



CJ DANNEMILLER

Popping Profits:

How We Drove \$21 for every advertising dollar spent Paid Search Marketing for CJ Dannemiller.

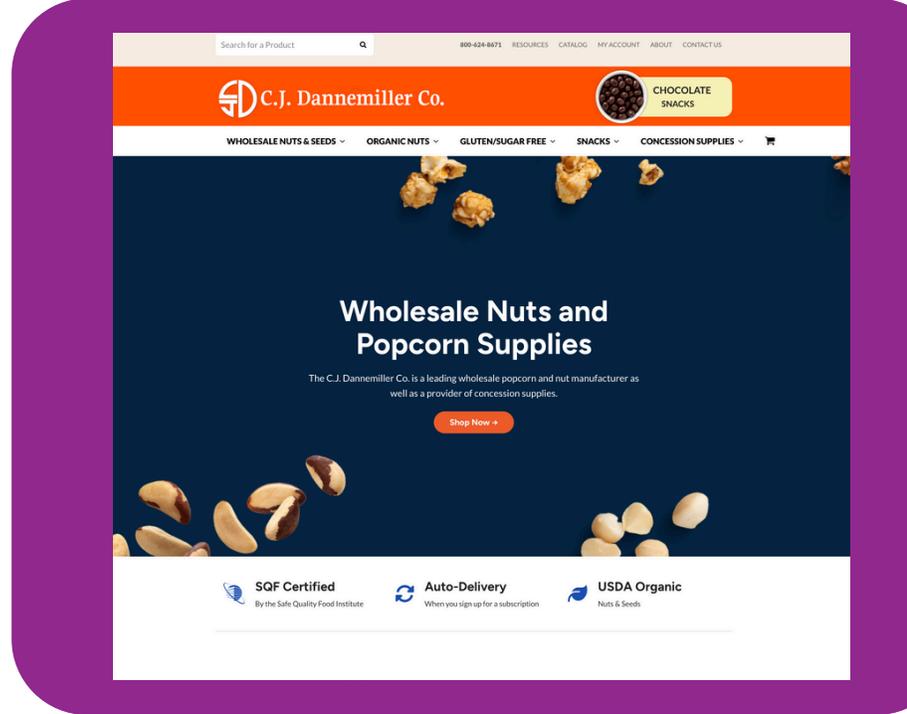
AT A GLANCE

Challenges

- Managing hundreds of SKUs and thousands of keywords.
- Allocating ad spend for immediate and long-term growth.
- Prioritizing high-margin products.
- Recovering lost revenue from abandoned carts.
- Competing with major eCommerce nut brands like Nuts.com.

Results

- **21X ROAS** – \$1 spent generated \$21.00.
- **2,000%+** Purchase Value Increase.
- For every dollar spent, CJD made \$18 in revenue.
- Stronger Product Visibility & Brand Growth.
- Recurring purchases from return shoppers.
- Nurtured audience for repeat sales via Email.



OBJECTIVES

- Increase purchases via paid search.
- Boost purchase value with B2C and Wholesale purchases for higher ROI..
- Maximize ROAS through ongoing refinements.
- Drive high conversion value from media spend.

SOLUTIONS

- Keyword Optimization – Focused on high-intent terms.
- Margin Analysis – Promoted high-profit products.
- Dynamic Remarketing – Recovered abandoned carts.
- ROI-Focused Strategy – Continuous testing and refinements.

STRATEGY

Meet Customers Where they Are

Deployed a mix of search, shopping, and display campaigns to maximize reach and intent-driven conversions.

Never Skimp on Regular Optimization

Continuously adjusted bids, ad creatives, and targeting based on performance data.

Bring Customers Back

Implemented dynamic remarketing to re-engage past visitors and recover abandoned cart sales.

Relentless focus on ROI

Prioritized spend on high-margin products and best-performing keywords.

Target Properly

Utilized customer behavior insights and longtail keywords to target the niche audience while avoiding high CPC broad keywords that drove up cost and were subject to saturated search results and high competition.