



## CASE STUDY - BENCH CANADA

# Bench.

**11.47\* ROI**

**Through PPC**

# 01 THE CLIENT

Founded in the **late 1980s**, this apparel brand grew from a **niche label** into a widely recognized **household name**.

Today, it operates **globally**, offering a curated mix of **functional, trend-forward products** while prioritizing a **digital-first growth strategy**.



## 02 THE CHALLENGE

The marketing team demonstrated strong capabilities across **branding, messaging, product buying, and design.**

However, the online store consistently underperformed in terms of **revenue generation.**

The result was a **polished website** and **visually strong ad creatives**, but weak **online sales performance.**



## 03 THE SOLUTION

We rebuilt the **tracking framework** to ensure **Google and Meta** were learning from **accurate conversion data**.

Once reliable **funnel and purchase signals** were established, we connected **product feeds** to **Google Merchant Center** and the **Meta catalogue**, unlocking more efficient **optimization** and stronger **shopping campaign results**.



# 04 THE RESULTS

- **11.47x Return on Investment (ROI)**  
Strong revenue impact based on total ad spend and attributed conversions.
- **1.47M Unique Users Reached (1st year)**  
Expanded overall reach while maintaining improved performance efficiency.
- **70% Decrease in Cost per Conversion (QoQ)**  
More accurate tracking and optimization significantly reduced acquisition costs.
- **+53.16% Increase in Engagement Rate (Q1-Q3 2024)**  
Audience and creative refinements strengthened platform signals and user interaction.
- **Real-Time Performance Dashboard Implemented**  
Provided ongoing visibility into performance and supported faster, data-driven decisions.



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