

CASE STUDY

How Factor One Marketing Helped 4iii Innovations Increase Return On Ad Spend (ROAS) by 1,064%



“We’ve spent a year working with Factor One, and we’re not going anywhere from these guys. They know what they’re doing. They put in the time to understand our business, and they’ve given us the results.”

Shane Pegg,
Director of Brand, 4iii Innovations



Results

1,064%

increase in ROAS

4X

increase in D2C sales

2X

increase in website traffic

Factor One Provided

- Google Ads set up and management
- Analytics-driven Google Shopping optimization
- YouTube Ads creative and management
- Customized Data Studio Reports
- Excellent customer support

Customer

4iiii Innovations

4iiii is a sports technology company based in Cochrane, Alberta. They are best known for their Powermeters which help both recreational cyclists and elite athletes measure their cycling power.

Challenge

Growing D2C sales and brand awareness internationally

Nobody could call a business anymore, right?

Wrong. Shane Pegg does.

As the Director of Brand at 4iiii, Shane was looking for a strategic partner who could help grow brand awareness and sales.

Normally, a significant chunk of 4iiii's business is overseas in Europe, Asia, Australia, and the USA. They rely on distributors and channel partners for business. But Shane noticed consumers were expressing direct interest in their products on their website.

Shane knew that in order to grow the Direct to Consumer (D2C) side of the business and increase brand awareness, they needed to use Google Ads. But his small marketing team had limited expertise in that area.

Yes, they had a website, social media, and an e-commerce site, but they were looking for bigger results. He needed a partner who understood Google Ads to manage the budget and leverage the platform to drive sales.

So Shane googled "ad agencies in Calgary" to see what would pop up.

That's when he found Factor One Marketing ranking in the top 3 results. Shane was looking for a strong, local agency and seeing that Factor One was based in Calgary, he picked up the phone and gave them a call.

To his surprise, the company's president, Jason, answered. After talking with Jason, it sounded like Factor One Marketing was the agency he was looking for based on their expertise in marketing and advertising on Google.

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“We didn't have any efforts around Google Ads at that point. We knew it was important to do, but we hadn't really gone big with it. We really only had social media marketing, some industry advertising, and some print advertising.”

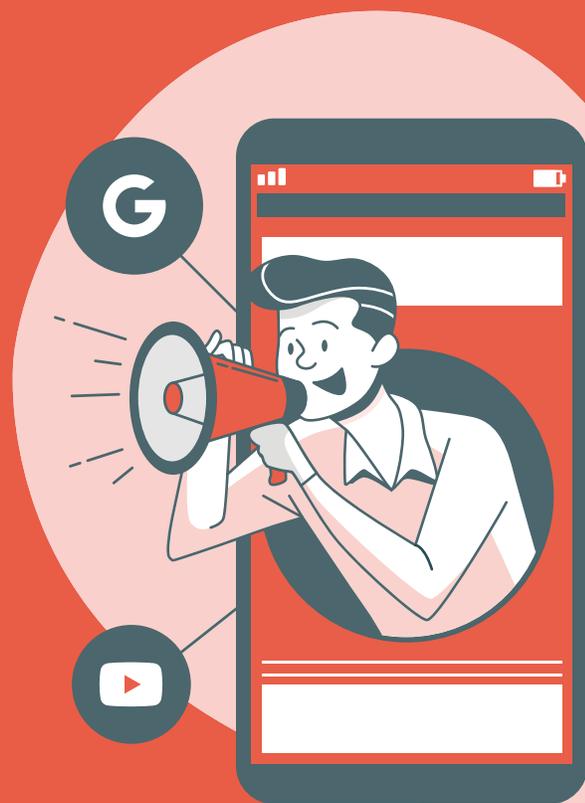
Solution

Setting up Google Ads, Google Shopping, and YouTube Ads

Following that phone call, Jason handed Shane and 4iiii off to Tyler at Factor One Marketing. Together, they brought 4iiii onto the Google Ads platform.

As a certified Google Partner, Tyler guided Shane on the best way to spend 4iiii's advertising budget for maximum results using Google Ads.

But a major win for Shane and 4iiii was Tyler noticing other growth opportunities besides Google Ads. He introduced Shane to Google Shopping and YouTube Ads. He pitched in on YouTube Ads creative and optimized Google Shopping ads. Tyler also helped 4iiii optimize their website and set up Shopify Plus.



The 4iii team always has data analytics at their fingertips thanks to Tyler creating custom Data Studio Reports. The customized metrics make it easy for 4iii to make presentations to the board and track the performance of each campaign.

The best part of Tyler and Factor One Marketing is that they are proactive in providing insights like industry trends to help 4iii grow and where to shift budget spending to cash in on those trends. Even when Shane asks a question, Tyler goes above and beyond answering it by providing articles and graphs to back up his insights.

To Shane and the 4iii team, Factor One Marketing is a true partner.

“

They are an extension of our in-house team. When we say, who is on our digital marketing? It's Factor One.”

Result

1,064% increase in ROAS

Thanks to Factor One Marketing's expertise and deep understanding of 4iii's business, ROAS has increased by 1,064%. Tyler and Factor One Marketing used data and analytics to target the right people at the right time. This drove a 4x increase in online D2C sales without increasing the advertising budget.



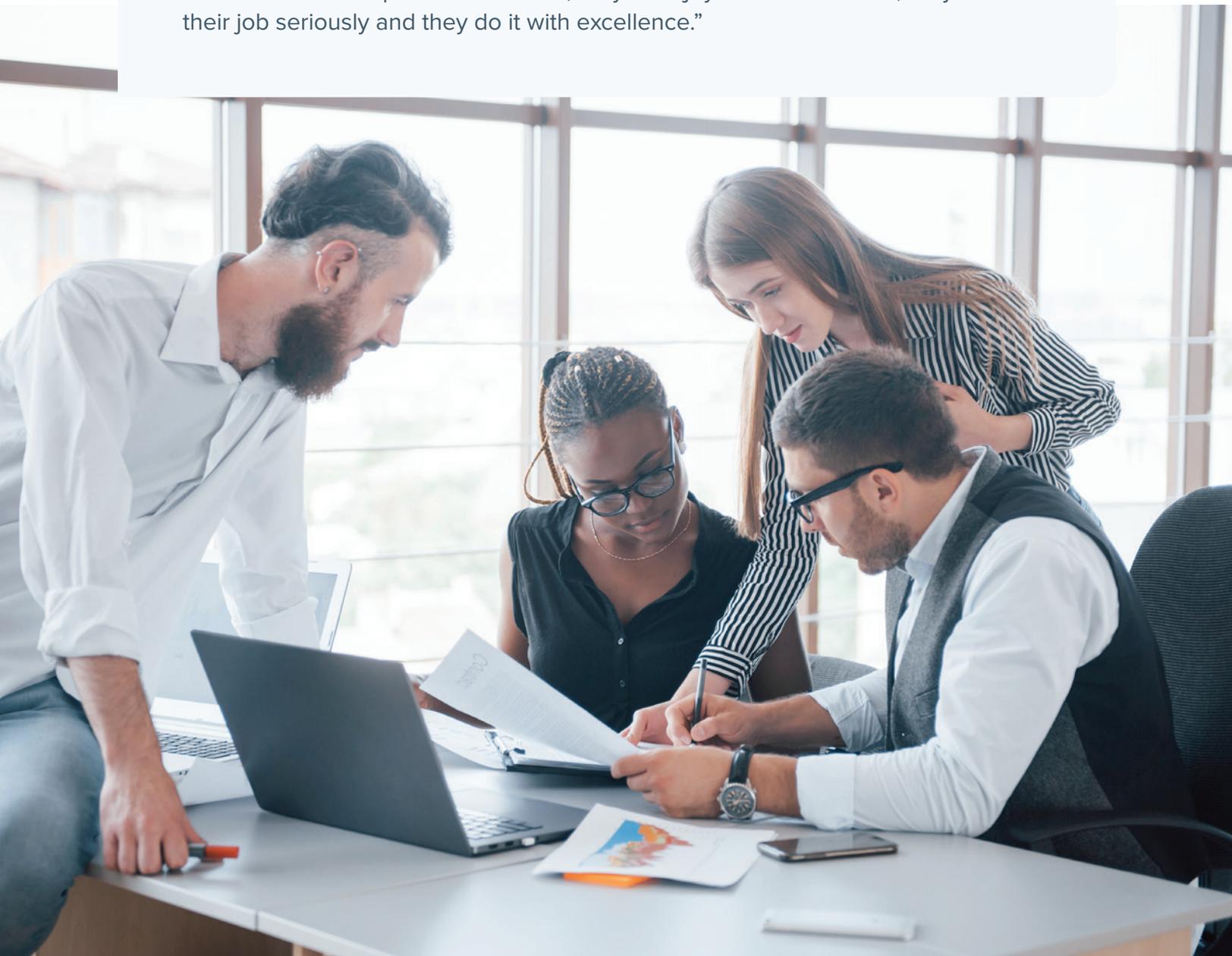
4iiii's website traffic has also doubled because of the excellent optimization advice. Brand awareness has increased for 4iiii and its channel partners, especially in the US market. This growth has been reflected in the increasing number of US dealers that want to partner with 4iiii.

Factor One Marketing has exceeded Shane's expectations. 4iiii can count on Factor One Marketing to deliver on their promises because they understand 4iiii's needs.

For Shane, that cold call turned into a trusted, productive partnership with no end in sight.

“

Factor One are experts in their field, they're enjoyable to work with, they take their job seriously and they do it with excellence.”



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