

CASE STUDY 01

Budget Efficiency & ROI Optimisation

Maximising commercial return across a multi-channel environment

BUDGET MANAGED

£1.2M+ Annual Spend

PERFORMANCE GROWTH

+23% Increase in ROAS

THE CHALLENGE

A multi-channel manufacturer and retailer needed to improve the performance of its substantial marketing spend. With an annual budget of over £1.2 million running across various paid and organic channels, the business lacked the precise tracking and strategic alignment needed to ensure every pound spent was working as hard as possible.

THE APPROACH

After reviewing the existing setup, the first step was to overhaul the internal marketing tech stack and establish proper data frameworks to see exactly where conversions were happening. By cutting out low-performing ad spend, restructuring paid media targeting, and introducing smarter automated marketing processes, the entire budget was reallocated into the highest-converting digital touchpoints.

THE RESULT

This strategic overhaul turned a complex budget into a highly efficient revenue driver. By focusing entirely on data-driven decisions and performance marketing, the business achieved a 23% increase in Return on Ad Spend (ROAS), ensuring highly efficient scale and direct commercial viability for the organization.

** Please note: Client brand identification has been omitted for confidentiality. Full performance verification and primary data documentation are available upon request.*