Case Study

Adventure Spec is a leading provider of high-quality motorcycle gear and off-road riding essentials.

THE CHALLENGE

Adventure Spec needed a complete revamp of their paid media strategy. After working with another agency, they were seeing excessive ad spend without the returns to justify it.

Their campaigns lacked precision, budget was spread too thin, and tracking wasn't giving them the insights they needed to optimise effectively.

They wanted to scale back their ad spend while **increasing profitability** - a challenge that required strategic restructuring.

THE STRATEGY

Satsuma Digital took a **results-driven approach** to realign Adventure Spec's ad strategy for **greater efficiency and higher profitability**:

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Google Ads Overhaul

- **Full account restructure** – Rebuilt campaigns from the ground up, focusing on high-intent search terms and audience segmentation.
- **Smart budget reallocation** – Shifted ad spend from underperforming areas to high-ROI campaigns.
- **Conversion tracking fixes** – Ensured all key actions were accurately tracked, giving clear performance insights.
- **Refined bidding strategy** – Implemented data-driven bid adjustments to maximise returns at lower costs.

Meta Ads Optimisation

- **Creative refresh** – Developed new ad creatives and copy tailored to Adventure Spec's audience.
- **Tighter audience targeting** – Focused on engaged riders and remarketing strategies to drive higher-value conversions.
- **A/B testing & iteration** – Constant testing of different ad variations to improve engagement and conversion rates.

Case Study

ADVENTURE SPEC®

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RESULTS

In just a few months, Adventure Spec saw a **dramatic improvement** in ad performance:

Google Ads Results

Ad Spend	Conversions
Down 65%	up 65%

Purchase Conv. Value	ROAS
up 62%	up 10.5%

Meta Ads Results

Conversion Value	ROAS
up 125%	up 39%

WHAT ADVENTURE SPEC HAS TO SAY:

'Natasha has been a great addition to our marketing team. She has managed our ad spend wisely and achieved ROAS that has exceeded our expectations. We use Odoo e-commerce platform and she has patiently put in the extra effort to learn our systems and align the data with Google Merchant Centre requirements. I would certainly recommend Satsuma Digital to any e-Commerce business who is looking to scale step by step without the pressure of huge ad spend to achieve results.'

Greg Villalobos - Brand Director



Get in touch

Want results like this?

Book in a call

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