

Blue Wheel 

POWERBLOCK CASE STUDY

PAID SOCIAL &
DTC ADVERTISING

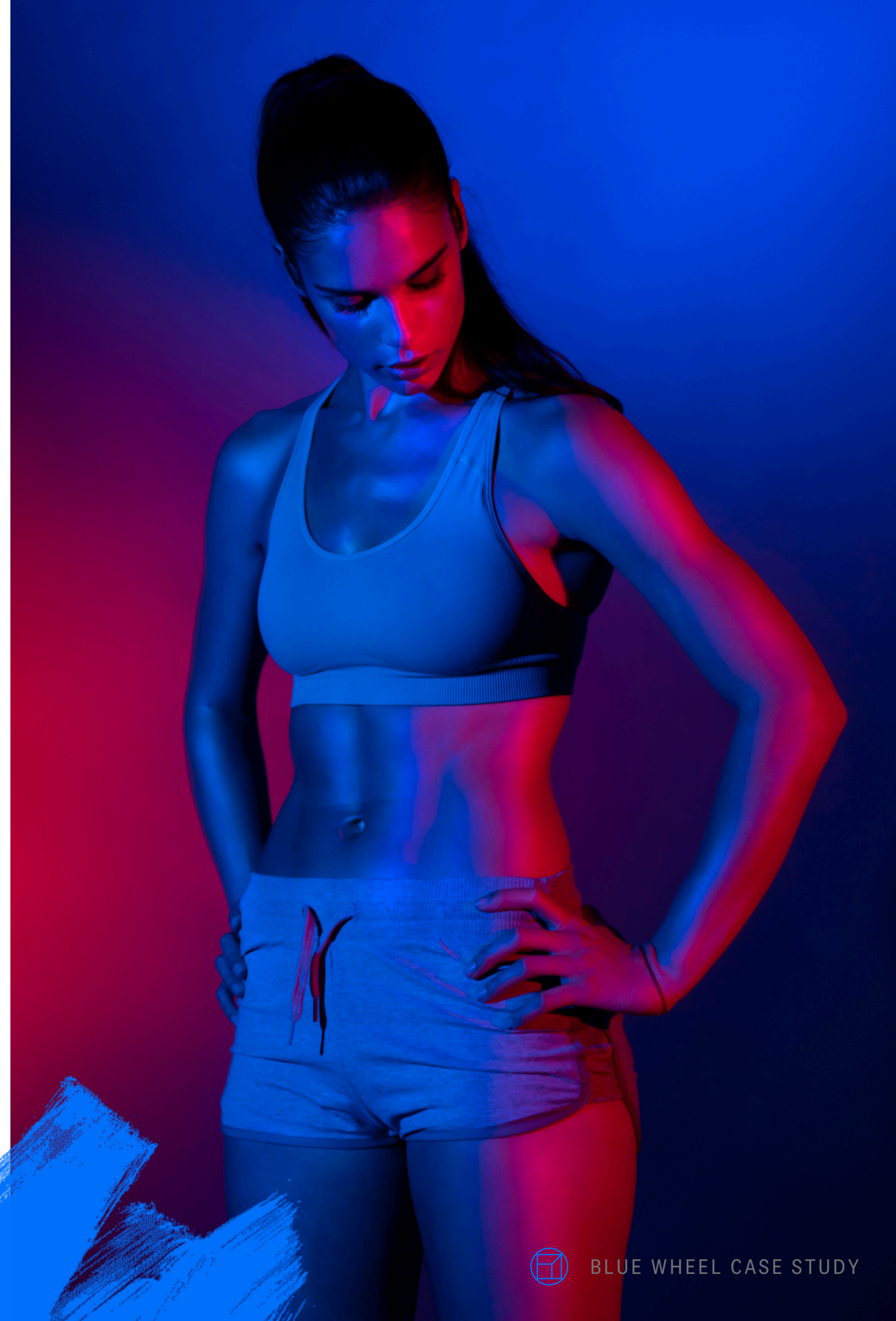


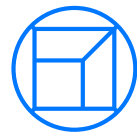
POWERBLOCK

“World’s best dumbbell.”

PowerBlock is a brand known for its adjustable dumbbells and other fitness equipment. The company's adjustable dumbbells are particularly popular because they allow users to quickly and easily change the weight of the dumbbells without needing multiple sets of fixed-weight dumbbells.

PowerBlock offers a variety of models with different weight ranges and features to accommodate various fitness levels and needs.





Contents

The PowerBlock case study has four sections, showcasing different aspects of our Paid Social and DTC Advertising strategic efforts and accomplishments.

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The Challenges and Goals

The challenges we encountered and our client's objectives.

The Actions

The strategic steps we took to address the client's needs and goals.

The Results

The results we achieved for our client.

The Conclusion

Our final thoughts.





The Challenges & Goals



The Challenges & Goals

Prior to working with Blue Wheel, PowerBlock saw great efficiency but limited growth.

In order to see topline revenue growth, Blue Wheel needed to scale spending strategically. The client was planning on running both a Mother's Day and Father's Day promotion, where they were counting on driving incremental revenue that was previously planned. Our team was concerned that it wouldn't be able to see strong performance for both promos without an investment in a solid upper funnel beforehand.

Back-to-back promos posed the challenge of running out of purchasers if there wasn't an audience to scale toward that was ready to buy. Instead of efficiency, Blue Wheel needed to focus on building a retargeting pool, making up for efficiency later during the promo.

PowerBlock's primary objective was to ensure that the Q2 promotions performed well and met topline revenue targets. These revenue goals were higher due to the promotional period, but there were concerns about scaling enough during promos to meet them.



The Actions

Blue Wheel tackled the challenge by proposing a traffic campaign to cost-efficiently build the funnel. However, there was a concern that while the traffic campaign might build the funnel, it may not be a qualified audience interested in making a purchase. We could assess the effectiveness of the traffic campaign by scaling retargeting while maintaining a positive return on ad spend (ROAS).

We had influencer and conversion creative videos ready to run in our traffic campaign. These videos were underused because static images and GIFs typically perform better for purchase optimizations. However, this was a great opportunity to test them and see how they would perform.

Our team solved the problem by launching an effective traffic campaign with strong influencer and conversion creative videos.



The Actions





The Actions

The Actions

We implemented the strategy in steps and continually reassessed it to ensure we were on the right track.

Determined to meet the high topline revenue goal, we needed to ensure our retargeting audience was built up.

To build our retargeting audience up, we launched a traffic campaign optimizing for landing page views using strong videos, ensuring we had a creative variation that spoke to various audiences.

During the first promo period, we observed that the retargeting audience saw improved scale and performance, which could be attributed to the traffic campaign.

Relaunched the traffic campaign following the first promo period to prepare for the next one.

Concluded that the second promo period saw the same performance and scale as the first, indicating that running traffic right before a promotion allowed us to scale retargeting spending efficiently.

Running traffic before a promo is now a standard practice.



The Results

Blue Wheel proved to Powerblock that the ability to scale and still see efficiency is possible if done right.

We accomplished the following results for our client:

- Drove 106% more Revenue from Meta than anticipated.
- Increased Revenue from Retargeting by 94% Period-over-Period (PoP).
- Scaled 219% more Spend behind Retargeting than forecasted.
- Increased Retargeting Reach by 102% Period-over-Period (PoP).
- Decreased Cost per Landing Page View (CPLPV) by 3%.

+106%

Revenue Increase
from Meta

+94%

PoP Retargeting
Revenue Increase

+219%

Scaled Spend Increase
behind Retargeting

+102%

PoP Retargeting
Reach Increase

3%

CPLPV
Decrease





The Conclusion

The Conclusion

Blue Wheel provides various marketing services to PowerBlock, including Amazon Ads, DTC, Paid Social, Paid Search, Organic Social, Influencer, and Lifecycle Marketing.

Because of PowerBlock's great revenue and scale results, we have started incorporating traffic campaigns as part of our go-to strategy, especially before promotional periods, to rebuild the sales funnel. The main lesson here is that investing in the upper funnel with impactful creative content allows you to build the funnel cost-efficiently with qualified users.





About Us

Blue Wheel

We're a new breed of eCommerce agency, supporting brands through marketplace management and performance advertising. With over \$1B 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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