

Velocity Growth

**Where Startups
Come To Grow**



Case Study



Velocity Growth

How Velocity Growth Unlocked Consumer Growth for a US- based Global Shipping Company

The Problem:

The spend for online advertising was in excess of **\$100K** per month but was not achieving a positive ROAS until **up to 90 days later**.

Despite a long lead-time, improvements were needed to achieve ROAS faster.

The ad account itself was **wasteful**, with broad match keywords, ads running in regions with little spoken English, along with tracking issues.



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Growth**

The Solution:

Velocity Growth began with a full Audit & onboarding, then resolved the tracking issues by implementing robust tracking processes that are ongoing.

Our Growth Team took over & has maintained full control & ownership of the ad account.

Through our work, we've reduced the ad budget by 25%, with no impact on the volume of conversions received.

With a consistent focus on the ad account, we've honed in on higher value keywords, continuously increasing the ROI.



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The Impact:

Velocity Growth's impact has meant no longer having to wait three months for a positive ROI, now **hitting it in month 2.**

The revenue multiple is now **2X on average by month 3.**

The company's long attribution window meant that Google didn't provide meaningful insights, so we dug deep into their internal data **to leverage powerful insights to improve the account for the future.**

Our Growth Team employs a continuous improvement process by which we relentlessly focus on our clients' business needs.



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Who We Work With

SANDBOXX



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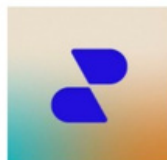
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