Dynamic Inventory Ads Keep Sales Strong
Supporting high-ticket purchases year over year

OVERVIEW
Following exceptional sales driven by the 2023–2024 eclipse, the client wanted to maintain momentum into the 2024–2025 season. Their priority was to grow revenue from higher-ticket items and avoid a YoY decline, despite the absence of a comparable celestial event that typically boosts consumer demand. With a highly competitive market and no natural traffic driver, the client required a strategy capable of sustaining interest and converting mid- to high-value shoppers at scale.

APPROACH
A multi-channel strategy was built around Dynamic Inventory Ads, Google Shopping Ads, and Meta Catalogue Ads, enabling the client to reach both returning customers and new audiences actively exploring celestial-themed products. Dynamic Inventory Ads refreshed automatically as new products were added, ensuring that high-ticket items remained front and centre while offering personalized recommendations aligned with user intent.

On Google, Shopping Ads strengthened visibility for premium items and captured shoppers already searching for comparable products. This resulted in $245K in attributable revenue from just $5.8K in media spend, supported by a 41.98 ROAS — far surpassing the 4:1 benchmark*. Meanwhile, Meta Catalogue Ads delivered broad, efficient reach with a $6.74 CPA (vs. a $10 benchmark*), generating $172K in attributable revenue and a 95.62 ROAS, demonstrating strong purchase intent even without the lift of a major event. All Meta performance was measured using a 7-day click or 1-day view attribution model.

CONCLUSION
By pairing dynamic product delivery with high-intent search and social acquisition, the campaign successfully offset the absence of a large-scale celestial event and kept the client's growth trajectory on track. The strategy not only sustained demand for premium items but also delivered a 4.5% year-over-year revenue increase, reinforcing that a well-executed, data-driven media mix can protect and grow revenue even in softer retail cycles.

$245K

ATTRIBUTABLE REVENUE
GOOGLE ADS

95.62

META ROAS
Benchmark 4:1*

4.5%

YEAR OVER YEAR REVENUE INCREASE

*Benchmarks are industry averages.

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