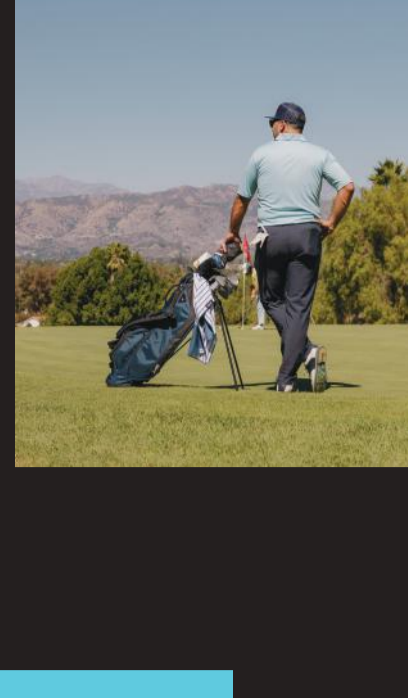
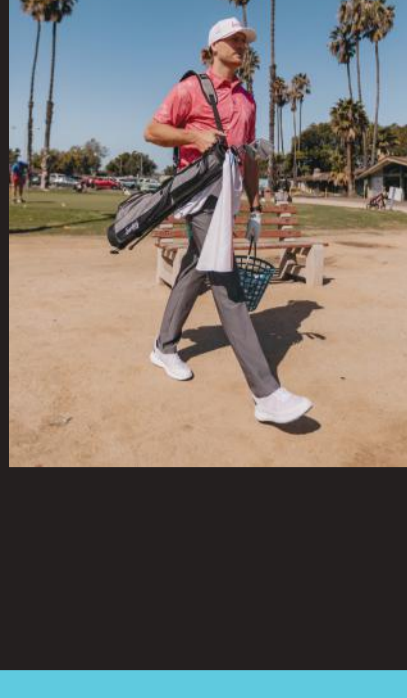
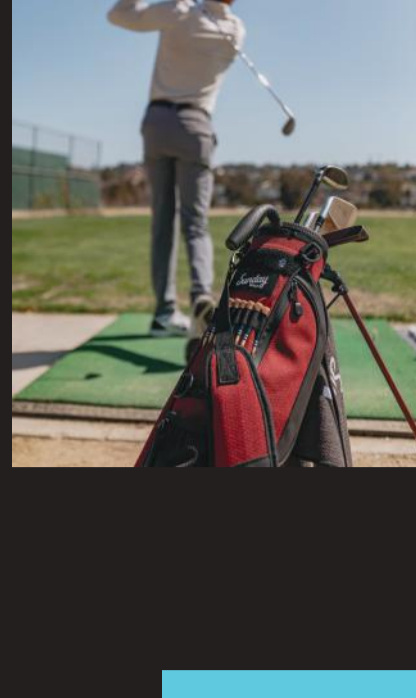


Sunday GOLF

Sunday Golf is a rapidly growing and disruptive golf brand that manufactures high quality and lightweight golf bags, accessories, and apparel. Designed FORE the weekend, Sunday Golf makes products that help you enjoy your next round – whether you're breaking 80 or still trying to break the century mark.



BIG WINS

Increase In Revenue	+282%
Meta CPA	-41%
Gross Margin per Sale	+119%
AOV Increase	+29%

THE CHALLENGE

Sunday Golf approached Tierra in December of 2022, after struggling to make Meta traffic back out for their brand. Tierra conducted a robust audit of their Meta and Google traffic, and identified a number of issues with their current strategy across both platforms.

META:

Sunday Golf found themselves heavily invested in targeting broad audience groups. While this led to a lower CPM, it also meant their ads were predominantly reaching people with little to no interest in buying a golf bag. Their creative content was largely video-based, with a significant emphasis on User-Generated Content (UGC). This led to unintended ad segmentation, limiting their reach to only those interested in videos.

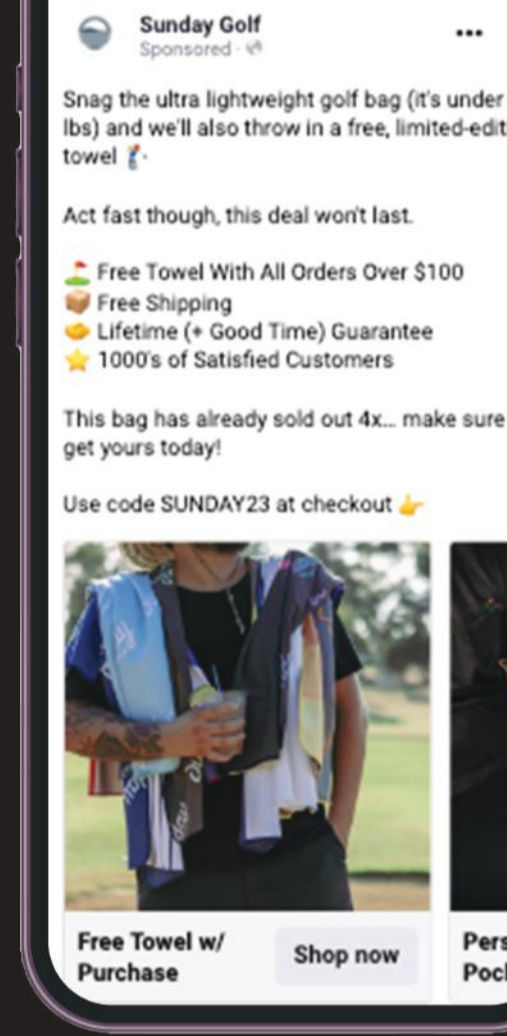
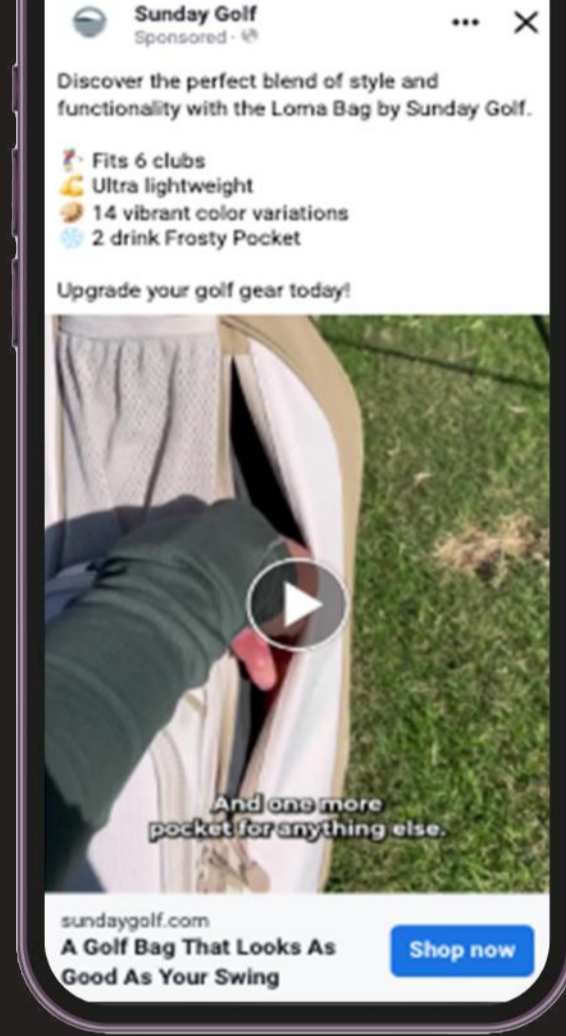
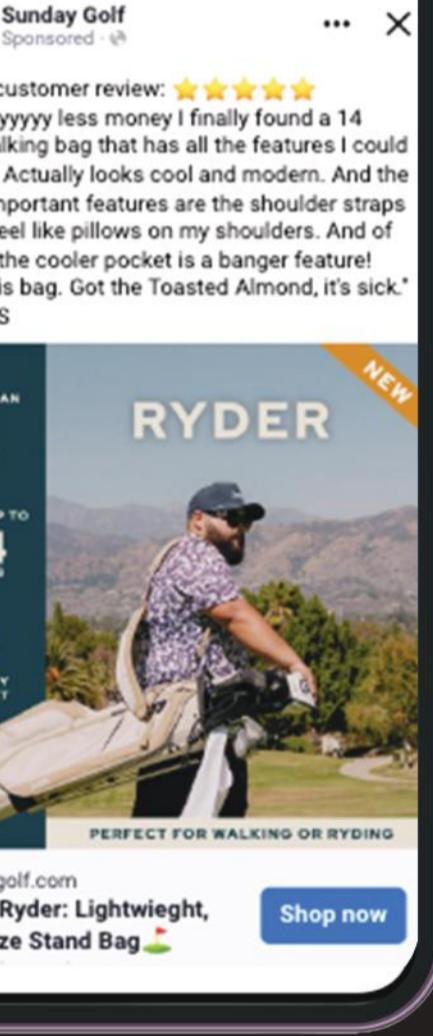
Adding to the challenge, Sunday Golf grappled with a rising Cost Per Acquisition (CPA) – nearing an alarming \$110. This escalating cost significantly strained their marketing budget, leading them to suspend their spending on Meta advertising, and reaching out to many potential new agencies.

This complex combination of challenges highlighted an immediate need for an innovative, cost-effective solution.

GOOGLE:

Sunday Golf Google performance was profitable but stale. Reasons for this included: poor campaign structure, low quality video assets, and poor responsive ad strength.

While challenging, it certainly was possible for an account refresh to dramatically improve performance and begin to generate new growth in Google Ads.



THE SOLUTION

META:

On Meta, Tierra rolled out three main strategies:

Implementation of Audience Testing: We started by better understanding the audience through testing. This approach allowed us to target our client's ads towards individuals more likely to be interested in their products, thus increasing the likelihood of conversions.

Incorporation of Diverse Ad Formats: Our client wanted to highlight the unique features of their golf bags, setting them apart from their competition. To accomplish this, we introduced a variety of ad formats, including static and carousel ads to complement their existing success with video. This diversified the brand's messaging and provided potential customers with engaging, clear, and informative content.

Embracing Successful UGC: We recognized the power of successful UGC and ensured a steady stream of video content. Our client embraced this strategy, creating new videos based on those that had already proven their value. This added variety to their content and maximized audience engagement.

GOOGLE ADS:

The first thing that needed updating in Google Ads was campaign segmentation. We identified early on in our audit that there were 7 different search campaigns each bidding on brand terms at some level. Many of these campaigns were bidding on brand and non-brand terms at the same time. We segmented all search traffic so that brand search was all sent to a single campaign to best leverage Google's machine learning algorithm.

We also found that the Performance Max campaigns were running low-quality assets. Specifically, the video assets were auto-generated by Google, and presented the brand in a poor light to anyone who watched those videos. One of the first things we did was remove those videos from the account by scouring the Sunday Golf YouTube channel and adding in relevant videos that were going to perform better, especially some solid UGC videos.

The responsive ads all were suffering from having a lower ad strength. Most were listed as "Poor" with a few "Average" scattered about. Tierra uses ad strength as a leading metric, meaning that while it's important to keep in mind, a low ad strength doesn't necessarily lead to poor performance. However, in this case, the low CTR and conversion rate meant that Google's ad strength listing was spot on. By updating the campaign structure and testing hundreds of new headlines and descriptions, we were able to see significant gains in ad strength across all campaigns, and corresponding performance increases.

Lastly, we launched Microsoft Ads as a brand new sales channel for Sunday Golf with immediate success by imitating our strategy that was driving profitable revenue in Google Ads.

RESULTS

The deployment of these strategies significantly transformed our client's marketing efforts. Between February 15, 2023, and May 15, 2023, Sunday Golf experienced a massive surge in profitable revenue. **Tierra drove 74% more sales YoY, at a 25% lower overall CPA, and at a 29% higher AOV. This led to a gross margin increase of an astounding 282% YoY.**

On Meta, we curated a healthier mix of creative content and a remarkable decrease in CPA. Specifically, with the introduction of audience testing, diverse ad formats, and a strategic emphasis on successful UGC, **we achieved an impressive 41% reduction in CPA** compared to the previous period. This outcome attested to the effectiveness of our strategies, reiterating the importance of creative diversity and targeted UGC in successful marketing campaigns.

On Google, we were able to drive an **increase in sales of 83%** year over year. While the CPA remained flat, the **AOV increased by nearly 30%**, which meant that we were able to achieve an **increase of 165% in the total gross margin** year over year.