

# David Smania : Case Study #52

1620 increases revenue by 539%



1620 Workwear was created to make the best workwear in the category by using best in class fabrics, patterns, while manufacturing all products in the USA.

## The Challenges

When 1620 Workwear came to me, their campaigns had stalled with online revenue erratically bouncing up and down each month with no real paid search and shopping growth trajectory. I took a close look at the amazing quality of their products, and I knew this brand had tremendous opportunity for success. But I also knew it wouldn't be easy. Their competitors were massive and plentiful, including companies like Carhartt, Timberland, Wrangler, and Patagonia. As a result, 1620's search and shopping ads were being displaced by larger ad budgets, pushing their listings out of site and out of mind.

## How We Did It

Since 1620 is a DTC (direct to consumer) company, I worked immediately on the Smart Shopping campaign and product feed. I invested considerable time optimizing the shopping campaign to promote 1620s unique line of products to the right customers. I also took a deep dive into search and purchase history, identifying wasteful bids that were costing the company thousands of dollars each month, while distinguishing the top performing searches for proper isolation and investment.

Campaigns were revamped from top to bottom, using a combination of Smart Shopping, Search Ads, DPAs, dynamic remarketing ads, and targeted display.

## The Results

Within the first month, I nearly tripled the previous month's revenue. In the second month, I increased revenue by 7x, obliterating all-time revenue records in the history of the account. Today, I continue to grow and scale the account using a truly unique approach to maximizing algorithmic learnings and smart bidding strategies.

## The Results

↑ 539%

Increase in revenue

↑ 408%

Increase in conversions

↑ 160%

Increase in ROAS

↑ 25%

Increase in average cart value

↓ 52%

Decrease in cost per conversions



David Smania

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