

Blue Wheel 

POWERBLOCK CASE STUDY

OMNI-CHANNEL
STRATEGY

*Scaling DTC Growth
with a Full-Funnel
Performance
Strategy*



Results Snapshot

Blue Wheel's integrated Q4 performance marketing strategy delivered strong DTC growth while expanding PowerBlock's creator ecosystem and social presence.

+57%

Above Goal
Meta Q4 Revenue

6.73x

Meta Q4 ROAS
(QoQ)

16.39x

YoY Paid
Search ROAS

24%

Decrease in Meta
CPA (QoQ)

2.16x

Creator Assets
Delivered in Q4 (YoY)

+51%

YoY Increase in
Impressions

6.97x

Influencer Media
Value ROI

+50%

Increase in ER on
Instagram (vs Ind Avg)

101.7k

TikTok Followers
Reached

+453%

Increase in ER on
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+18.5%

YoY Lifecycle
Revenue Growth

+23.5%

YoY Increase in Email
Campaign Revenue

+14.1%

YoY Increase in
Flows Revenue



BLUE WHEEL CASE STUDY

POWERBLOCK

“World’s Best Dumbbell.”

[PowerBlock](#) is a leader in adjustable dumbbell systems designed for efficient, space-saving strength training. Known for innovative engineering and durable equipment, the brand serves athletes, home gym enthusiasts, and fitness professionals through DTC and marketplace channels.

With growing demand across DTC, marketplace, and social platforms, PowerBlock partnered with Blue Wheel to drive scalable digital growth while strengthening brand visibility and community engagement.



Challenges & Goals

PowerBlock entered Q4 with strong growth momentum, but faced several challenges common to high-performance eCommerce brands during peak seasonal periods.

Key priorities included maintaining DTC growth amid rising holiday advertising costs, expanding the brand's social presence, and scaling a creator program that could deliver consistent performance without relying on a small number of high-performing influencers.

At the same time, marketplace constraints impacted PowerBlock's Amazon performance, creating additional pressure for DTC channels to drive revenue and maintain overall business momentum.

PRIMARY GOALS

- Sustain efficient DTC growth while preserving efficiency during the competitive holiday season
- Scale a sustainable creator network and increase content output
- Reach 100k TikTok followers
- Improve lifecycle marketing performance while maintaining strong deliverability

Challenges & Goals



Campaign Overview

Blue Wheel managed PowerBlock's full-funnel eCommerce marketing for DTC and marketplace channels, covering paid social, paid search, Amazon management, organic social strategy, influencer programs, and email marketing. The execution involved media buying, creative strategy, creator management, lifecycle optimization, and performance reporting.

TEAMS & MARKETING CHANNELS

Paid Social: Utilizing Meta campaign structures for scalable acquisition and retention.

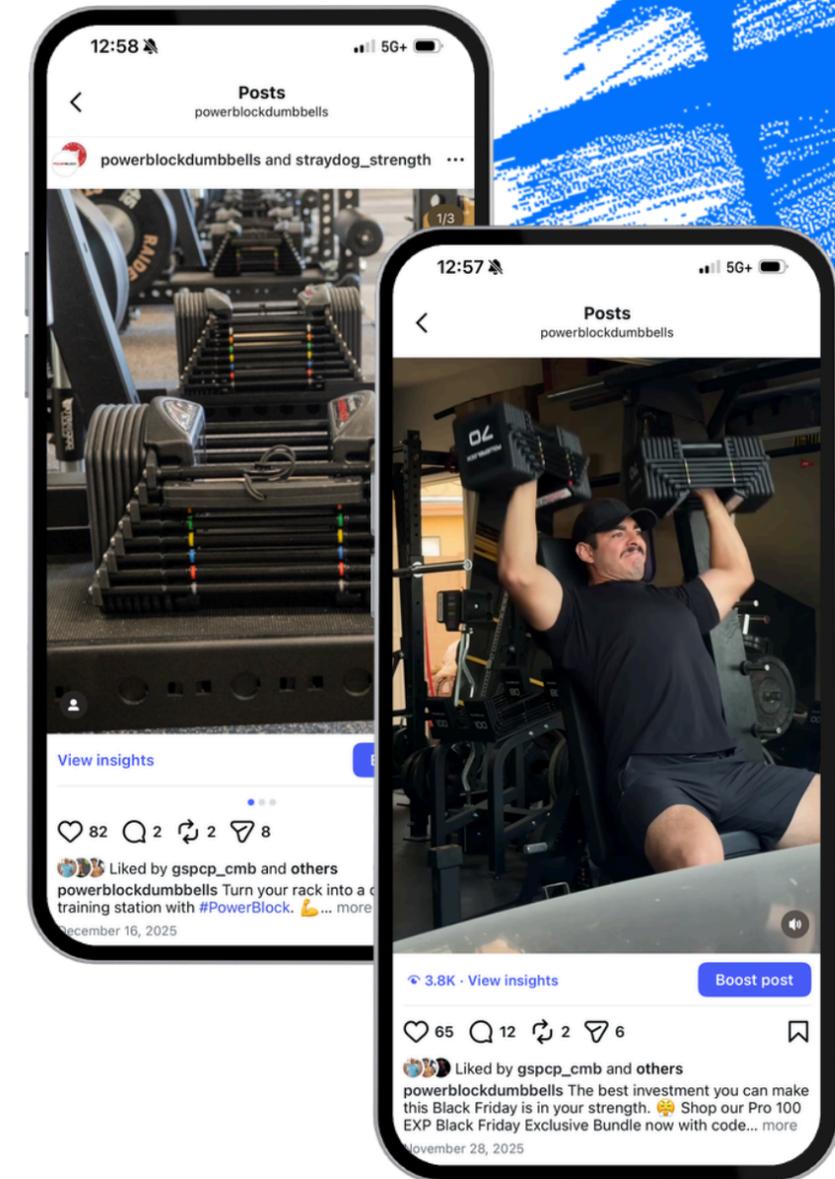
Paid Search / Google: Google Performance Max and Shopping campaigns refined by product segmentation.

Amazon Marketplace (Vendor + DSP): Vendor Central and Amazon Ads, like Sponsored Products and Brands.

Organic Social: Regular content publishing and follower growth supported by paid campaigns on Instagram, Facebook, and TikTok.

Influencer & Creator Marketing: Ongoing partnerships to enhance authentic content and campaign performance.

Lifecycle / Email Marketing: Optimized email campaigns and automated flows for improved revenue.



PROGRAM EXECUTION SCALE

In Q4, the program saw extensive cross-channel activity, activating 30 creators and producing 108 content assets. The organic social efforts included 53 Instagram posts, 53 Facebook posts, 103 Instagram Story frames, and 26 TikTok posts, supporting paid campaigns and community growth.

Strategic Approach

To meet PowerBlock's Q4 growth goals, Blue Wheel employed a comprehensive, omni-channel marketing strategy that balanced customer acquisition with scalable content production and brand growth. Key elements included:

1

FULL-FUNNEL PAID MEDIA STRUCTURE

Campaigns supported all customer journey stages, using Meta Advantage+ Shopping Campaigns for efficiency, prospecting for new customers, and retention campaigns targeting previous buyers to maximize lifetime value and ROAS during peak seasons.

2

CREATIVE STRATEGY BY FUNNEL STAGE

Analysis indicated differing creative effectiveness; prospecting campaigns thrived with motion-led content, while lower-funnel campaigns were more efficient with static promotional materials. Aligning creative with audience intent enhanced engagement and conversion rates.

3

ALWAYS-ON CREATOR ECOSYSTEM

Many influencer programs depend on a few high-performing "hero" creators, which can lead to volatility and limited scalability. We transitioned PowerBlock's influencer program to an always-on creator ecosystem, partnering with macro, mid-tier, and niche creators. This diversified approach increased authentic content, improved earned media value, and established a predictable pipeline of creator-driven assets.

4

ORGANIC SOCIAL GROWTH

Organic social drove growth and engagement, supporting both brand awareness and performance media with a consistent, platform-native strategy. We implemented a structured content framework (short-form video, demonstrations, lifestyle content) across Instagram, Facebook, and TikTok, using a high-frequency posting cadence. Performance insights informed continuous optimization and content scaling, while creator content boosted authenticity and reach. This approach led to significant follower growth, engagement gains, and overall expansion of the brand's social presence, surpassing key benchmarks.

5

LIFECYCLE OPTIMIZATION

Lifecycle marketing was essential for converting new customers and boosting repeat purchases. Optimized email campaigns, more granular segmentation, refined flow setups, and ongoing deliverability improvements made messaging more targeted and effective. This method increased revenue per recipient while ensuring strong engagement and relevant messaging during high-volume promotions.



Campaign Execution

To bring the strategy to life, Blue Wheel deployed coordinated initiatives across paid media, creators, lifecycle marketing, and organic social.



PAID SOCIAL & ACQUISITION

Meta Advantage+ Shopping Campaigns drove the paid social program's efficiency, making up most of the investment. Prospecting campaigns used video-led creative to attract new customers, while retention campaigns targeted past purchasers and high-intent audiences. This allowed PowerBlock to scale acquisition while sustaining strong ROAS.



ORGANIC SOCIAL GROWTH & CREATOR COLLABORATIONS

The organic social program was executed through a high-volume, always-on publishing cadence across Instagram, Facebook, and TikTok. The team delivered consistent short-form video, product-focused posts, and story content to maintain visibility and engagement. Creator collaborations were integrated to expand reach and diversify content, while top-performing posts were quickly iterated and scaled. Follower growth initiatives helped accelerate audience acquisition and support key milestones.



PAID SEARCH & SHOPPING OPTIMIZATION

To enhance efficiency and scalability, Google Performance Max and Shopping campaigns were restructured by segmenting products by value, distinguishing high-AOV items from mid-tier items. This enabled more strategic budget allocation, identification of high-performing product groups, and deeper insights for future scaling.



LIFECYCLE MARKETING IMPROVEMENTS

Lifecycle marketing aimed to boost revenue per recipient while ensuring strong deliverability. Performance was optimized through refined audience segmentation, revised flow setups, and more intentional sending strategies, which reduced unnecessary sends, lowered unsubscribe rates, and improved engagement.



Social Media Impact

Organic social growth in Q4 exceeded benchmarks, with PowerBlock surpassing growth targets by 81% on Instagram and 76% on TikTok. Engagement rates were up 50% on Instagram and 453% on TikTok.

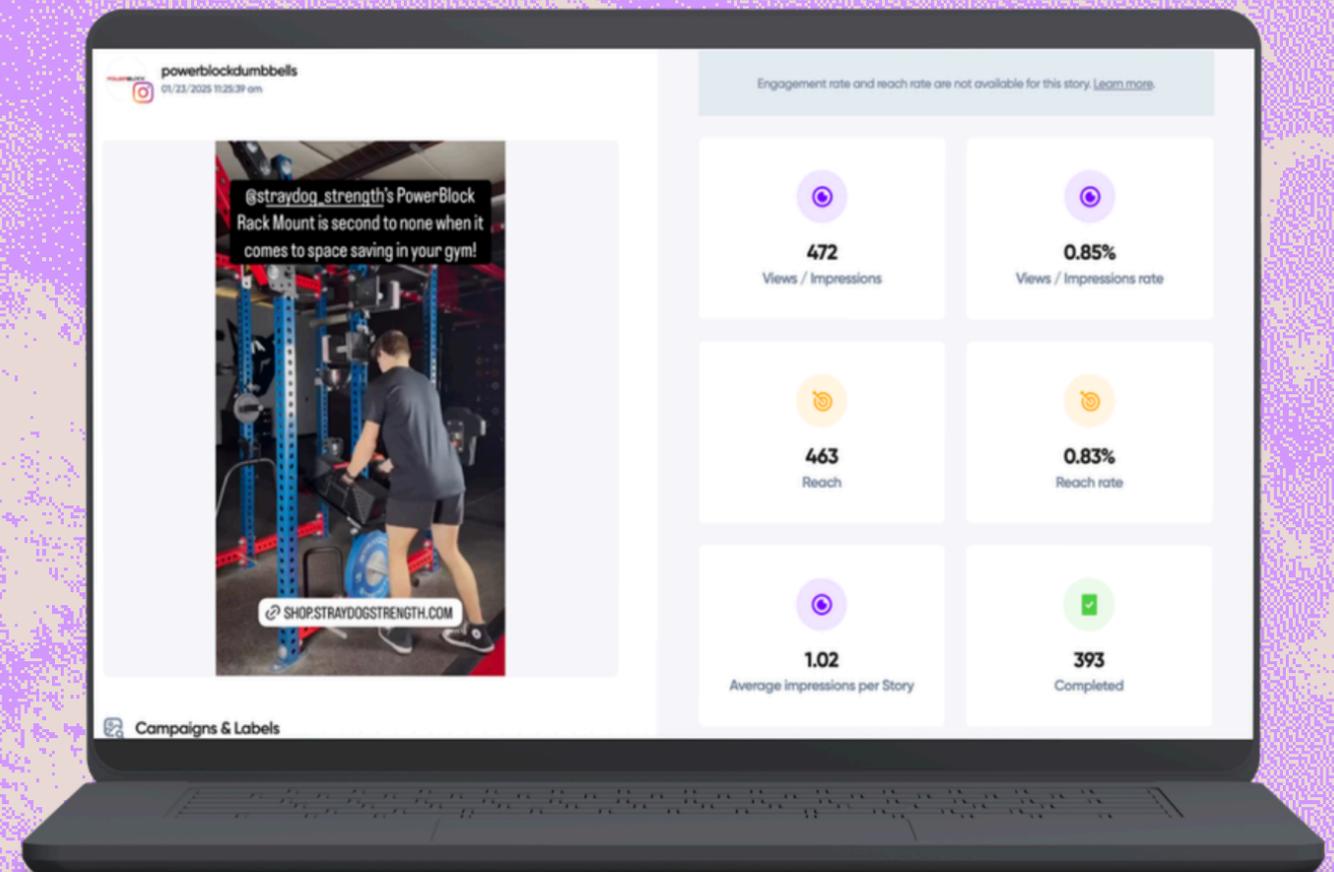
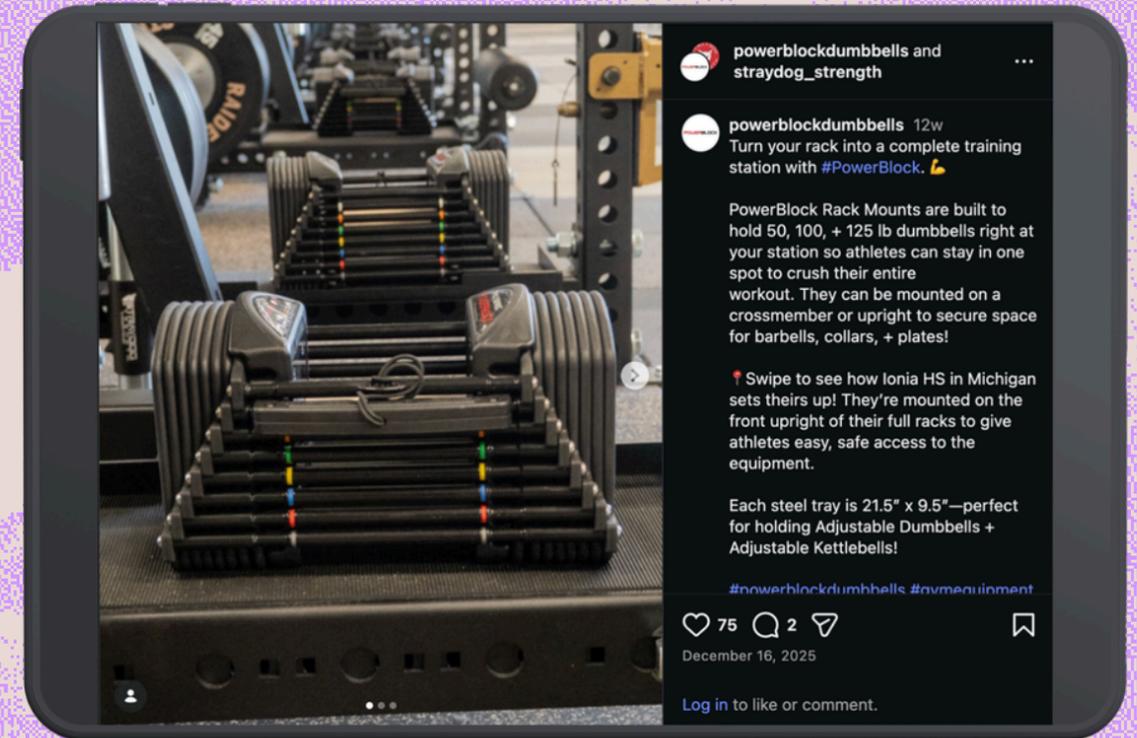
The TikTok account surpassed 100k followers thanks to consistent content, creator collaborations, and paid campaigns.

Collaboration on Instagram with Stray Dog Strength generated strong organic reach, outpacing typical benchmarks. Additionally, PowerBlock's Brand Reels for the Straight Bar and EZ Curl Bar exceeded expectations in boosted campaigns.

SOCIAL ACCOUNTS:

 [PowerBlock Dumbbells](#)

 [PowerBlock Dumbbells](#)



Results

The integrated strategy delivered strong results across DTC performance, creator program, social media, and lifecycle marketing.

OPERATIONAL OPTIMIZATION

During Q4, campaign performance was monitored and optimized weekly, enabling dynamic budget reallocation to high-performing channels. This agile approach concentrated investments on efficient growth drivers throughout the holiday season.

MARKETPLACE CONSTRAINTS & DTC RESILIENCE

In Q4, marketplace performance was affected by inventory and promotional constraints during events like Prime Big Deal Days and Cyber 5. We increased investment in DTC channels, such as paid social and search, which helped PowerBlock surpass website revenue forecasts despite the marketplace challenges.

PAID MEDIA PERFORMANCE

PowerBlock surpassed its Meta revenue goal for Q4 by 57%. The Meta ROAS for Q4 reached 6.73x, marking a 32% increase QoQ. Also, CPA on Meta decreased by nearly 24% compared to the previous quarter. Paid Search achieved an impressive 16.39x ROAS, reflecting a 21% YoY growth, accompanied by a lower CPA, down by 6%.

CREATOR PROGRAM IMPACT

The always-on creator strategy generated 108 pieces of content in Q4, more than doubling output compared to the previous Q4 (50) while achieving a 6.97x Influencer Media Value ROI and 51% YoY increase in impressions.

SOCIAL GROWTH

Organic social performance exceeded expectations, surpassing growth benchmarks by 81% on Instagram and 76% on TikTok, and reaching the milestone of 100k TikTok followers. Compared to the industry average for the quarter, engagement was 50% higher on Instagram and 453% higher on TikTok.

LIFECYCLE GROWTH

Email marketing contributed to strong revenue performance, with 18.5% YoY growth, and improved campaign revenue (+23.5%) and flows performance (+14.1%).



Q4 PERFORMANCE RESULTS

Results reflect performance from October 1 to December 31, during the peak holiday shopping season.

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Conclusion



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Blue Wheel's partnership with PowerBlock highlights an integrated eCommerce strategy that aligns paid media, creator marketing, and lifecycle engagement. This approach led to significant DTC growth, an expanded social community, and improved digital performance.

PowerBlock built a scalable framework to withstand marketplace volatility and created a consistent engine for authentic content through a strong creator ecosystem.

With a clear creative playbook and a coordinated media strategy, PowerBlock now has a more predictable, sustainable model for ongoing digital growth.





About Us

Blue Wheel

We're a new breed of eCommerce agency, supporting brands through marketplace management and performance advertising. With over \$2B in revenue managed for our clients, we'll help your brand from click to ship, scaling your brand's sales across DTC, Amazon, Walmart, eBay, and retail.

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