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GOOGLE ADS CASE STUDY

Scaling Luggage Forward: Revenue Outpacing Spend

Sole Google Ads Strategist • October 2024 – July 2026

THE CHALLENGE

Luggage Forward, a sibling brand to Lugless within the same luggage shipping portfolio, launched on Google Ads several months later and started from a smaller, less mature account base with lower baseline efficiency. The challenge was to scale investment aggressively from a small starting budget while improving — not just maintaining — return on ad spend as the account matured.

THE APPROACH

- Owned Google Ads strategy and execution end-to-end as the sole strategist on the account
- Built out account structure and campaign maturity from an early-stage starting point
- Scaled budget aggressively as performance data validated expanding investment
- Applied learnings and account-structure practices developed on the sibling Lugless account

THE RESULTS

	Monthly Spend	ROAS	Cost / Conversion	Monthly Conv. Value
Oct 2024	\$11,788	8.03x	\$58.50	\$94,688
Jul 2026	\$56,000	9.04x	\$74.77	\$506,240

THE OUTCOME

Scaled monthly ad spend approximately 4.75x while growing monthly revenue approximately 5.3x — revenue grew faster than spend, improving ROAS from 8.03x to 9.04x. Cost-per-conversion rose as the account scaled into a larger audience, but the account became more efficient on a blended return basis even while scaling aggressively from a small base.