

# How We Increased ROAS by 307% and Conversions by 189% for IceBeannie (Shark Tank US–funded brand)

189%  
Increase in Conversions

73%  
Decrease in Cost/Conversion

307%  
Increase in ROAS

## Introduction

IceBeannie is a Shark Tank US–funded brand specialising in cold therapy relief products. Known for its innovative cooling headgear designed to provide natural migraine and headache relief, IceBeannie was looking to scale its digital growth while keeping acquisition costs sustainable.

This case study highlights how we transformed their Google Ads performance by boosting ROAS by over **300%**, reducing cost per conversion by **73%**, and generating nearly **3x** more conversions—all while lowering overall spend.

## Objectives

The primary objectives of the campaign were:

- **Improve Profitability:** Increase return on ad spend (ROAS) to ensure sustainable paid growth.
- **Lower Acquisition Costs:** Reduce cost per conversion to drive higher efficiency.
- **Boost Conversions:** Increase the total number of sales/leads through Google Ads.



## Challenges

During our initial audit, we identified key challenges in IceBeannie’s ad account:

- **Low ROAS:** Campaigns were running at just **91.32% ROAS**, below profitability thresholds.
- **High CPA:** Cost per conversion was at **\$58.18**, which was unsustainable for scaling.
- **Inefficient Spend:** Despite spending **\$814**, only **14 conversions** were generated in October 2024.



**Services Offered** - Google Ads Optimisation, Campaign Restructuring & Scaling, Conversion Tracking & Analytics, Ad Copy Testing

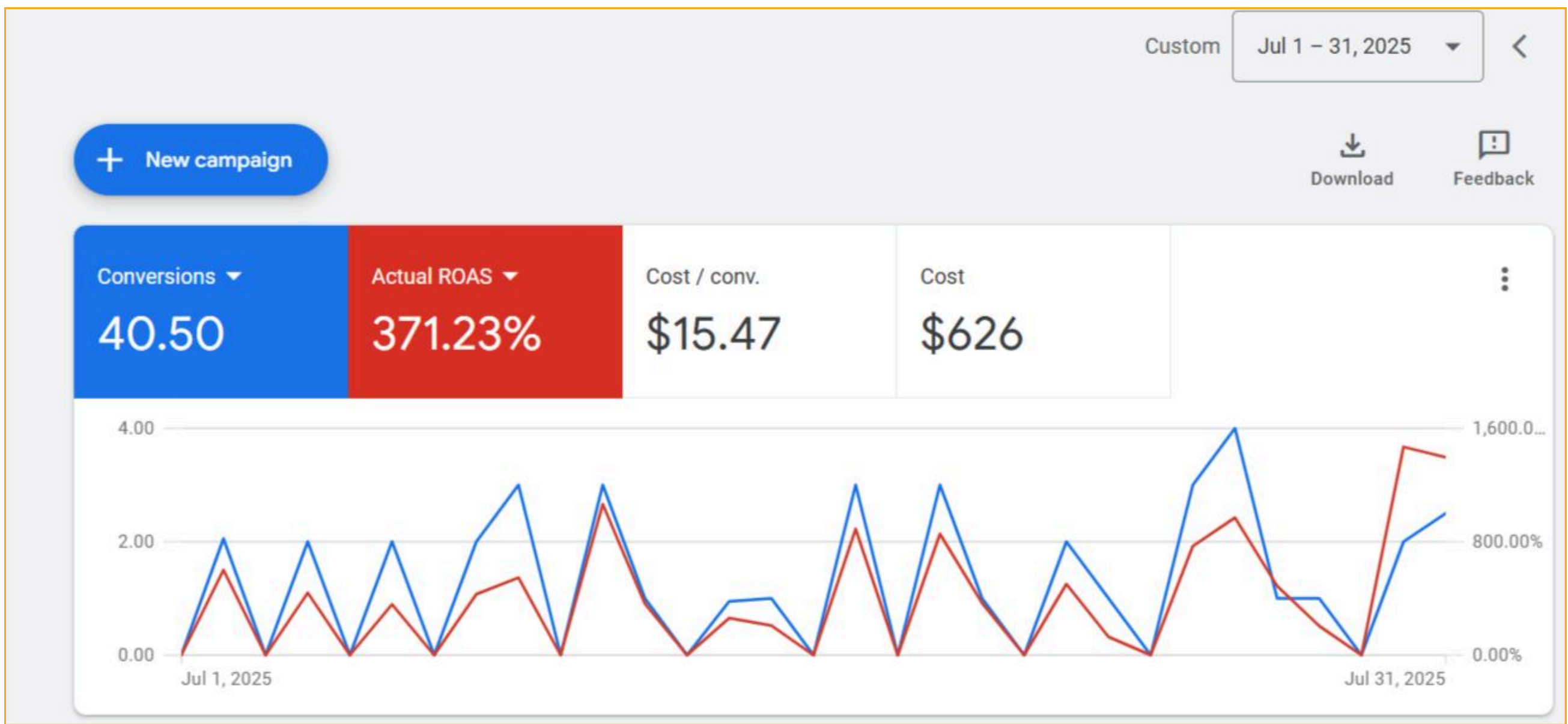
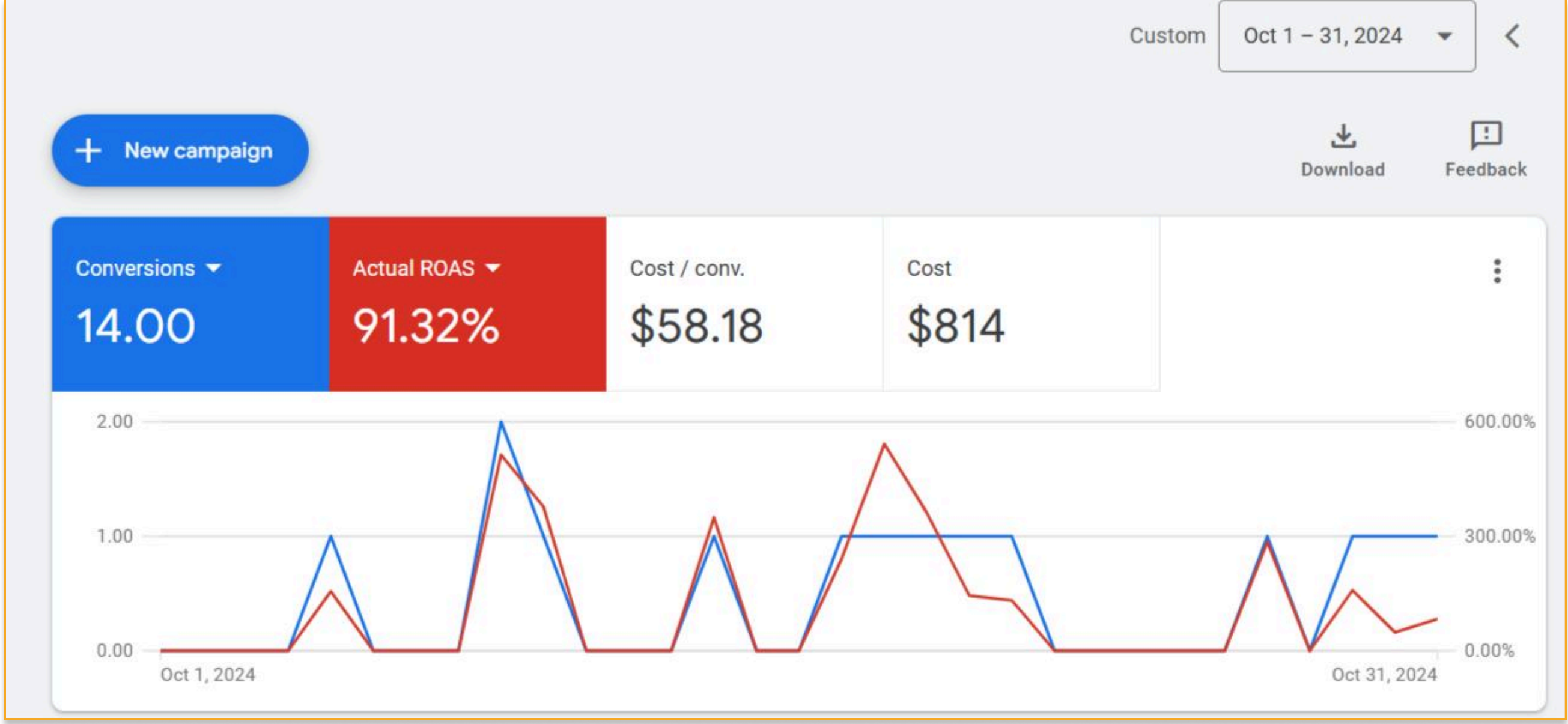
## Strategies and Solutions

To overcome these challenges and achieve the objectives, we implemented the following strategies:

- Campaign Restructuring:** We redesigned the account structure, focusing spend on high-performing campaigns and eliminating underperforming ad sets.
- Targeting Refinement:** By leveraging intent-driven keyword targeting and high-value audience segments, we maximised the likelihood of conversions.
- Creative & Copy Optimisation:** We introduced new ad creatives and tested multiple ad copies to improve engagement and conversion rates.
- Smart Bidding:** We applied automated bidding strategies tailored to maximise conversion value while maintaining cost efficiency.
- Conversion Tracking Enhancements:** We fixed tracking discrepancies to ensure accurate performance measurement and data-driven decisions.

## Achievements

We fixed tracking discrepancies to ensure accurate performance measurement and data-driven decisions.



- **307% ROAS Growth:** Return on ad spend surged from **91.32%** to **371.23%**, making campaigns highly profitable.
- **73% Lower Cost per Conversion:** CPA dropped from **\$58.18** to just **\$15.47**, drastically improving spend efficiency.
- **189% Increase in Conversions:** Monthly conversions grew from **14** to **40.5**, generating nearly **3x** more sales.
- **Spend Efficiency:** Achieved more than double the results while reducing overall ad spend by **23%**
- **Sustainable Scaling Path:** IceBeannie’s paid campaigns were transformed into a reliable growth engine, ready for further scaling without sacrificing profitability.

## Conclusion

Through strategic optimisation and data-driven campaign management, we transformed IceBeannie’s Google Ads performance. The brand not only achieved sustainable profitability but also unlocked new growth potential by driving nearly 3x more conversions at a fraction of the cost.

This case study underscores the power of structured campaign management in scaling eCommerce brands while keeping acquisition costs under control.