CASE STUDY · ESTABLISHED 60-YEAR-OLD DTC ECOMMERCE BRAND · SHOPIFY PLUS

Scaling a Legacy Shopify Plus Brand: 177% YoY Revenue Growth & 970% Avg. Google Ads ROAS

177%	970%	+55%	32%
YOY REVENUE GROWTH	AVG. GOOGLE ADS ROAS	PAID GOOGLE ADS REVENUE	CONVERSION LIFT
Legacy DTC brand	465% → 1,380%	Year over year	Via A/B testing

THE CHALLENGE

An established DTC brand with six decades of history, running on Shopify Plus, needed to turn that heritage into modern online growth. Paid acquisition had to scale efficiently, the storefront had to convert more of the traffic it was already getting, and the business needed a path into new markets, without wasting ad spend.

WHAT WE BUILT

Paid Acquisition & PMax Discipline

Owned Google Ads, including Performance Max. Grew ROAS from 465% to 1,380%, averaging 970%, and paid Google Ads revenue +55% YoY.

CRO & A/B Testing

Structured A/B testing on product pages and the path to purchase, producing a 32% conversion rate lift.

Canada Market Launch

Expanded the brand into the Canadian market, opening a new revenue stream beyond the U.S.

Meta Ads

Ran Meta Ads alongside Google Ads, so paid social and paid search worked as one acquisition program.

AI Workflow Integration

Built practical AI workflows into live ecommerce operations: predictive reorder, cross-sell, saved-design recovery, review automation, and ad-spend guardrails, freeing the team to focus on growth work instead of repetitive tasks.

THE RESULTS

~177%	+55%	465% → 1,380%
YoY revenue growth	YoY paid Google Ads revenue	Google Ads ROAS, 970% average

> **Takeaway:** Growth came from treating ads, CRO, and tracking as one system with one accountable owner, not from a single clever campaign. Verify conversion tracking and real profit first, then scale spend with confidence.

Want this approach for your brand? DM on LinkedIn or email to book a 20-min fit call → Jeff.Fatherree@icloud.com

Jeff Fatherree
Fractional CMO · Founder, Expert Exposure · Waxahachie, TX

E Jeff.Fatherree@icloud.com P 214-883-7711
in linkedin.com/in/jefffatherree W expertexposure.net