

COVENANT ADVERTISING

Where Alignment Creates Prosperity



PERFORMANCE CASE STUDY

Waterboyz

Client: E-Commerce Retailer - Surf & Skate Shop | Location: Pensacola, FL

Covenant Advertising partnered with Waterboyz to increase e-commerce revenue and ROAS through a more structured and scalable Google Ads strategy. By restructuring the account, improving product segmentation and correcting revenue tracking, Covenant helped Waterboyz significantly increase revenue while achieving a stronger return on ad spend.



The Challenge

Before partnering with Covenant, Waterboyz was facing several key e-commerce advertising challenges:

- **Low E-Commerce Revenue:** Waterboyz was struggling to generate stronger revenue from its existing Google Ads efforts.
- **Low ROAS:** The account averaged a 3.80 ROAS in the year prior, limiting overall advertising profitability.
- **Poor Campaign Structure:** The account lacked proper structure, logic and product segmentation, making effective optimization difficult.
- **Inaccurate Revenue Tracking:** Revenue tracking had been a consistent issue, limiting the accuracy of performance data.

PSS Insights

"Waterboyz had not been properly leveraging Performance Max with optimized assets. We improved the campaign strategy and significantly increased audience quality."

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The Covenant Solution

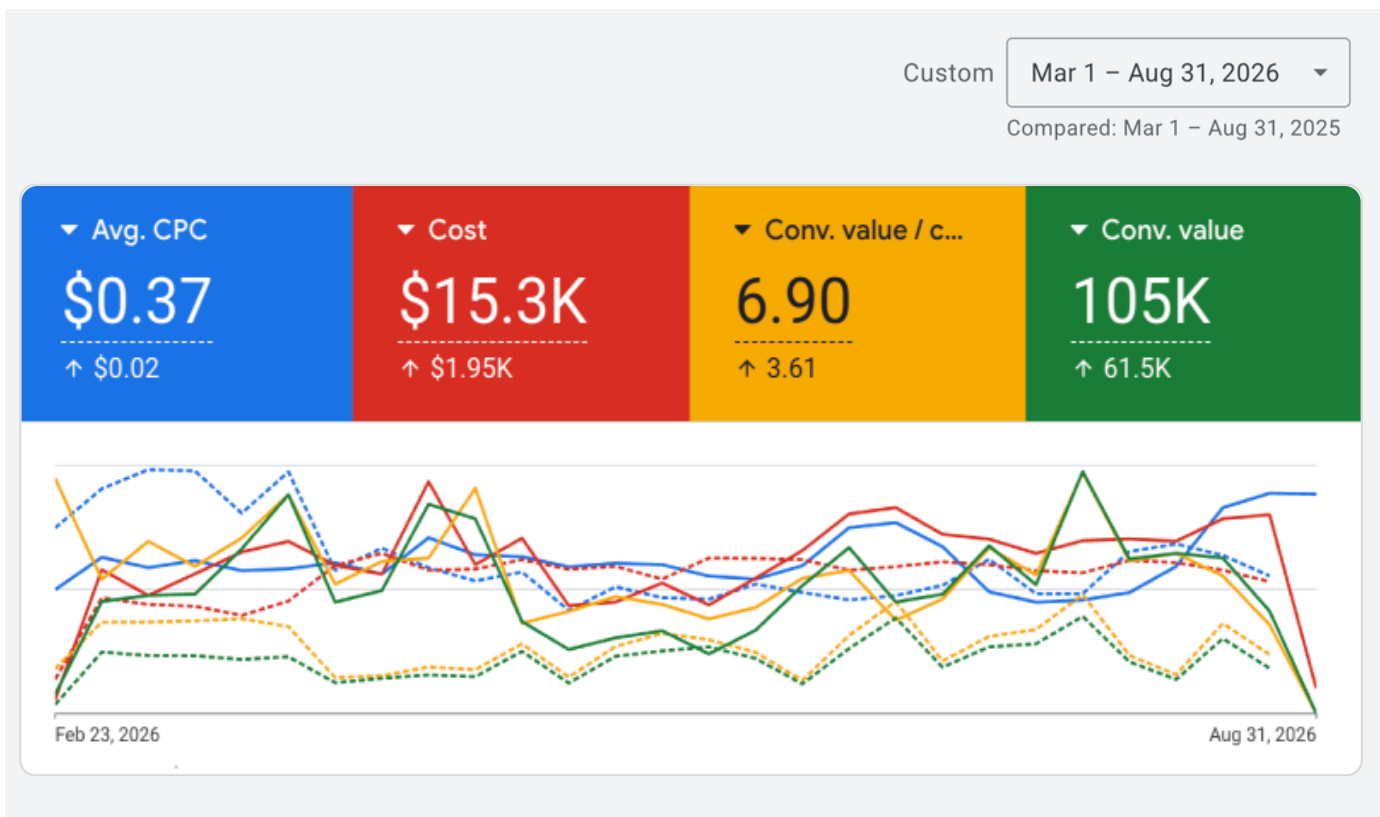
Covenant focused on restructuring the Google Ads account, improving product segmentation and correcting revenue tracking while implementing a more scalable strategy designed to increase revenue and ROAS.

Account Restructuring: Rebuilt the account using stronger campaign structure, bidding strategies and more intentional product segmentation.

Product Feed Segmentation: Segmented products within Google Merchant Center and applied that logic within the account to provide greater control over which products were promoted or excluded.

Performance Max Strategy: Launched with a feed-only Performance Max campaign, then tested additional campaign structures and incorporated high-level assets, audiences and search themes to reach more qualified customers.

Revenue Tracking: Corrected previously inaccurate revenue tracking and established a more reliable foundation for measuring long-term performance.



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Key Performance Indicators

Key performance indicators demonstrate the impact of Covenant's Google Ads strategy on Waterboyz's e-commerce revenue and return on ad spend.

\$105K

CONVERSION VALUE

↑ **140% Increase**

6.90

ROAS

↑ **110% Increase**

\$15.3K

AD SPEND

↑ **15% Increase**

Performance Metric	Before Covenant	With Covenant	Change
Conversion Value	\$43.8K	\$105K	140%
ROAS	3.29	6.90	110%
Ad Spend	\$13.35K	\$15.3K	15%

Covenant Advertising - Digital Marketing Excellence

Covenant: Where Alignment Creates Prosperity

