

## CASE STUDY

# How Füm Increased Profits 4X with Factor One Marketing

**279%**

increase in ROAS  
from Performance  
Max campaigns

**40%**

decrease in CPA  
for Performance  
Max campaigns

**215%**

increase in ROAS  
for non-branded  
search campaigns



“The Factor One team is very effective, they over-communicate, and they are very inventive. They have a wealth of knowledge on Google Ads work which is very beneficial to us.”

**Daniel Ogden,**  
Chief Marketing Officer, Füm

## Results

# 4X

increase in profitability

# 279%

ROAS from Performance  
Max campaigns

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## Factor One Provides

- Transparent reporting via Looker Studio
- Testing and experimenting to unlock new audiences
- Ability to navigate Google ads policies and resolve bans

# Customer

## Füm

Füm is a diffusive device that delivers natural-flavored air allowing people to quit negative habits and instill positive ones. Füm has no vapor, harmful chemicals, or nicotine.

# Challenge

## Driving eCommerce sales on Google Ads without remarketing

Daniel Ogden, the Chief Marketing Officer at Füm, had the herculean task of driving eCommerce sales for a product that he couldn't remarket on the Google Ads platform.

While Füm's device helps people kick bad habits, Google's crawlers and staff often confuse it with vapes, leading to ad restrictions and bans that interrupt potential sales.

At first, Daniel and his team handled Google advertising in-house. However, they struggled to keep their ads up to date. They also didn't have access to Google Ads products in beta that could potentially help them find new ways to market their devices.

For these reasons, Daniel decided to outsource their Google Ads management to a full-service marketing agency, but that agency didn't return strong results.

Daniel decided that Füm needed to work with a Google Ads specialist, and he chose Factor One Marketing.

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“Navigating Google’s restrictions and complying with ad policies are the biggest challenges for us. We struggled with a lot of ad bans due to the nature of our product.”

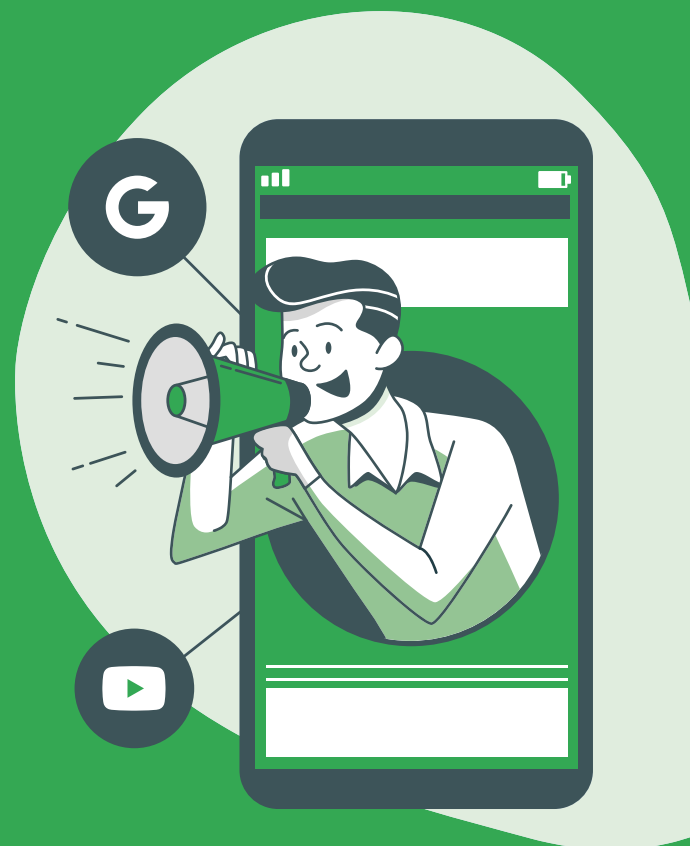
## Solution

### A proactive Google Ads agency that can navigate Google restrictions

Daniel was immediately impressed by Factor One Marketing’s **focus on data and analytics**. Factor One continually kept Daniel and his team in the loop by presenting data from Google Ads, YouTube, and other platforms to them in visual dashboards and reports via Looker Studio.

Daniel also appreciated Factor One’s **ability to proactively find untapped opportunities**. When Google released Performance Max in beta, Factor One immediately saw its value and used it to unlock new customer segments across YouTube, Display, Search, Discover, Gmail, and Maps.

When a customer review went viral on TikTok, Füm was poised to take advantage of the spike in interest. Factor One quickly **optimized branded search campaigns** to find people searching for Füm’s name.



As the traffic from the branded search campaign converted into sales, Factor One **identified audiences and customer segments with the highest conversion rates** and added them to Füm's Performance Max campaigns. This, in turn, uncovered even more potential customers.

The Factor One Marketing team also took on the time-consuming role of **navigating Google's complex ad policies**, resolving disapproved ads efficiently to keep Füm's ads running longer. Factor One is also working on getting Füm whitelisted so they could potentially set up retargeting campaigns.

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“One of the things I love the most about Factor One is that they make sure that we're always testing, exploring, and looking for more opportunities. Other agencies do the bare minimum but Factor One has been very explorative.”

## Result

### 4X increase in profits

By partnering with Factor One, Füm experienced a 4X increase in profitability.

3 months after the viral video, Füm experienced:

- 279% increase in Return On Ad Spend from Performance Max campaigns
- 40% decrease in CPA for Performance Max campaigns
- 215% increase in Return On Ad Spend from non-branded search campaigns
- 42% decrease in CPA for non-branded search campaigns



The results were so good, Daniel became excited and stressed when Füm’s inventory began to sell out. Still, he was determined to keep Füm’s Google campaigns live because they were performing so well. Factor One worked closely with Daniel to ensure they walked the fine line between generating sales via Google Ads without overselling.

Today, Füm is primed for future growth, thanks in part to their partnership with Factor One Marketing. Daniel is confident that Factor One can scale to support Füm even as it reaches new levels of success.

“

Factor One helped us scale our Google campaigns and earn more profit than before.”



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