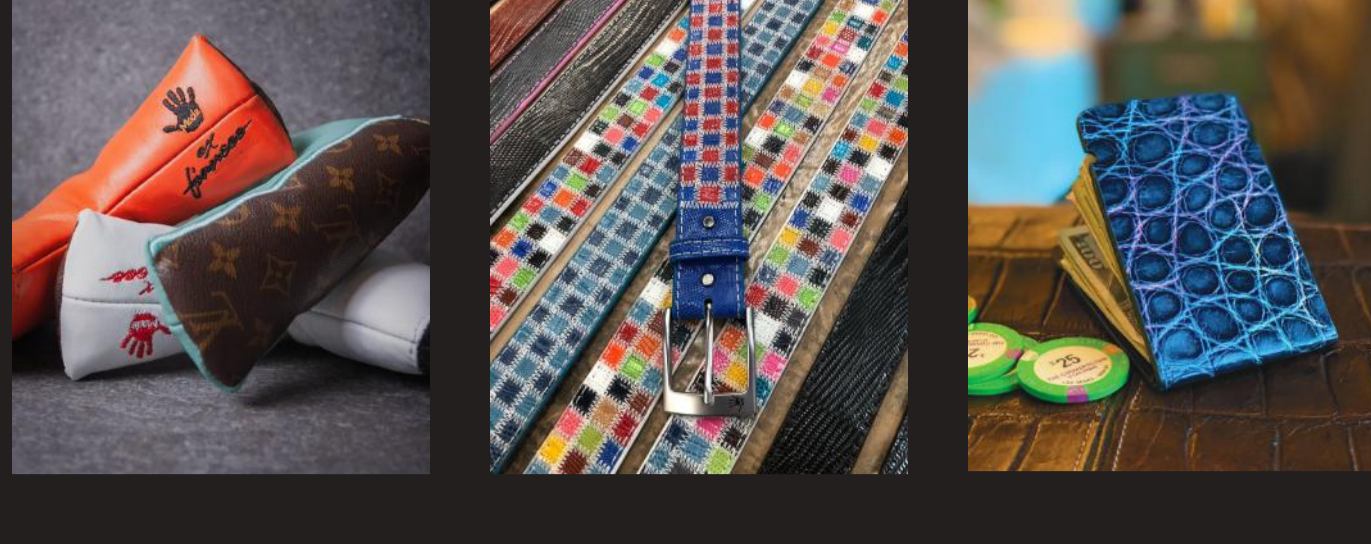


Patrick Gibbons Handmade produces exquisite custom belts, wallets, and golf accessories utilizing some of the finest exotic leathers and skins on earth. With a blend of tradition, innovation, and uncompromising quality, Patrick Gibbons Handmade turns everyday necessities into timeless pieces of functional art.



Our First Month Working Together	
Increase In Revenue	146%
MER	4.24
New Customers	78%
AOV Increase	67%

THE CHALLENGE

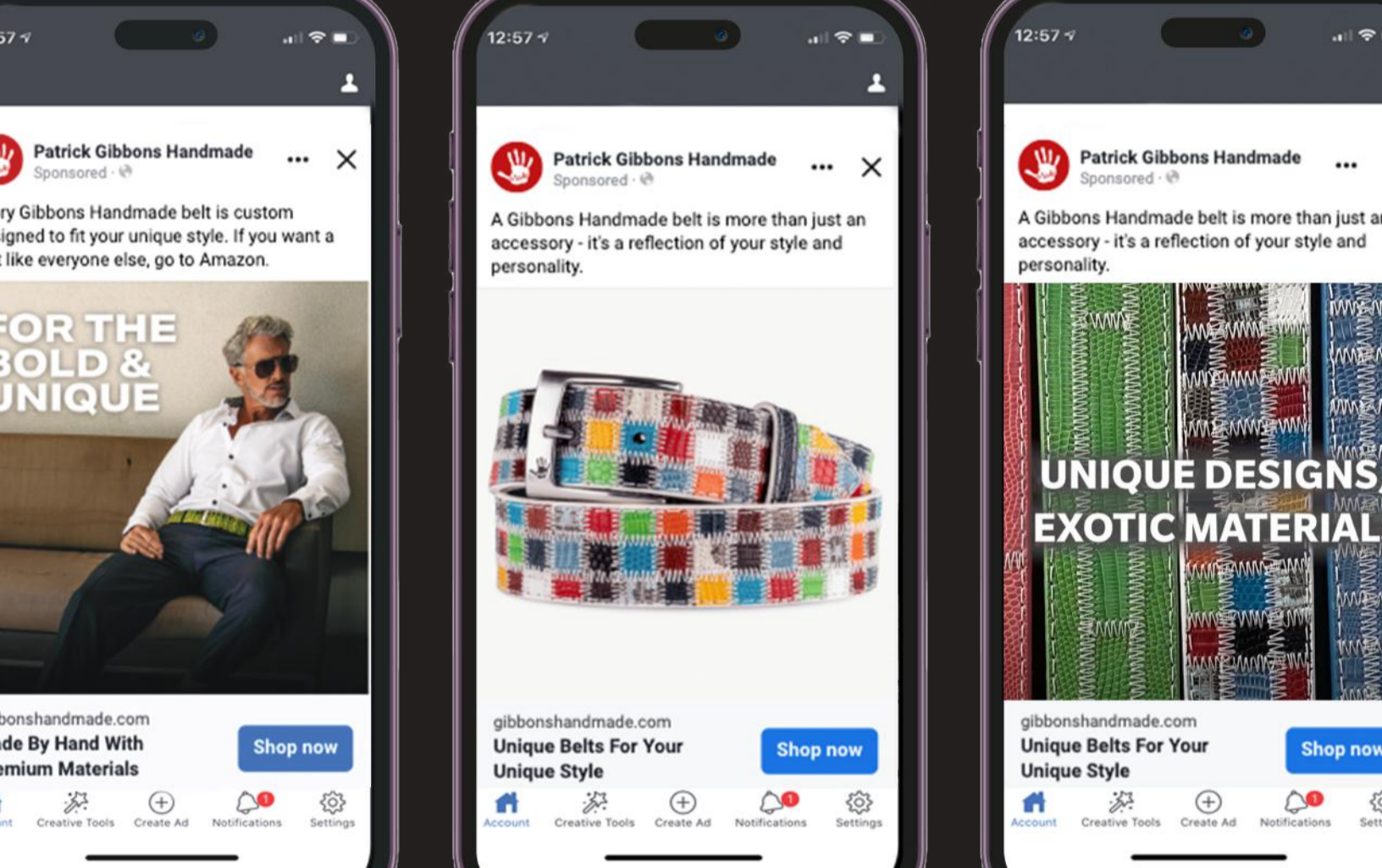
Patrick Gibbons Handmade approached Tierra without an active advertising stream. Though they had steady sales, these were mainly driven by limited-edition product launches or repeat customers. While this ensured a reliable customer base, it didn't pave the way for reaching new potential buyers, thereby slowing their growth rate.

Patrick Gibbons Handmade had only minimal Google Ads spend (under \$500), and had \$0 spend since April 2022. This meant that Google Ads would be essentially a new media channel for the brand that needed to be built from scratch. Their Meta ads account told a similar story - nothing had been live in the account for over 3 years.

Despite the stunning design and superior quality of their belts that effectively retained their existing customers, Patrick Gibbons Handmade hit a plateau. The lack of fresh customers was stunting their potential for further growth.

"YOU GUYS ARE F'N ROCKSTARS!"

- Patrick Gibbons



THE SOLUTION

- Developing new creative assets for use across all platforms
- Conversion rate optimization on Shopify
- Building out a Google Ads and Microsoft Ads account

META:

On Meta, Tierra rolled out three main strategies:

Audience Testing: We started by understanding our audience better. With audience testing, we made sure our client's ads reached people who were genuinely interested in their products. This strategy increased the chances of converting these interested viewers into real customers.

Variety in Ad Styles: We wanted to highlight the unique designs that set our client apart. So, we spiced things up by using a mix of static, video, and carousel ads. This approach not only made the ads more appealing but also gave potential customers a clear, engaging look at what our client had to offer.

Emphasizing Uniqueness & Quality: Taking inspiration from the brand's motto, "For The Bold & Unique," we brought their most eye-catching belt designs to the forefront. By showcasing the fine craftsmanship and top-tier quality of the belts, we enticed more people to make a purchase.

RESULTS

A remarkable **146% rise in revenue** compared to the previous month (May 2023).

GOOGLE ADS:

Since the Google account needed to be built from scratch, we started with the channels that we knew were most likely to drive profitable conversion traffic: brand search and shopping.

Brand Search: Tierra developed highly engaging ad content for branded search that helped Patrick Gibbons Handmade own their brand search.

Google Shopping: Using Tierra's proprietary methods, we built a new Google Ads shopping campaign structure segmenting branded and non-branded searches.

RESULTS

The results within the first month were incredible. From a dead Google Ads account spending nothing for over 1 year, we were able to generate **over a 24 ROAS in the very first month** of working with Patrick Gibbons Handmade.

Branded search dominated performance with a **49% CTR and 12% conversion rate**. In the first month, **over 90% of all brand searches made their way to the Patrick Gibbons Handmade website**. These incredible ad performance metrics led to brand search driving a **70 ROAS for the month**.