

Paid Media Pays Off for E-Commerce Company

INDUSTRY: eCommerce, Consumer Products & Lifestyle Events
SUB-SEGMENT: Endurance Athletics, Outdoors
REVENUE RANGE: \$20-25MM
SIZE OF ENGAGEMENT: \$5k per month
PRIVATELY HELD

About GORUCK

At the center of every bag, event, shoe, and accessory at GORUCK is the Spirit of the United States Special Forces. Founded by a combat veteran of the US Army 10th Special Operations Group, GORUCK builds communities through rucking events designed and executed by Special Ops veterans. Additionally, GORUCK manufactures and distributes very high-end gear and accessories that warriors are proud to wear.

Our Strategy

GORUCK is a brand on the rise that specifically wanted to grow business in the digital space. Leverage delivered and continues to execute a comprehensive strategy, including paid and social campaigns that maximized visibility and sales. In collaboration with GORUCK, we developed their entire sales funnel and advised on their allocations for specific target audiences. We developed their attribution model simultaneously, giving them better insights, tracking, and visibility into their marketing budget. Currently, we are adding advanced consumer analytics to drive further insights from their growing consumer base.

Key Tactics

- Gathered product ratings to improve GORUCK's Google Shopping feed
- Identified new audiences to target with social advertising
- Ran A/B tests to determine which ad variants are most successful with each audience

Results

- Total revenue **increased by 30%** in 2018.
- Year-over-year traffic from paid search campaigns **increased 24x** since beginning our engagement.
- The email subscriber list has **more than doubled**, increasing the email conversion rate

Major Win

Allocating marketing spend more efficiently and getting more lifetime value from each customer led to a **30% increase** in revenue in 2018.



"The people at Leverage are as much experts in GORUCK as they are in digital marketing. Their insight has been extremely valuable in boosting sales and growing our audience."

—Jason McCarthy, Founder & CEO

GORUCK

