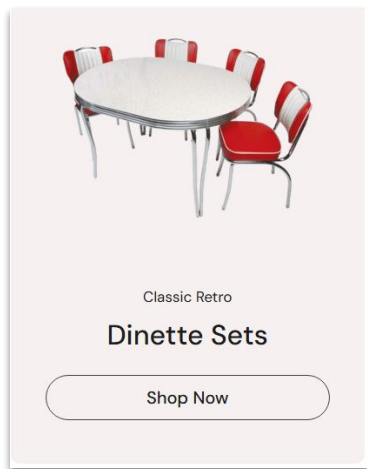




American Chairs + JumpFly
Chicago, IL, USA - AmericanChairs.com

JumpFly Paid Search Ads Management contributed to an 81% increase in year over year website revenue growth while continuing to improve ROAS efficiency.



The challenge

American Chairs, an online retailer/wholesaler for classic American furniture including diner booths, chairs, tables and dinette sets, built a consistent sales base, but **scaling for additional growth was somewhat limited**. The challenge was to **expand reach and visibility** with a fundamental goal of driving incremental **revenue growth while maintaining ROAS** (return-on-ad spend) efficiency.

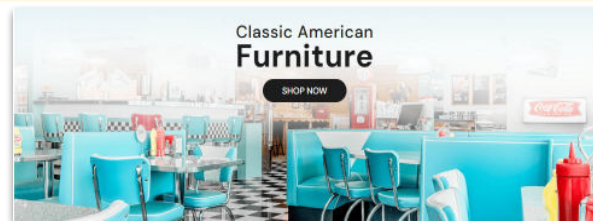
The approach

We began with a collaborative discussion around the types of **products that carried the greatest value** and those that were only of marginal value when considering **both online and offline sales**. We then **restructured our primary Performance Max campaign** around those products identified as higher value categories overall, along with **supplemental coverage** through **new campaigns like Demand Gen** to help provide additional visibility.

Once the enhanced Performance Max campaign began **delivering consistent ROAS**, we were then able to **successfully scale**, including budget reallocation from the legacy campaigns. This was coupled with **ongoing holistic review** of individual product relative values to continue **refining our product coverage and budget distribution** over time.

The results

American Chairs enjoyed **measurable growth** through leveraging an understanding of individual product relative value, with consideration to both online and offline sales. The strategy brought both **increased conversion volume and revenue**. Most importantly, **ROAS remained strong** - demonstrating it's possible to scale with efficiency.



“Investing the time with our clients to fully understand the relative value of their sales across product offerings, both online and offline, allows for increased efficiencies in budget utilization.”

—Cary Goldstein, Senior Account Director, JumpFly

Featured solutions:

Campaigns/Audiences:

- › [Customer Match](#)
- › [Display Remarketing](#)
- › [Search Remarketing](#)
- › [Performance Max Restructuring/Expansion](#)

Automation:

- › [Smart Bidding Target ROAS](#)
- › [Dynamic Search Ads](#)
- › [Dynamic Remarketing](#)
- › [Performance Max](#)
- › [AI Max for Search](#)

Attribution:

- › [Data-Driven Attribution](#)

34%

Increase in
Conversions*

17%

Reduction in
Cost-Per-Sale*

44%

Increase in
ROAS*

*comparing Oct 2024-Sept 2025 data against the previous year