How GrowthAmp Optimised WildNest's Google Ads and Social Media Campaigns

WORK SAMPLE FOR MARKETING NICHE

Alt text: the image shows the official logo of Growthamp

Scaling ROAS by 150%

Introduction

Q4 in e-com? It's go big or go ghost. Between holiday chaos and year-end sales, brands either crush it or get crushed. For WildNest—a fast-growing eco-friendly clothing brand—the pressure was very real. Add in skyrocketing ad costs, and yeah, things were getting tense. Their in-house campaigns had hit a wall, so they called in the pros: GrowthAmp. These folks know DTC like the back of their Slack channels.

Precision targeting, data-backed moves, and zero fluff. The result? A 150% jump in ROAS, their best Q4 ever, and a solid game plan for growth that doesn't burn cash (or the planet).

The Problem

WildNest had built a loyal following for its minimalist, sustainable clothing, but as the brand ramped up ad spend in Q4 2024, its return on ad spend (ROAS) failed to show any meaningful lift. Despite increasing investment, ROAS hovered at 1.8x—well below the break-even target of 2.5x—putting pressure on margins. Cost-per-clicks on both Google and Meta were climbing, and creative fatigue was setting in fast. Retargeting audiences were oversaturated, resulting in diminishing engagement, while Meta creatives, though still pulling in clicks, were no longer converting. Even worse, Google Ads began cannibalizing WildNest's organic traffic, creating a scenario where the brand was effectively paying for customers it once acquired for free. As their marketing lead summed it up bluntly, "We were spending more and getting less."

The Challenges

1. Channel Fragmentation

Campaigns across Google, Instagram, and Facebook were being managed in silos, with no unified attribution model. This made it nearly impossible to understand what was actually driving conversions.

2. Creative Fatigue

Top-of-funnel campaigns had been running the same carousel ads and lifestyle photos for over 6 weeks. Engagement was dropping, and the click-through rate was down to 0.7%.

3. Budget Inefficiency

High-intent keywords were too broad ("organic clothing," "sustainable tees") and pitted WildNest against well-funded giants. Social budgets were being split evenly, without accounting for channel performance or audience overlap.

The Solutiones

GrowthAmp came in with a “less guessing, more testing” mindset—combining data analytics with performance creative and cross-channel orchestration.

Phase 1: Full-Funnel Restructuring

Campaigns were rebuilt from the ground up using a full-funnel strategy:

- Top of Funnel (TOF): Cold audiences segmented by interest and behavior, paired with short-form video content highlighting WildNest’s brand story and sustainability mission.
- Middle of Funnel (MOF): Engaged users retargeted with social proof—UGC, reviews, influencer shoutouts.
- Bottom of Funnel (BOF): Dynamic product ads, abandoned cart campaigns, and Google Search ads with brand-specific and long-tail keywords.

Phase 2: Data-Driven Budget Allocation

Using GrowthAmp’s custom attribution model, budget was dynamically reallocated weekly based on:

- Real-time ROAS
- Assisted conversions
- Lifetime value by channel

They reduced spend on underperforming TOF ads and doubled down on BOF campaigns with proven intent.

Phase 3: Creative Overhaul

GrowthAmp deployed a fresh batch of creatives optimized for scroll-stopping, not just branding:

- TikTok-style videos with “unboxing + try-on” formats
- Customer testimonials in raw, vertical formats
- Countdown-style ads for limited Q4 drops

On Google, they optimized product titles, added price extensions, and layered in remarketing lists for search ads (RLSA) to boost conversion rates.

Alt text: A medium shot captures a person, likely a professional, interacting with a laptop and a smartphone, both resting on a light-colored surface.

Conclusion

In just eight weeks, WildNest experienced a transformative shift—ROAS surged by 150%, climbing from 1.8x to 4.5x by mid-December, while Q4 revenue exceeded targets by 28%. Cost per acquisition dropped by 33%, and both email sign-ups and returning customer rates rose, driven by sharp retargeting and stronger lead-gen funnels. What began as a last-minute push evolved into a sustainable growth engine.

WildNest didn't just hit their revenue goals—they built momentum for the next fiscal year. The takeaway? When paid media is fueled by precision, creativity, and real-time strategy, it doesn't just convert—it compounds.

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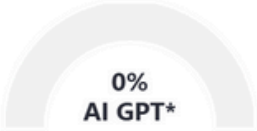

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