

Increased ROAS by 89% for 2.6x Higher Ad Spend



Catapult is a global leader in sports technology with solutions from wearable tracking to athlete management and video analysis. Catapult is committed to making performance technology available to athletes at all levels.

The Challenge

Catapult first brought on Prometheus PPC to rebuild their Google Ads campaigns from the ground up, to align with the latest best practices and to support scaling at an acceptable CPA across all of their worldwide geographies. Later they asked us to take over full ongoing management in order to continue to drive efficient growth.

Our Approach

We launched complete sets of all-new Search, Shopping, Display & Pmax campaigns across all 4 target worldwide regions. When testing revealed significant geographic performance differences, we customized our campaign approach regionally in order to continue to maximize transactions within the growing global budget.

Business Results

- Drove an 89% increase in ROAS across the largest global geographies while scaling up ad spend by 260%
- Increased quarterly revenue year-on-year in these geographies by 170% for first-time purchases
- Reduced CPA by 64% in just 4 months while increasing transactions by 10%



“ As the sole marketer on my team, I didn't have the bandwidth to manage the ads myself. Andrew came in, did a full audit of our account and presented recommendations that aligned with our team's goals. He then went in and rebuilt our ad accounts from the ground up and has made my life infinitely easier knowing I can trust his team to optimize our campaigns effectively and stay up-to-date with Google's ever-changing policies and best-practices.”

- Sarah Pardus, Sr. Manager of Digital, Catapult, www.catapult.com

