

Blue Wheel 

SERIOUS STEEL FITNESS CASE STUDY

DTC ADVERTISING
PAID SOCIAL



BLUE WHEEL CASE STUDY

Serious Steel Fitness

Premium Resistance Bands & Fitness Equipment

Serious Steel Fitness (SSF) from Roanoke, Virginia, began Serious Steel in 2009 to provide high-quality exercise and fitness equipment at a great price. Before this, they had spent decades in the residential and commercial specialty fitness industry.





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The Serious Steel Fitness case study has four sections, showcasing different aspects of our strategic [DTC Advertising and Paid Social](#) efforts and accomplishments.

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The Challenges & Goals

Serious Steel Fitness partnered with Blue Wheel with a clear goal: increase direct-to-consumer revenue by 30% year-over-year. With a limited media budget, the challenge was to drive more qualified traffic to the website and maintain efficient performance across paid channels.

While early efforts delivered strong return on ad spend, we recognized the need to go beyond ROAS and focus on metrics that would more directly support long-term revenue growth, like improving customer acquisition cost and attracting more first-time buyers.

TOPLINE GOALS FOR THE YEAR:

- MER: 4.05
- New customer rate: 67%
- Cost per Paid Session: \$0.86
- DTC Revenue: 30% YoY growth

PAID SOCIAL GOALS FOR THE YEAR:

- CPM: \$16.50
- CTR: 1.27%
- ROAS: 1.50x
- CPC: \$1.30



The Actions

To better support growth goals, Blue Wheel shifted the focus from retargeting existing customers to acquiring new ones to drive upper-funnel efficiency while still staying in line with Serious Steel's ROAS target.

KEY ACTION STEPS:

- Launched broader prospecting campaigns to reach net-new customers, while excluding existing buyers to keep costs low and efficiency high.
- Introduced targeted campaigns to increase website traffic and engagement among new, relevant audiences.
- Paused traditional retargeting to reallocate budget toward acquiring new customers, while still nurturing interested shoppers through other active campaigns.

The Actions



The Results

This shift in strategy delivered immediate improvements. In just one month, Serious Steel saw gains across the board, including increased revenue, a higher rate of first-time customer purchases, and stronger overall marketing efficiency.

KEY RESULTS

(Comparing first month strategy to prior business as usual)

Revenue to Goal: 105.9% pacing to 107.61% pacing

FTC Revenue: 100.39% pacing to 116.25% pacing

New Customer Rate: 66.91% vs 72.73%

Acquisition MER: 2.56 vs 3.09

MER: 4.04 vs 4.27

Paid Social CTR: 1.04% vs 1.89%

Overall Cost per Session: \$0.74 vs \$0.53

Paid Social CPM: \$15.47 vs \$12.50

Paid Social CPC: \$1.49 vs \$12.50

+1.61%

Revenue to Goal

+15.8%

First Time Customer
Revenue to Goal

+8.7%

New Customer Rate

+20.7%

Acquisition MER

+5.69%

MER

-28.37%

Cost Per Session



The Glossary

- **First Time Customer Revenue (FTC) and Pacing:** Revenue coming from first-time customers. "Pacing" means how we are pacing toward our goal. An increase in first-time customer revenue to goal indicates that we are pacing further ahead of our objective. The same type of "pacing to goal" is for revenue. Meaning that we are pacing further ahead of our goal than we were previously.
- **New Customer Rate:** It is the percentage of purchases coming from new customers. An increase in this means that more purchases are coming from new customers.
- **MER:** Marketing Efficiency Ratio, or MER, is a metric that allows you to see the impact of how all marketing channels are working together. Rather than just calculating based on the direct revenue associated with your ad campaign, you calculate based on total company revenue. This allows you to take the halo effect into account.
- **Acquisition MER:** Follows MER definition but only takes into consideration new customer revenue.





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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