

HOP  SKIP

224%

**YoY Revenue
increase for a
Premium
Ecommerce
Brand during
Black Friday
weekend**



How we increased YoY revenue by 224%

for a speciality model brand during the most competitive weekend of the year



The Challenge

A specialty model distributor needed to maximize their Black Friday/Cyber Monday performance for their premium kits, competing against mass-market toy retailers during the noisiest shopping season of the year.

This client operates in a unique position. Their products are priced between \$50-\$150 in a market dominated by mass-market toy retailers. Their main competitors include established players in the industry with deep pockets.

Their target audience is specific: adults 25 and above who appreciate quality craftsmanship and intellectually stimulating activities. These aren't impulse toy purchases. They're considered investments in quality family time and meaningful hobbies.

The BFCM window represented a critical revenue opportunity, but the challenge was clear: **how do you stand out during the noisiest shopping weekend of the year without diluting your premium brand positioning?**

The Solution: Cross Chanel Orchestration



Google & Meta complement each other during the customer journey.



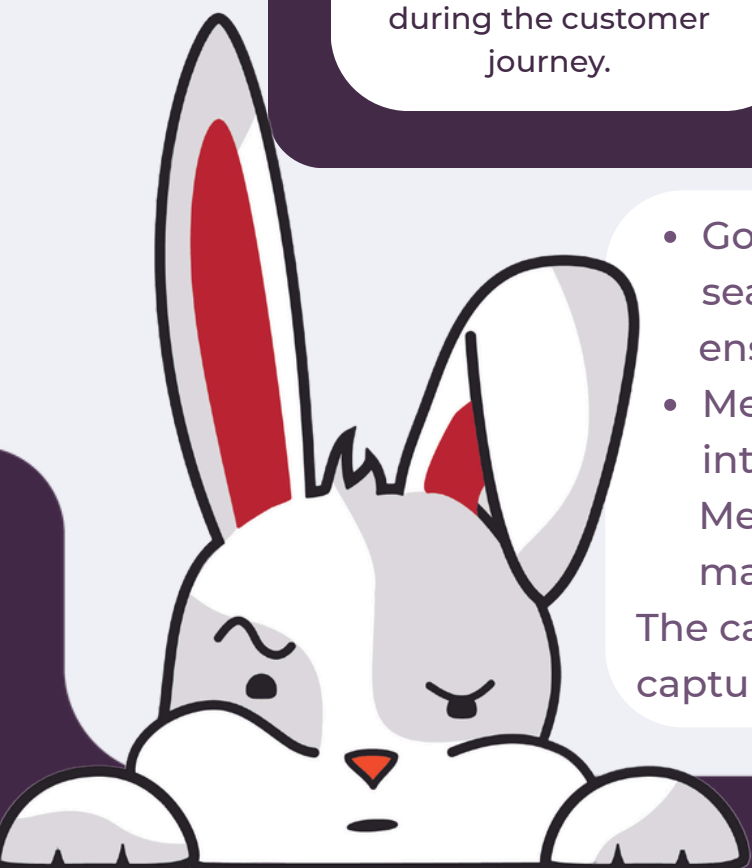
Google Ads captures high-intent demand.



Meta Ads generates and warms demand.

- Google Ads captures high-intent demand. When someone searches for unique gifts, they're actively shopping. We ensured the products appeared at those critical moments.
- Meta Ads generates and warms demand. When people see intricate gears and models in their feed, interest sparks. Meta's role was to create that initial awareness and maintain presence throughout the consideration phase.

The campaign ran from Nov 19 - Dec 1, strategically timed to capture the full BF/CM shopping window.



The Results

Total Revenue: \$16,150.08, representing a 224% increase compared to the same 13-day period the previous year.

Campaign Concentration: 55% of Monthly Revenue

Peak Performance: Nov 28 - Dec 1. This four-day stretch captured the peak shopping momentum, aligning with when consumers were most actively making purchase decisions.

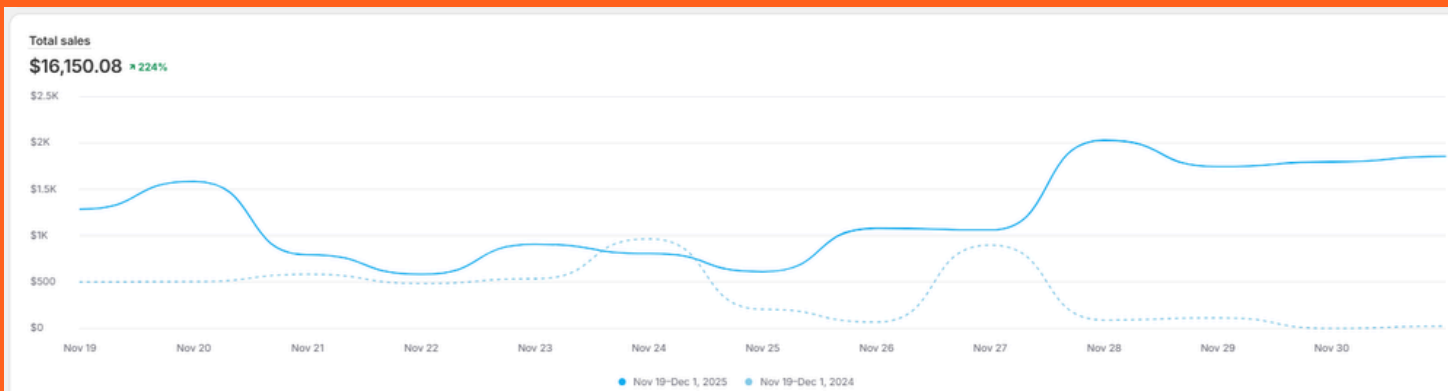
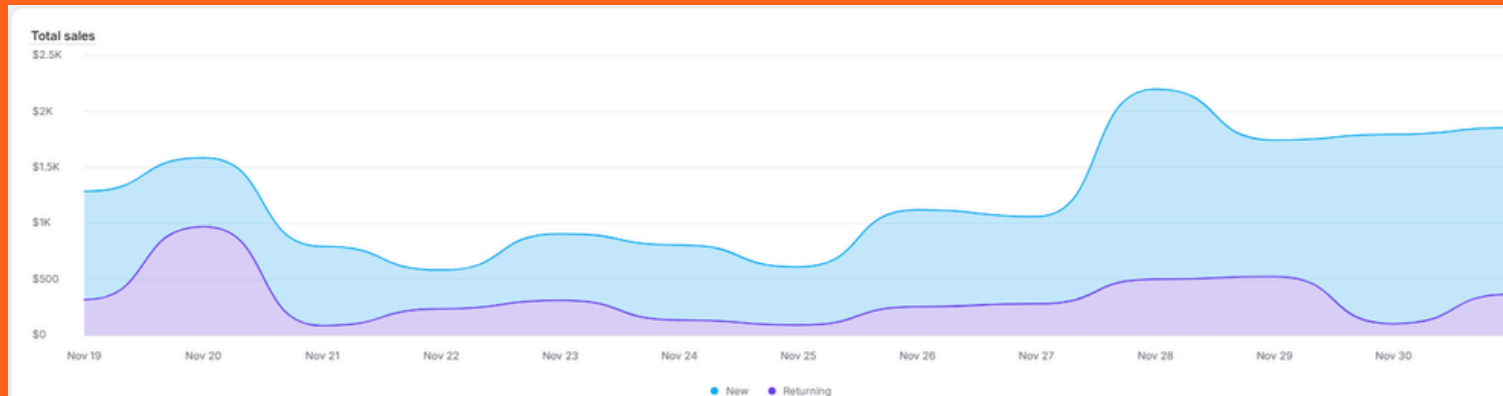
New Customer Acquisition: 74.39%. Nearly 3/4 of sales came from new customers who'd never purchased from them before. This metric validates that the campaigns weren't just mining existing customer relationships; they were actively bringing new people into the brand who represent future lifetime value beyond the BFCM window.

Cross-Channel Attribution Breakdown

The sales attribution across channels tells the story of a coordinated strategy:

- **Meta Ads: \$6,620.56 (40.5%)**
- **Google Ads: \$5,285.82 (32.3%)**
- **Email (Bayengage): \$553.26 (3.4%)**
- **Other Channels: \$3,900.32 (23.8%)**

Combined, Google and Meta accounted for 72.8% of attributed revenue.



What This Means for Premium E-Commerce Brands

Their BFCM success demonstrates that premium products can thrive during discount-heavy shopping periods when strategy focuses on coordinated cross-channel execution rather than platform-by-platform optimization.

The results show that:

1

New customer acquisition is achievable at scale - 74.39% of sales from first-time buyers shows that proper targeting and messaging can introduce premium products to fresh audiences even during competitive periods.

2

Cross-channel strategy creates measurable lift - With 72.8% of revenue attributed to coordinated Google and Meta campaigns, the integrated approach clearly drove performance beyond what isolated efforts could achieve.

3

Premium positioning can coexist with sale periods - The healthy AOVs (\$80.74 for new customers, \$91.09 for returning customers) show that sale shoppers will invest in quality products if the value proposition and targeting align.

Ready to build your own cross-channel growth engine?

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