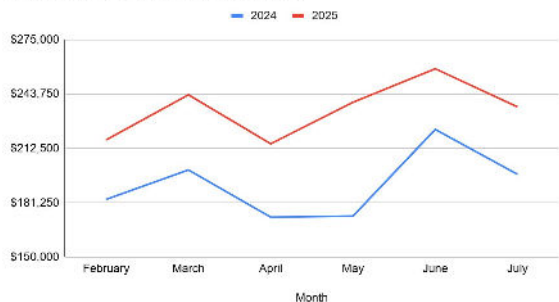




JumpFly's Improvements to Our Client's Google Ads Help Drive Steady Year-Over-Year Growth in Sitewide Revenue

Monthly Revenue (2024 vs. 2025)



The challenge

Our sports headwear and apparel client was looking for a way to **generate more sales**. Already running Google Ads campaigns, they came to JumpFly looking to see what more they could get.

The approach

We decided to build out some **supplementary shopping campaigns** to help drive sales for products that weren't getting the proper exposure, including their new releases, their fitted hats, and their A-frame snapback collection. We determined Shopping campaigns were a better fit than Performance Max campaigns because we wanted to **retain more control over where the traffic was going**.

We also worked on **developing a supplementary feed** to help them organize their shopping feed. By categorizing products by league (MLB, NBA, NFL, NHL, etc.) and team (Dodgers, Yankees, Lakers, etc.), we were able to **analyze product data at a higher level**, enabling us to **make more informed decisions about how to allocate ad spend**.

The results

Our efforts generated an average of **~\$31,000 in additional net monthly revenue** compared to the previous year, much of it **driven by new releases** that hadn't received attention in the legacy campaigns.



"Establishing the right product mix is one of the most effective ways to get more bang for your buck."

—Kelly (KB) Bielfeldt, Account Manager, JumpFly

Featured Solutions:

Audience:

- › Feed Optimization
- › Custom Labels
- › Shopping Campaigns
- › Performance Max Campaigns

Automation:

- › Target ROAS
- › Maximize Conversion Value
- › Enhanced CPC
- › Smart Shopping Campaigns

17.7%

Increase in Sitewide Revenue YoY*

13.5x

Account-wide ROAS in 2025 While Maintaining YoY Growth

*comparing 2025 data to 2024 data