

# Performance Marketing Case Study

## eCommerce

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Less Guesswork. More Growth.

# \$20K to \$60K in Ad Spend: Scaling a Healthcare eCommerce Brand with Compliance

**The Story:** A healthcare eCommerce brand came to me ready to grow—but was stuck between maintaining compliance and scaling.

- No growth in ad spend
- No other channel adoption
- Feed issues limiting visibility
- Strict HIPAA-safe ad copy reviews

**The Result:** In six months, ad spend scaled 3X within Google at their 200% ROI target. Expansion into Bing Search and Shopping drove a >300% ROI. The account now operates at a higher and more stable monthly revenue with full compliance across both ad platforms.

Cost  
\$60,000



Optimized  
Google



ROI  
200%



Launched  
Bing Ads



Feed Growth  
3X



Compliant  
HIPAA



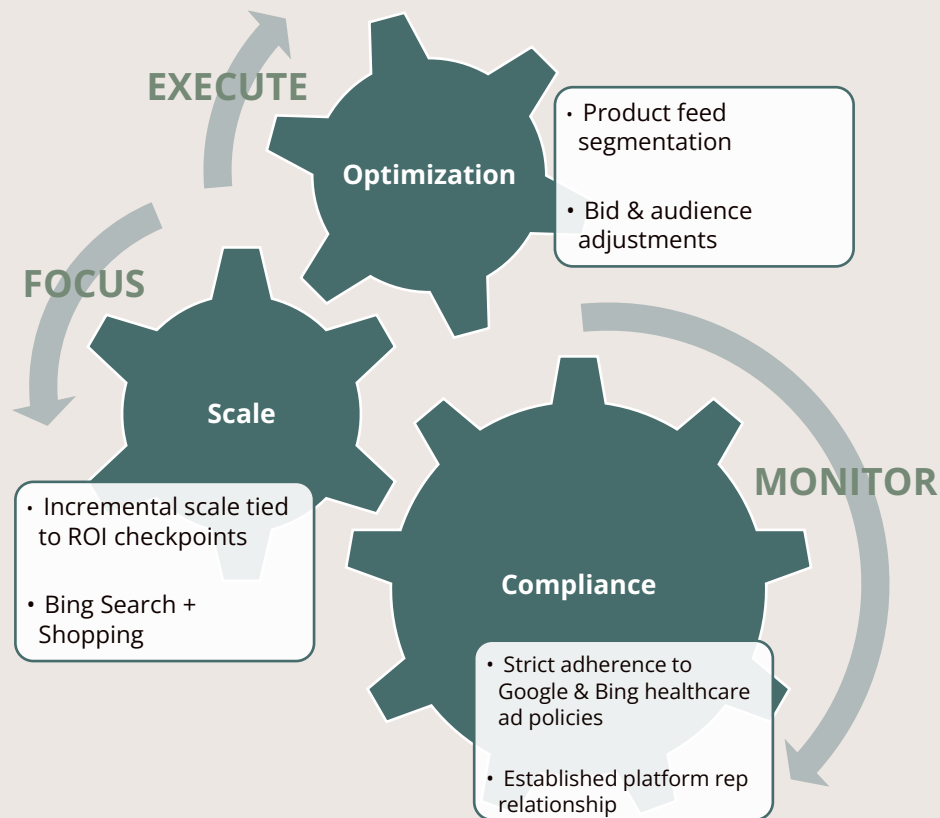
# The Strategy: Focused Optimization, Scale, Compliance

## Key Takeaways

- Growth doesn't require bending rules—compliance can be a competitive edge.
- Diversifying into Bing uncovered high-ROI, low-competition wins.
- Feed and policy maintenance were equally critical to scaling success.

## Why It Worked

- I strategically **paced growth** to match the infrastructure, avoiding wasted spend.
- I optimized **feed-first** to improve current visibility and conversion in Shopping.
- I focused on **integrating compliance** early, so ads were approved fast and stayed active.



# My Method for Sustainable Growth

Every engagement starts with understanding audience intent, evolves through structured experimentation, and scales only once efficiency is proven.



“Strategy is not about doing more—it’s about doing what works, better.”

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