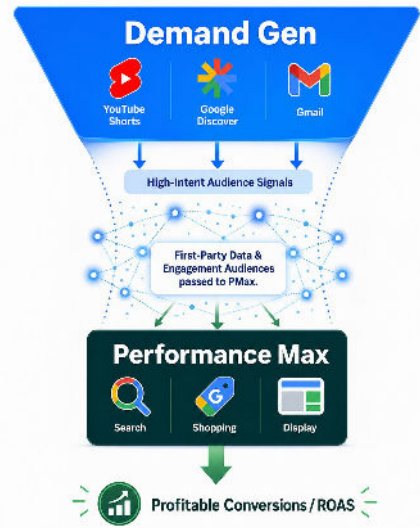




LIJA + JumpFly
British Columbia, Canada • lijastyle.com

Spring Launch Revenue Increased 65% through Demand Gen & Performance Max Cohesion



The challenge

LIJA, a **luxury women's performance apparel brand**, wanted to outperform last year's Spring Collection launch. The goal was to **increase sales and gain new audience visibility** while maintaining overall efficiency.

The approach

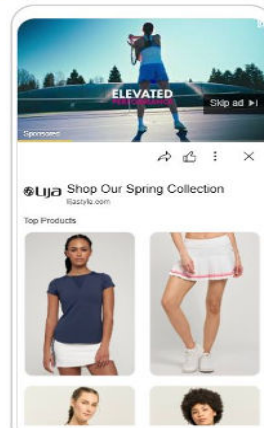
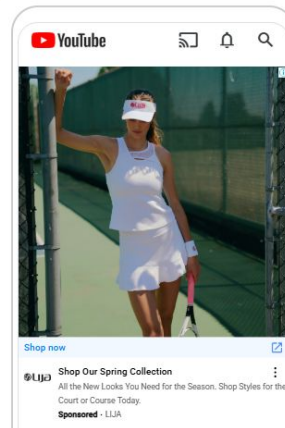
To exceed the previous years numbers, we needed to have a **fresh, comprehensive full-funnel approach**. The focus was to increase brand demand by engaging with new, highly relevant audiences and then capturing that intent through mid- and lower-funnel campaigns.

To gain these new audiences, we **introduced a Demand Gen campaign** that utilized LIJA's already existing audience data to build lookalike audiences. They were able to showcase **LIJA's vibrant video and image creative** across YouTube, Discovery and Gmail channels to **spark interest and introduce the brand to potential new customers**.

We used this data to shoppers further down the funnel by **connecting these newly engaged audiences to our Performance Max** campaign. Performance Max was then able to support the sales journey by showcasing LIJA's expansive product catalog to customers that were most likely to purchase.

The results

By integrating a new Demand Gen campaign with our already well performing Performance Max and Search campaigns, we were able to **fuel the upper funnel with highly qualified new traffic** while maintaining efficiency by capturing shoppers when they were ready to purchase. Overall LIJA saw a **65% increase in revenue** and a **53% increase in conversions** while maintaining their overall ROAS goal. These results supported LIJA's long-term business goal of expanding qualified demand without sacrificing efficiency.



"Demand Gen allowed us to not only visually showcase LIJA's amazing Spring collection to new audiences, but we were able to feed our PMax campaign new relevant audiences."

— Krystal Urlaub, Account Manager, JumpFly

Featured solutions:

Automation:

- › Demand Gen
- › Target ROAS
- › Performance Max

Audience:

- › Lookalike
- › Remarketing

65%

Increase in Revenue*

53%

Increase in Conversions*

181%

Increase in Traffic*

*comparing March-May 2026 to 2025 YoY