

Horse Supplements Case Study

Google Ads

At a glance

This business is one of the market leaders in the horse supplements industry.

They offer a range of products that help owners cure and prevent health issues in their horses. They sell all across the UK direct to consumers and into a very limited number of wholesalers.

Our goal was to improve sales and ROI with a focus on attracting new customers not just repeat orders from existing.



Google Ads

With the removal of the brand name from generic and shopping campaigns, there was the chance of us reducing the overall ROAS of the account but we were able to maintain this as well as adding new customers and improving the return on the brand campaign..

 **1,724%**
ROAS

 **£270,000**
Sales



 www.gingerpicklemarketing.com
 hello@gingerpicklemarketing.com

CHALLENGES

The horse supplement industry is a crowded place with lots of competition and choice for consumers. One of the challenges supplement companies face is a limited number of independent studies into the effectiveness of results with competitors research created to critically evaluate the scientific validity of the clients.

Once people find a supplement that works, they are loyal to that brand.

SOLUTIONS

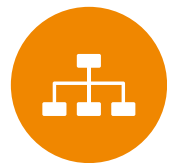
Our initial aim was to prevent the generic search campaigns bidding on the clients brand name so they were only found for generic searches. This could cause the ROAS to decrease but would help to increase the number of new customers.



Removal of brand name searches



Product feed optimised & enhanced



Improved Account Structure

RESULTS

SALES

1

In period from September to November 2024 - the total sales attributed to Google Ads was £270,336 from a £15,678 media spend.

YOY RESULTS

2

In period from September to November 2024 VS 2023 - 65% increase in revenue and 139% increase in ROAS with 30% less spend.

INCREASED NEW CUSTOMERS

3

In period from September to November 2024 VS 2023 - A 32% increase in the number of new accounts registered.