

# How we achieved an average 17:1 ROAS for equestrian accessory retailer, GG Equine!



## Challenge

GG Equine, an equestrian company specializing in horse muzzles, hay bags, and equine accessories, had achieved success but aimed to expand its reach and customer base. To accomplish this, they recognized the need to enhance their digital marketing strategy, particularly through paid media, while complementing their existing (more traditional) marketing tactics.

**“..the proof is in the pudding - we’ve had crazy ROI. Finding a partner like this is a real gem, especially when you are having to trust someone with your company and brand.”**

-April Chester, Owner | GG Equine

## Solution

GG Equine collaborated with us to formulate a paid media strategy centered around Google and Meta Ads with the primary objective of boosting online sales. Our approach began with a thorough understanding of GG Equine's business model, target customer demographics, and competitive landscape. Subsequently, we devised multiple campaigns designed to translate high-value search intent into tangible sales. Leveraging Google and Meta's AI and machine-learning capabilities, these campaigns efficiently identified potential customers, ultimately driving a strong return on investment (ROI).

**Increased revenues by 141%**

## Results

Following the launch of the campaign, the first full month yielded an impressive 21:1 Return on Ad Spend (ROAS), with an ongoing average of over 17:1 ROAS under Mixed Digital's expert management. Over the same period, revenues saw a substantial increase, averaging 141%. This growth can be attributed to the allocation of additional media budget and the continuous optimization of campaign performance, solidifying GG Equine's position in the market and showcasing the effectiveness of the revised paid media strategy.