers, conquering on key industry-leading keywords, and refreshing their brand presence online to reflect a more modern brand in the DTC space

The Solution

WORQFLOW began with an initial audit of the current Shopify/Google Ads portal, followed by multiple business analysis sessions where we explored clients' goals and current usage of ad platforms. From these sessions, we crafted a plan of how to re-configure the ad strategy through in-depth keyword analysis, and leverage our expertise in the Trade Desk to create a 360° ad experience (initial targeting, interest gain/retargeting, and postpurchase reengagement)

The Results

Results from re-configuration resulted in over \$1M in gross annual revenue growth, over 40% of which was garnered from our efforts in targeting the new demographic. We established a blended ROAS of 2.8, driving both steady and sustainable growth for our client that will unlock new streams of customer revenue.