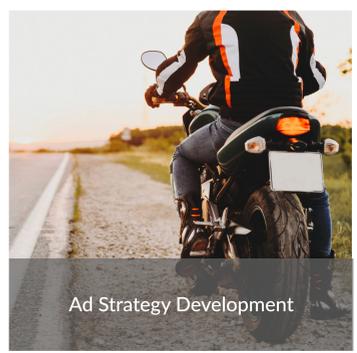
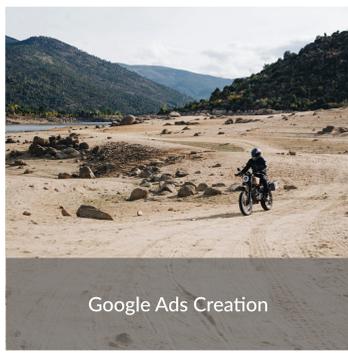




## Client Overview

All The Gear is a South African-based e-commerce store specializing in premium motorcycle gear and lifestyle accessories. Their online catalogue includes internationally recognized brands such as Kappa, Givi, Honey Badger, ANSR, Motul, Knox, and more. Catering to motorcycle enthusiasts across the country, All The Gear offers high-end protective gear, parts, and accessories—shipped nationwide with a focus on quality and performance.



## The Challenge

Operating in a highly competitive market, All The Gear faced a significant challenge: low online sales performance despite a strong product offering. The client was competing against well-established brands and major resellers with larger marketing budgets, strong SEO presence, and wider digital visibility. Without the same financial resources, All The Gear needed a focused, cost-effective strategy to cut through the noise, reach the right audience, and generate consistent sales from their website.

## The Objective

Our main goal was to increase online sales through a results-driven advertising approach. Given the tight margins and high competition, it was crucial to design a campaign that would target the right customer, deliver measurable returns, and operate effectively within a lean monthly ad spend.

**Services Rendered**

- Content Creation (ad copy, visual creative),
- Campaign Copywriting, Google Ad Strategy Development, Google Ads Creation & Management,
- Performance Monitoring & Ongoing Optimization

## The Strategy

We recommended a Google Performance Max campaign, a dynamic ad solution designed to reach users across multiple Google platforms using AI-driven optimization. This campaign type allowed us to showcase All The Gear's product offering in four strategic Google placements simultaneously:

- Gmail Ads – Appearing in users' inboxes for high visibility
- Discovery Ads – Delivered on YouTube and Google Discover feeds
- Display Ads – Visual banners across the Google Display Network
- Search Ads – High-intent visibility on relevant keyword searches

By leveraging Performance Max, we were able to target All The Gear's ideal customers, using behavior-driven targeting, geo-filters, and purchase intent signals—maximizing visibility while minimizing wasted spend.

## Execution

We developed compelling ad creative, including clear, benefit-focused copywriting and visually engaging product imagery that aligned with the brand's rugged, premium aesthetic. The campaign was closely monitored and optimized regularly, focusing on top-performing products, ad formats, and audience signals. Weekly performance reports helped us refine targeting, bidding strategies, and creatives for continual improvement.

## Actual Data



## Results

The results spoke volumes about the power of a well-executed Google strategy:

- Initial Campaign Budget (3 months): R15,000
- Revenue Generated: Over R126,000 in online sales
- Return on Ad Spend (ROAS): Over 8X ROI

Following the success of the initial phase, All The Gear committed to a monthly ad spend of R5,000. Since then, the campaign has consistently generated between R45,000 to R60,000 in monthly sales, making Google Ads their most profitable marketing channel to date.

## Conclusion

By implementing a focused, data-driven Google Performance Max campaign, The Studio Keys helped All The Gear break through a saturated market and achieve meaningful, scalable online sales. This case highlights how strategic ad placement, smart targeting, and creative optimization can empower small to mid-sized e-commerce brands to compete—and thrive—against larger competitors with deeper pockets.

