



CASE STUDY - BROME BIRD CARE

BROME[®] 

Digital Footprint Cleanup
Leads to 10X ROAS

01 THE CLIENT

Founded in **1998**, **Brome Bird Care** has been designing and manufacturing **premium wild bird feeders** built on the principles of **service, sustainability, and long-term product durability**.

Today, the company operates **internationally**, offering **industry-leading feeder technology** while strategically expanding its **online sales presence**.



02 THE CHALLENGE

The marketing team had expanded their **digital footprint organically** over time but had not modernized their **infrastructure**, leading to **diminishing returns** on their online store and growing **technical inefficiencies**.

The result was a **dated website experience** receiving **paid traffic**, while underperforming in terms of **online sales** and overall **digital performance**.

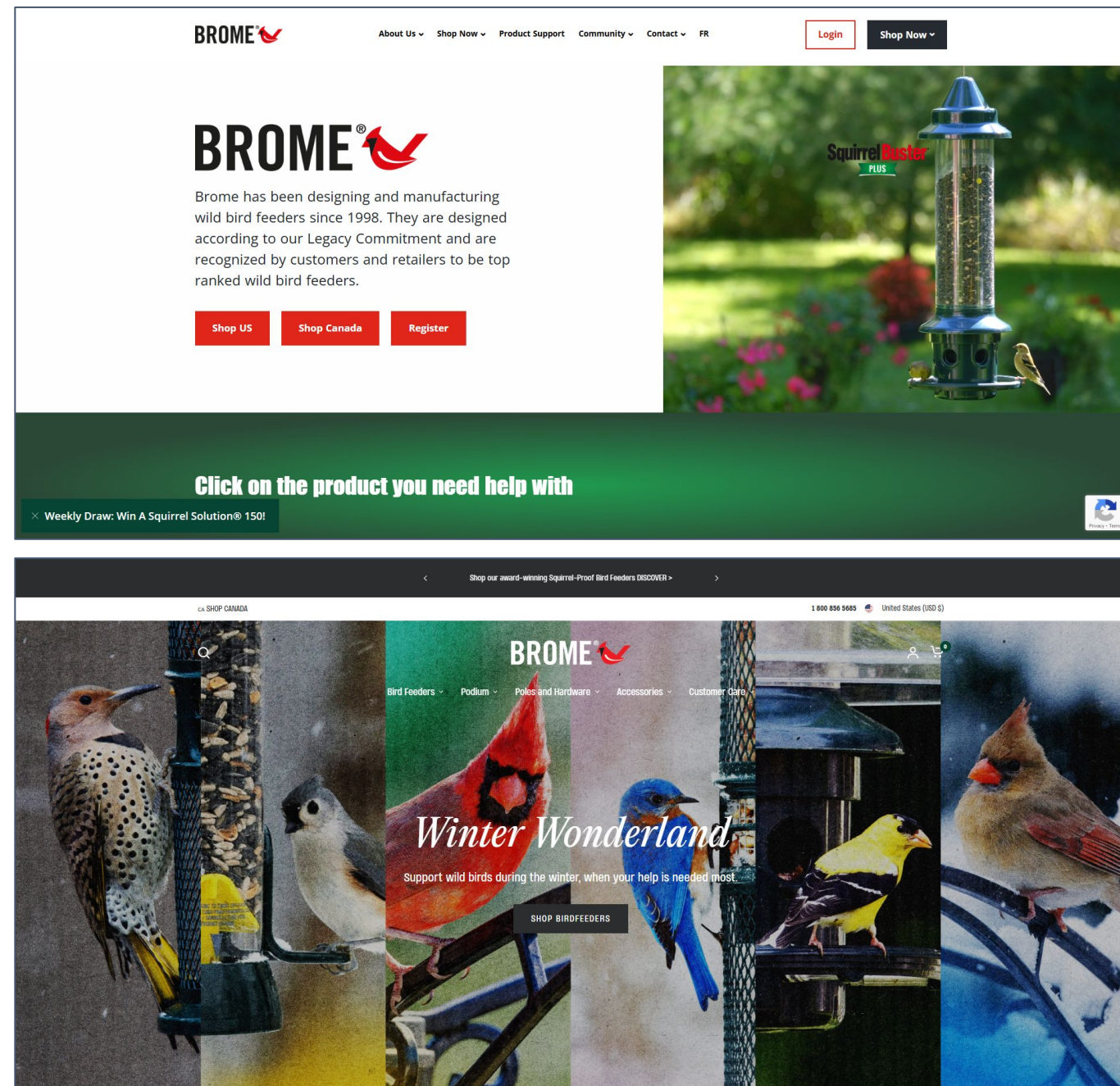


03 THE SOLUTION

We restructured the company's **digital ecosystem** by consolidating and segmenting their presence into **three dedicated platforms**:

- Centralized social hub
- U.S. eCommerce store, and
- Canadian eCommerce store.

With clearly **segmented traffic flows** and **modernized site architecture** in place, we rebuilt and optimized the **tracking framework** across all advertising platforms to ensure **accurate conversion data**, improved **attribution**, and reliable **cross-channel measurement**.



04 THE RESULTS

- **10x ROAS**
Paid ads started converting on both ecommerce sites.
- **3x Increase in Active Users**
Active user growth accelerated significantly, with 30-day active users reaching 40,000.
- **+67% Increase in Total Website Revenue**
Improved infrastructure, segmentation, and tracking directly contributed to measurable revenue growth.
- **+39.17% Increase in Total Users (Year Over Year)**
Audience expansion strengthened overall site performance and future growth potential.
- **+10-Point Improvement in Average SEO Position**
Technical cleanup and structural optimization enhanced organic visibility across key search terms.



Ready to grow your business with Data Driven Marketing?

Drive Marketing

4010 Notre-Dame Ouest,
Montréal, QC, H2C 1R1

📞 [514-664-1213](tel:514-664-1213) | [1-855-811-6012](tel:1-855-811-6012)

🌐 drivemarketing.ca

✉️ hello@drivemarketing.ca

