

Turning Tables: Delivering 30% increase in ROAS for **Furniture Online**.

This furniture e-commerce company came to us after declining post-pandemic sales looking to resume previous growth.

With a full restructure of paid activity across Google, Microsoft, Meta and Amazon Ads we have provided sustained growth and the ability to scale while maintaining efficiency. In addition to solid performance on Google and Amazon, Meta Ads has seen consistent strong results in contrast to previously turbulent weekly sales, while Microsoft Ads has seen success after having been abandoned in the past due to poor performance.



What we did

- ◆ Granular segmentation of the Amazon Ads account
- ◆ Improve budget distribution between product groups
- ◆ More frequent and structured creative and targeting testing on Meta Ads
- ◆ Full restructure on Google & Bing

The results

We have provided **sustained growth** and the ability to scale while **maintaining efficiency**. In addition to solid performance on Google and Amazon, Meta Ads has seen consistent **strong results** in contrast to previously turbulent weekly sales.

30%

INCREASE ↑
IN ROAS YOY
(GOOGLE ADS
& MICROSOFT)

33%

INCREASE ↑
IN REVENUE
GROWTH

WHAT THE CLIENT SAYS

// I highly recommend their services to any business

Working with Bind has been a pleasure. From day one our account manager showed knowledge of our market, interest in our products and an understanding of our objectives. We have seen our account become more consistent in its returns and achieve growth even after a post-covid decline and historically difficult summer period.



Chris Horsnell, Marketing Manager
Furniture Online