

Jeffrey Melcher

jeff-melcher.com • (480) 332-4412 • contact@jeff-melcher.com • linkedin.com/in/jeff-melcher-1a226811 • Gilbert, AZ

GOOGLE ADS CASE STUDY

Bringing Invigor8 In-House: From Vendor-Managed to Scaled Growth

Marketing and Media Director, Biomedical Research Laboratories • BRL Science Invigor8 • Sep 2023 – Aug 2024

THE CHALLENGE

In September 2023, Invigor8's Google Ads account was pulled back in-house after being managed by an external vendor. The account was technically profitable at a 1.25x ROAS, but conversion rate sat at just 0.10% — clear signs of an underperforming, under-optimized structure. The task was to take direct ownership of a vendor-managed account and prove it could perform meaningfully better in-house.

THE APPROACH

- Took over as sole strategist for the Invigor8 Google Ads account, transitioning management from an external vendor to in-house
- Audited and rebuilt the vendor-inherited account structure, keyword targeting, and bidding strategy
- Scaled monthly investment as rebuilt campaigns demonstrated stronger, more consistent returns
- Prioritized structural improvements to conversion rate and efficiency, not just increased budget

THE RESULTS

	Monthly Spend	ROAS	Cost / Conv.	Conv. Rate	Monthly Conv. Value
Sep 2023	\$6,326	1.25x	\$79.07	0.10%	\$7,892
Aug 2024	\$13,118	2.43x	\$39.69	2.61%	\$31,938

THE OUTCOME

Brought Invigor8 in-house from an external vendor and nearly doubled ROAS, from 1.25x to 2.43x, while scaling monthly spend approximately 2.1x and monthly conversion value roughly 4x. Conversion rate improved dramatically and cost-per-conversion fell by half — clear evidence that in-house management outperformed the previous vendor-run structure, not simply a function of increased spend.