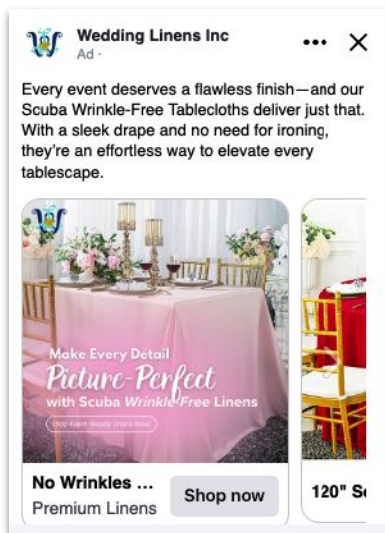




Wedding Linens Direct + JumpFly
Dallas, TX, USA • weddinglinensdirect.com

JumpFly Paid Ad Management Increased Online Revenue



The challenge

Wedding Linens Direct is a **top online retailer for wedding event linen products**. The challenge was to **reach new audiences and increase visibility** through Paid Social while scaling overall volume through a combination of Paid Search + Paid Social.

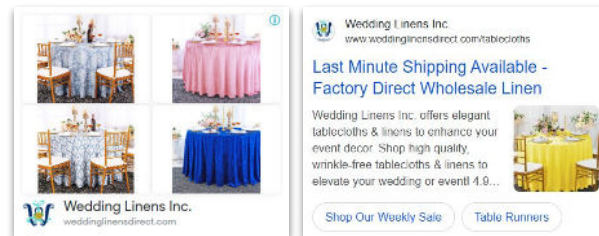
The approach

We **enhanced Paid Search on our Google Ads campaigns** around targeting refinements, **combining Performance Max and Search ads** to capture the full spectrum of traffic across branded and non-branded search queries. In order to scale our reach, we covered Google's full network through Performance Max, **focusing on top-performing categories** and **expanded audience targeting**. In order to support growth in the customer base, we **implemented a Performance Max campaign dedicated exclusively to new customer acquisition** and **layered in Demand Gen Remarketing** to stay out in front of potential customers following their website visits.

Once Paid Search delivered consistent ROAS, we **launched Meta campaigns** to drive demand and engage new users to gain more visibility and maintain a competitive advantage. **Custom and lookalike audiences were built** from Meta pixel data, while **dynamic product ads showcased relevant SKUs** to high-potential prospects. **Rotating in new video and static image creatives** managed by JumpFly's creative services team fueled testing and diversity to allow the brand to stand out in the auction.

The results

Wedding Linens Direct achieved **measurable growth** by pairing strong demand capture with heightened demand generation. The **strategy brought in new customers, elevated search traffic, and increased conversion volume** with ROAS efficiency improving at the same time.



"Through close collaboration in our efforts to optimize budgets across platforms, we've achieved meaningful growth at a very high level of spend efficiency over this last year"

— Cary Goldstein, Senior Account Director, JumpFly

Featured Solutions:

Campaigns/Audiences

- › Google PMax NCA
- › Google Demand Gen
- › Meta Advantage+ Settings
- › Meta Store Awareness

Attribution:

- › Google Data-Driven Attribution

Automation/Strategies

- › Google Max Conv. Value
- › Google Target ROAS
- › Google NCA Bidding
- › Meta Full Funnel Strategy
- › Pinterest Catalog Sales
- › Pinterest Performance+
- › Creatives Testing

38.3%

Increase in overall website revenue YOY*

13.5%

Increase in Paid Search ROAS from 593% to 673% YoY*

3X

Increase in Paid Social Revenue YOY*

*comparing July 1, 2025 - June 30, 2026 to previous year