



**FROM
PLATEAU TO PEAK**

SEASON:

**HOW A SPECIALTY
COOKWARE RETAILER
GENERATED**

\$577K

**IN TWO MONTHS AND
MADE EVERY AD
DOLLAR WORK
HARDER**

From Plateau to Peak Season: How we generated \$577,000 in 2 months for retail client and made every ad dollar work harder

At a Glance

Industry:

Speciality cookware

Location:

Stores across Canada and online

Results

In November, conversions grew **40.3%** year-over-year and revenue increased by \$90,011. In December, purchases climbed 47% and ROAS improved by 50.7%, all while cost per purchase dropped by 37.3%.

Challenge

An over-segmented PPC account was fragmenting the budget and blocking Google's smart bidding from doing its job.

The Challenge: Over Optimization

A beloved specialty cookware retailer with locations across Canada had a problem most businesses would envy on the surface: a meticulously organized ad account. But beneath the structure was a slow leak. There were too many ad groups, too little data, and a Google algorithm starved of the signals it needed to grow. With Q4 on the horizon and revenue targets climbing, they needed more than a tune-up. They needed a new strategy entirely.

Online, the opportunity was significant. They offered shipping across Canada and the US, a growing product catalog, and a brand story worth telling. What they needed was a paid media strategy that could match their ambition.

The Before

On paper, the Google Ads account looked thorough. Campaigns were organized by funnel stage and broken down by specific product categories, even segmented by individual products. It was precise and intentional.

But that precision was quietly working against them.

Each ad group was running on a micro-budget. And when you slice a fixed monthly spend across 208 ad groups, none of the campaigns accumulate enough conversion data to perform.

Google's smart bidding algorithms need volume to learn. They need a large enough pool of signals to understand who converts, when, and why. **With budgets spread so thin, the algorithm was essentially flying blind in every campaign simultaneously.**

The result was stagnation. Despite the effort that had gone into building the structure, growth had plateaued. Conversions weren't climbing the way the business needed them to, especially heading into the most competitive time of year. The account wasn't broken but it was stuck.

Our Strategy: Consolidate & Expand

We completely restructured their Google Ads strategy with one guiding principle: reach the right patients at the right moment with the right message.

1

Campaign Restructuring for Better Learning

Mid-year, the over-segmented middle-of-funnel campaigns were deprecated.

Two hundred and eight small ad groups that had been fighting over scraps were wound down.

Budget was intentionally concentrated into fewer, stronger campaigns.

This wasn't a cost-cutting measure. It was a deliberate effort to pool conversion data into buckets large enough for Google's algorithm to actually learn from.

2

Demand Gen for Cold Customers

Consolidation alone, however, only solves half the problem. Fewer campaigns optimizing more efficiently still need new demand to feed on.

So simultaneously, a Demand Gen layer was introduced: video and visual content designed to reach cold audiences who had never heard of the brand and wouldn't have found them through search alone.

By introducing this layer months ahead of the holiday season rather than scrambling to launch it in November, there was room for the strategy to compound. By the time the busy season hit, the remarketing pool was full.

3

New & Aligned Placements

As the holidays approached, the format shifted again, this time toward Connected TV and video ads. The brand moved from small-screen placements to living room screens, establishing presence and authority in a format that signals premium. For a brand built on craftsmanship and experience, the medium matched the message.

The shift started showing results in September. That early momentum was the proof point that the strategy was working as intended, building toward a peak rather than simply reacting to one.

The Results: Growth Without Waste

When the Q4 numbers came in, they didn't just confirm the strategy had worked, they showed how much had been left on the table before.

Nov 2024 vs. Nov 2025

Conversions grew from 1,042 to 1,462 — a 40.3% increase.
Revenue jumped by \$90,011, landing at \$308,011 for the month.
ROAS improved from \$39.75 to \$43.59.
Cost per purchase dropped from \$5.39 to \$4.68, meaning they were acquiring more customers while spending less to get each one.

Nov 2024 vs. Nov 2025

Sales went from 1,224 to 1,799 — a 47% increase.
Revenue grew by over \$64,000.
ROAS jumped from 33.57 to 50.58, a 50.7% improvement.
Cost per purchase fell from \$5.47 to \$3.43 (a 37.3% reduction). The account was not only generating significantly more revenue, it was doing so more efficiently.

Across both months combined,
they generated

\$577,329

in tracked revenue from paid media, driven
not by a bigger budget, but by a smarter
structure.

That's what happens when a fragmented
account stops capping a brand's ceiling.

What's Possible for Your Business

If your Google Ads account looks organized on the surface but your growth has stalled, you might be closer to this story than you think. The answer usually isn't more campaigns, it's better ones.

Hop Skip Media works with retailers and specialty brands to build PPC strategies that scale. If you're heading into a peak season and you're not confident your account is ready for it, let's talk.

Our expert team at Hop Skip Media is ready to take your PPC ads from “whatever” to “**wow!**”.

CONTACT US!



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