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GOOGLE ADS CASE STUDY

Scaling Lugless: Growth at a Held Efficiency Line

Sole Google Ads Strategist • July 2024 – July 2026

THE CHALLENGE

Lugless, a direct-to-consumer luggage shipping brand, had room to scale paid search investment significantly, but scaling ad budget at this magnitude typically comes at a real efficiency cost — rising cost-per-acquisition and falling ROAS as an account moves into a larger, more competitive slice of demand. The challenge was to grow spend and revenue substantially while keeping that efficiency decay controlled rather than letting it compound.

THE APPROACH

- Owned Google Ads strategy and execution end-to-end as the sole strategist on the account
- Scaled monthly investment deliberately and incrementally rather than in large, risky jumps
- Continuously managed campaign structure, bidding, and budget pacing across Search, Shopping, and Brand campaigns as spend increased
- Introduced Demand Gen campaigns roughly halfway through the scale-up as a top-of-funnel layer, expanding brand reach and awareness beyond existing search demand
- Prioritized sustainable revenue growth over defending a static efficiency number at the cost of scale

THE RESULTS

	Monthly Spend	ROAS	Cost / Conversion	Monthly Conv. Value
Jul 2024	\$58,369	13.97x	\$11.89	\$815,242
Jul 2026	\$187,000	11.72x	\$16.16	\$2,191,640

THE OUTCOME

Scaled monthly ad spend roughly 3.2x while growing monthly revenue approximately 2.7x. ROAS and cost-per-conversion softened modestly rather than degrading disproportionately to the scale of the budget increase — a controlled efficiency trade-off in exchange for substantially larger revenue, not an efficiency win, but a deliberately managed scale-up. The addition of Demand Gen mid-cycle widened the top of the funnel, building brand awareness among audiences not yet actively searching, alongside the existing Search and Shopping engine.