ECOMMERCE / WATCHES / COMBINED MEDIA STRATEGY

Paid-channel revenue increased by 369%

A combined advertising strategy for an established watch brand's online store.

+369%	>2x	+79%
paid-channel revenue	average order value	direct-channel sales

Context & objective

An online store selling an established watch brand.

OBJECTIVE

Promote the store using a combined advertising strategy.

TOOLS

Search advertising / Display / Cross-network formats / ROAS optimization

What the team did

01 Build a search advertising strategy

Included search advertising in the combined approach for the online store.

02 Add complementary formats

Combined search with display and cross-network advertising formats.

03 Shift campaign optimization to ROAS

Subsequently moved optimization towards return on advertising spend (ROAS).

RESULT

Growth across paid revenue, order value and direct sales.

The source case reports 369% paid-channel revenue growth over 18 months. Average order value more than doubled, while direct-channel sales increased by 79%.

Paid-channel revenue in the supplied report

$257,783.88 → $1,299,237.64

Report: Jan 1, 2025-Aug 31, 2026 vs May 4, 2023-Dec 31, 2024.

Direct-channel revenue was distorted by a one-off billing issue on the client's side, so direct-revenue growth was not calculated.