



CASE STUDY: DIRT KING SUSPENDING LIMITS, ELEVATING PERFORMANCE

Objective 1 » Enhance Brand Presence: Position Dirt King as the ultimate solution for off road enthusiasts seeking performance upgrades.

Objective 2 » Increase Lead Quality: Drive high-intent traffic via precision focused funnel strategy.

Objective 3 » Boost Sales Performance: Leverage online platforms, in-house audience segmentation capabilities, and ecommerce know how to maximize return on ad spend.

DATA DRIVEN AD CAMPAIGNS 2X ECOMMERCE SALES IN FIRST MONTH » HERE'S HOW WE DID IT...

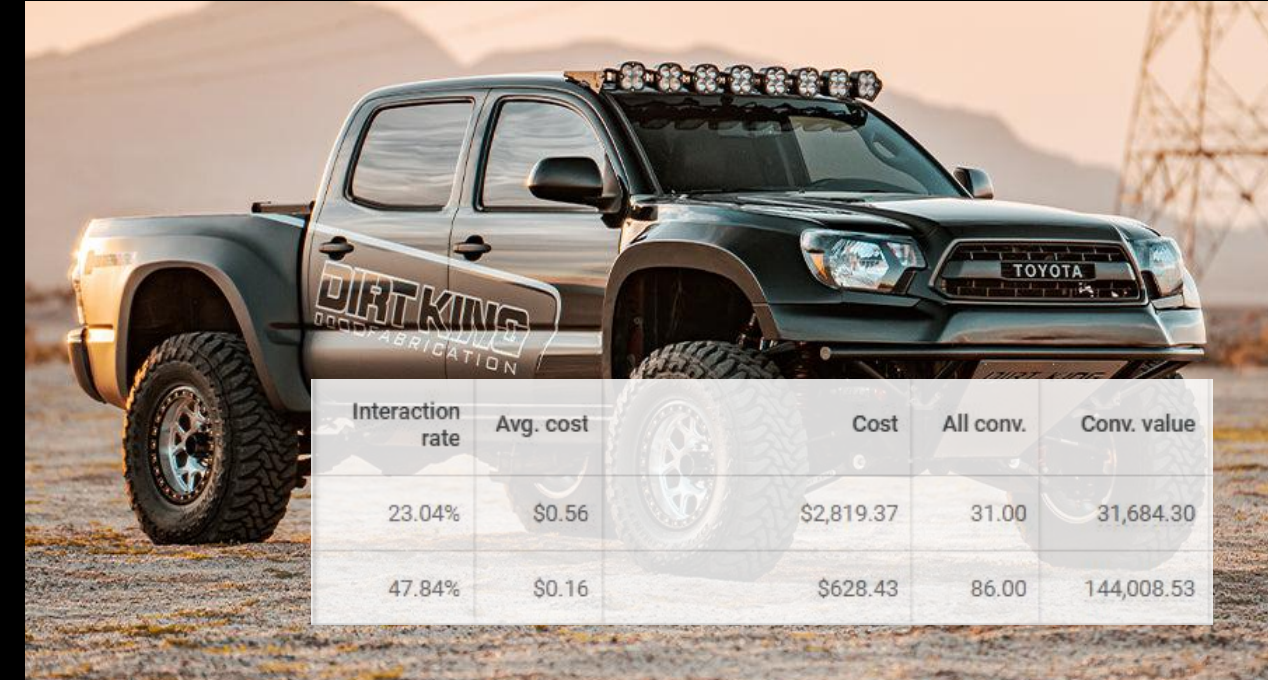
Precision Targeting » Deployed precision targeting to connect with off road enthusiasts most likely to engage, using detailed segmentation based on demographics, behavior, and vehicle types.

High Impact Content » Tailored content engaged the target audience, using a strategic mix of formats to build awareness, drive engagement, and convert interest into action throughout the customer journey.

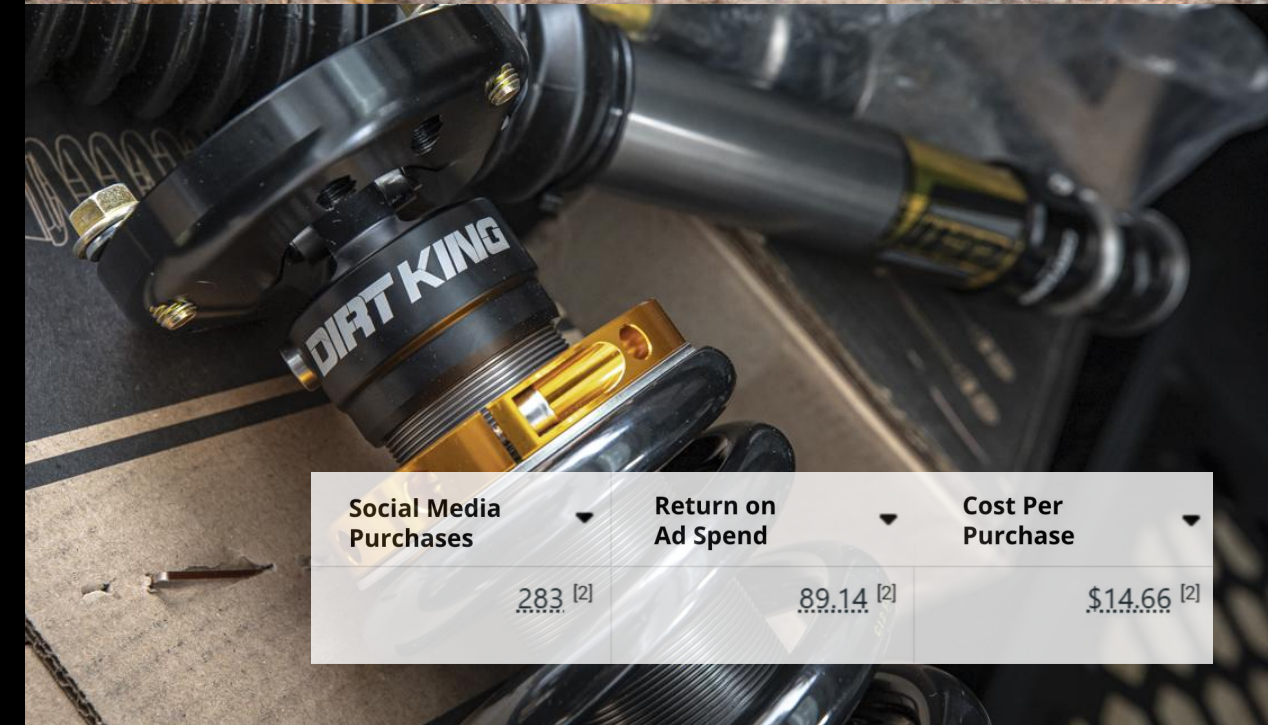
Paid Ad Mastery » Executed precision targeted ad campaigns on social media and web search ad networks, utilizing platform specific tools, custom audience data, audience behavior insights, and a multi layered funnel approach to drive engagement and boost conversions.

Funnel Building » Developed a comprehensive, tailored strategy specifically designed for peak season, a period when generating sales becomes more challenging. Utilized a three step funnel approach to effectively guide prospects through each stage of the customer journey, from awareness to lead and from lead to customer.

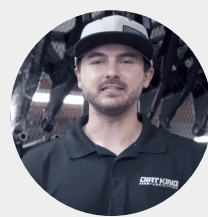
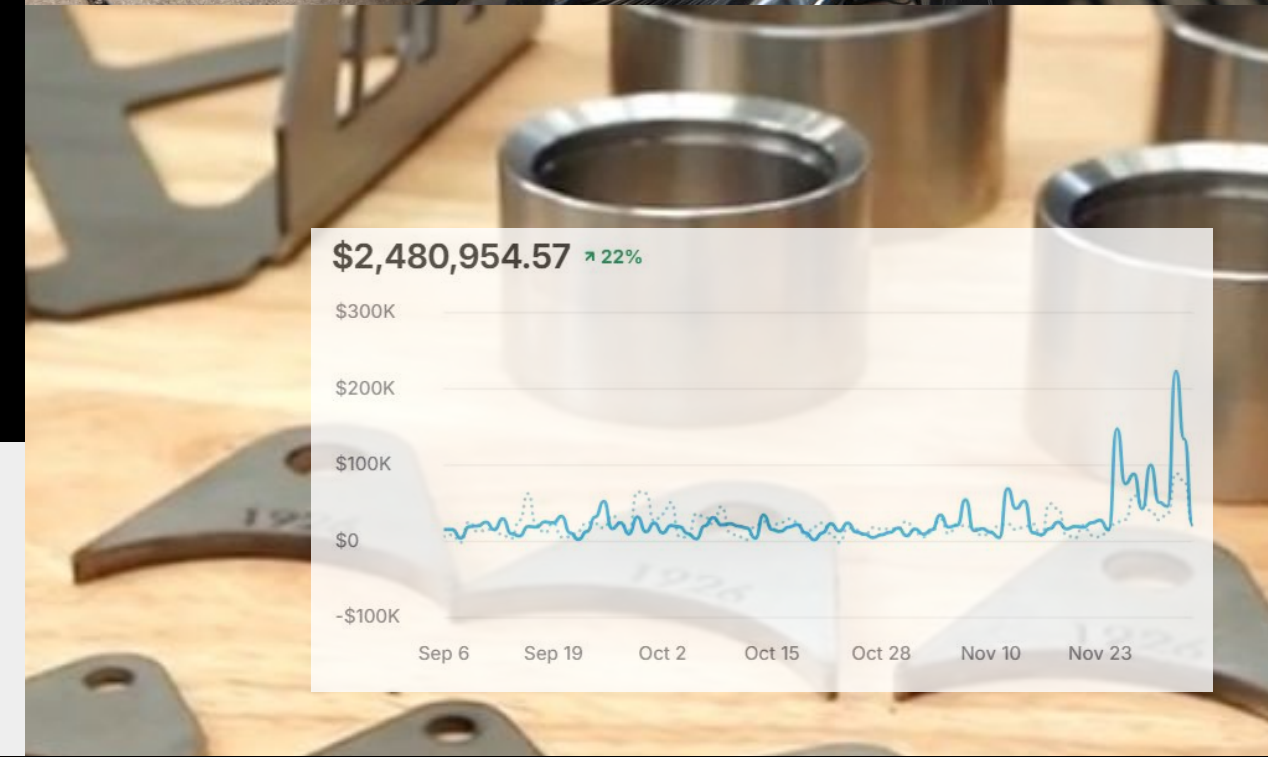
RESULTS » 105% SURGE IN ORDERS, \$477,220 SALES INCREASE, 45X ROAS (RETURN ON AD SPEND)



Interaction rate	Avg. cost	Cost	All conv.	Conv. value
23.04%	\$0.56	\$2,819.37	31.00	31,684.30
47.84%	\$0.16	\$628.43	86.00	144,008.53



Social Media Purchases	Return on Ad Spend	Cost Per Purchase
283 [2]	89.14 [2]	\$14.66 [2]



Giant Partners killed it. We were not expecting this amount of sales in such a short period of time. - Dustin Weaklem, Dirt King Fabrication Founder and CEO

