CASE STUDY · E-COMMERCE · TRUCK, VAN AND 4X4 ACCESSORIES · IRELAND

HOW WE DOUBLED A TRUCK AND 4X4 RETAILER'S NEW CUSTOMERS IN THREE MONTHS

AND GREW THE REVENUE WE CONTROL BY 72%

RESULTS

+102%

New customers

+90%

Orders

+72%

Revenue

April 2026, the last full month before the retainer, against July 2026. Both channels under management. Measured on the client's own site.

CLIENT OVERVIEW

A manufacturer and retailer of truck, van and 4x4 accessories, trading since 1999 and selling into Ireland, the UK and mainland Europe from a Magento store. They design and build their own stainless steel accessories and vehicle lighting, and resell wheels and roof tents alongside them.

They came to us with a Google Ads account that was spending almost entirely on their own brand name, and no active SEO programme.

CHALLENGE

The account was harvesting demand, not creating it. In the month before we started, non-brand search took €455 of a €720 ad budget, and the whole account produced 68 orders. Anyone who did not already know the company name had almost no way to find the catalogue.

Two things made it harder than a standard rebuild. The live ad copy carried claims that did not match what the business actually manufactures, which had already reached the client as a complaint. And the store was mid-migration to a new Magento version, so the URL structure the organic work depended on was moving underneath us.

THE MONTH BEFORE WE STARTED

Ad budget	€720
Spent on non-brand	€455
Orders, whole account	**68**
Active SEO programme	**None**

The retainer covered both channels as one fee, so success was judged on the two combined.

OUR PROCESS

01

MEASUREMENT FIRST

Rebuild tracking before touching spend, so every later number is defensible.

02

NON-BRAND BUILD-OUT

Exact and phrase structures on the two categories with real demand.

03

COPY ACCURACY AUDIT

Every live line tested against the catalogue, not the homepage.

04

ORGANIC FOUNDATION

Keyword universe re-anchored to what the business actually sells.

05

REPORT ON THE RETAINER

One combined view, new customers as the headline metric.

PHASE 01

MEASUREMENT FIRST

01

THE PROBLEM

Duplicate tags were inflating conversions roughly twofold and four separate actions were all counted as primary, so the account could not be optimised against anything real.

WHAT WE DID

We removed the duplicate tags, demoted add-to-cart and begin-checkout to observation, and left purchase as the only primary conversion.

RESULT

74 events, 73 conversions

Purchases against recorded ad conversions in the same week. A clean one-to-one match, verified live.

PHASE 02

NON-BRAND BUILD-OUT

02

THE PROBLEM

The two categories with genuine search demand had no working structure at all.

WHAT WE DID

We built exact and phrase ad groups for each, grounded the keyword sets in live search data for both target markets, and excluded competitor and off-market noise.

RESULT

€455 to €2,983

Monthly non-brand spend, April to July

PHASE 03

COPY ACCURACY AUDIT

03

THE PROBLEM

We tested all 422 search headlines and 389 asset lines against the actual product pages rather than the homepage marketing. That surfaced a real problem: the ads claimed Irish manufacture across wheels and roof tents, which the product pages themselves show are imported.

WHAT WE DID

We rewrote and pushed 105 corrections live, editing search ads in place so no learning was lost, and kept the manufacturing claim only on the ranges where it is true.

RESULT

105 corrections live

Complaint closed

PHASE 04

ORGANIC FOUNDATION

04

THE PROBLEM

The original keyword plan targeted a product the business does not sell.

WHAT WE DID

We re-anchored the whole universe to the real catalogue and rebuilt the content programme around the categories that convert. The store came through a full platform migration mid-engagement without losing indexed pages, and organic orders kept climbing across it.

RESULT

Organic orders 66 to 116

Held through a full platform migration

PHASE 05

REPORT ON THE WHOLE RETAINER

05

THE PROBLEM

The client had twice rejected reporting he did not trust.

WHAT WE DID

We rebuilt it around counts of people rather than ratios: first-time purchasers measured on his own site, ads and organic shown together, and the channels outside our control excluded and named.

RESULT

One combined view

The standard this case study is drawn from

THE NUMBERS

Both channels under management, April 2026 against July 2026. Measured in GA4 on the client's own site.

	APRIL	JULY	CHANGE
New customers	102	**206**	**+102%**
Orders	134	**254**	**+90%**
Revenue	€59,965	€102,894	**+72%**
Sessions	8,632	**20,319**	**+135%**

THE SHARE THAT MOVED

Ads and organic accounted for 55% of all site orders in April and 78% in July.
The managed channels went from half the business to nearly four fifths.

WHERE THE GROWTH CAME FROM

Brand campaigns harvest people who already know the name. The slice that proves new demand was created is non-brand search, and it more than doubled twice over.

Orders from non-brand

New customers from non-brand

NON-BRAND

+183%

Rise in first-time buyers arriving through search terms that never mentioned the brand.

Growth came with the copy problem fixed, not despite it.

KEY TAKEAWAY

Brand campaigns flatter a report and grow nothing.

The number that mattered here was first-time buyers from non-brand search. It moved because the budget was moved into demand the business had never bid on, with tracking rebuilt first so the shift could be measured honestly.

All figures measured in GA4 on the client's own site and reconciled against the shipped client report.
Client anonymised. Baseline April 2026, comparison July 2026.