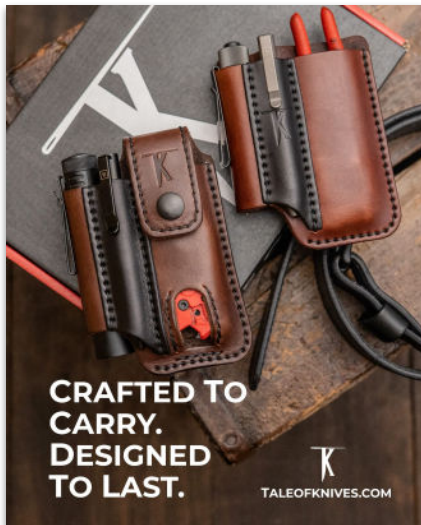


Tale of Knives®

Tale of Knives + JumpFly
Oregon City, OR, USA · taleofknives.com

Handmade Excellence Meets Digital Precision: Tale of Knives' ROAS-Driven Growth with JumpFly



The challenge

Tale of Knives is a **premium maker of handcrafted EDC (Every Day Carry) gear and accessories**, proudly made in America. With a reputation built on **quality, heritage craftsmanship, and functionality**, their products are loved by outdoor enthusiasts and professionals alike. However, with **growing competition** in the custom EDC space, they needed a digital marketing partner who could both **scale their reach** and preserve their unique brand ethos.

The approach

The primary approach was to create a **solid campaign structure** and use the power of automatic bidding, search themes, and audience targeting to **drive increased revenue and improve return on ad spend (ROAS)**.

A strong focus was put on trimming unproductive keywords and other elements to power ROAS improvement. Tale of Knives supported the effort with **images and in-house videos** that showcased their quality products.

The results

Tale of Knives saw a **40.16% increase in their ROAS** in Q2 2025 compared to Q2 2024, along with a **25.19% increase in their conversion value**. These gains were accompanied by a **13.23% decrease in their cost per conversion**. The business showed solid results in some very turbulent times.

Positive **growth has allowed Tale of Knives to expand** into hand-crafted leather belts, hand-crafted leather wallets, and even hand-crafted tape measure holders!



“Hand-crafted leather goods meets high-tech advertising to form a beautiful (and profitable) friendship!”

—Jack O'Donnell, Senior Account Director, JumpFly

Featured solutions:

Campaign Types:

- › [Search](#)
- › [Performance Max](#)
- › [Demand Gen \(video\)](#)

Bidding Types:

- › [Target ROAS](#)
- › [Maximize Conversions](#)
- › [Enhanced CPC](#)

Attribution:

- › [Data-Driven Attribution](#)

25.2%

Increase in YoY
Conversion Value*

40%

Increase in YoY
ROAS*

*comparing 2025 data to 2024 data

