

# How Gardner's Wisconsin Cheese Increased Their Revenue By 130,987%

Ad Spend: \$15,000

**GARDNER'S**  
WISCONSIN CHEESE & SAUSAGE



## Background

Gardner's Wisconsin Cheese & Sausage sells a variety of artisan cheeses, meats, and charcuterie packages from the heart of America's Dairyland. Their wide variety of delicious cheeses has made them extremely popular in recent years, with most of their customers ordering cheese repeatedly. Gardner's also offers free shipping and a free gift with purchase when customers meet a certain order value—encouraging their customers to keep coming back for their mouthwatering products!

## Key Metrics



**130,987%**

Increase in Revenue



**\$4.62**

Return-On-Ad-Spend



**\$6**

Cost-Per-Acquisition

"Partnering with Logical Position has made a huge difference for our business. Their team is incredibly detail-oriented and keeps me in the loop on everything going on with my account. Not to mention, our sales have quadrupled in the last year."

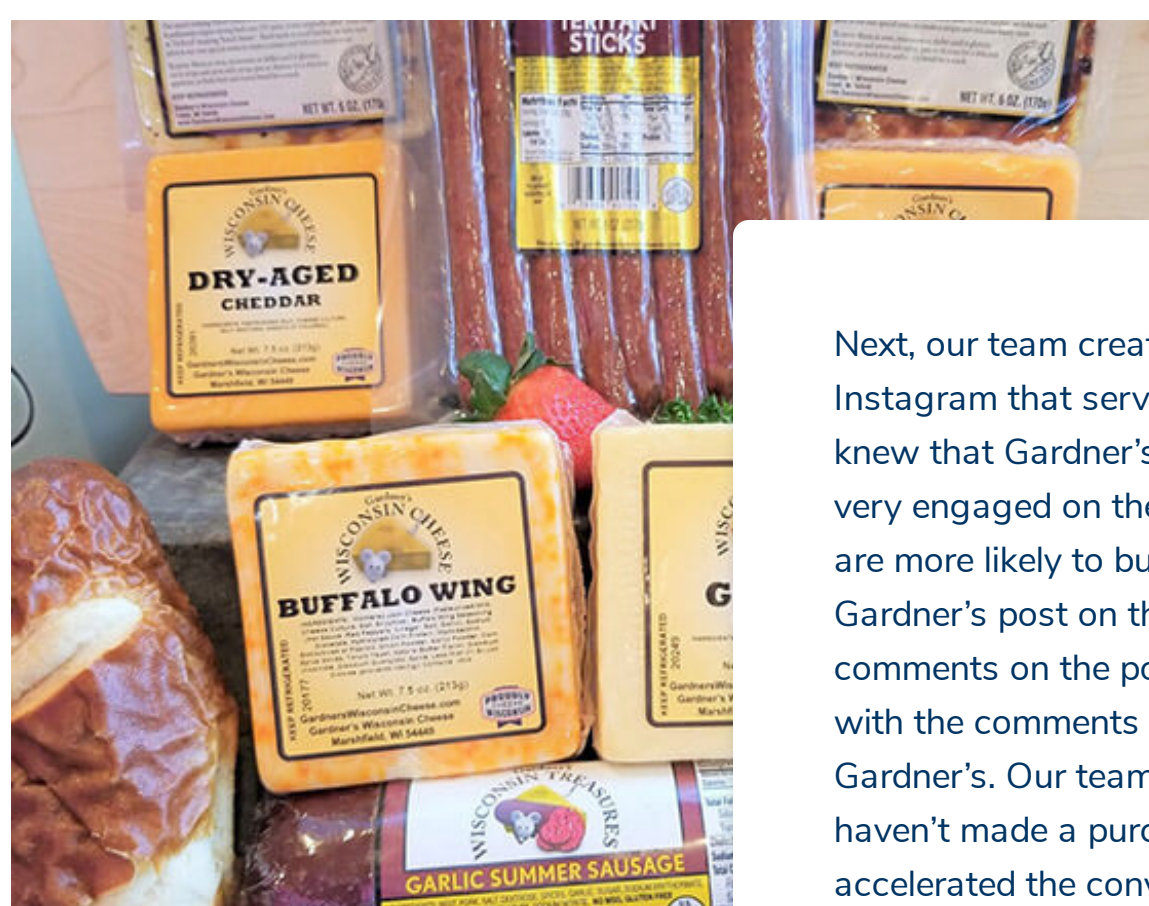
-Tye Gardner, owner of Gardner's Wisconsin Cheese

## Why'd They Come to LP?

Before the COVID-19 pandemic hit, Gardner's went to trade shows to sell their cheese. They'd reach new customers at every trade show, and maintained a successful revenue stream from this. During the pandemic, trade shows became nonexistent—so Gardner's needed a new strategy, fast. Gardner's started focusing more on their eCommerce website, and experimented with using paid social advertising. Their paid social strategy worked okay, but Gardner's knew they could be getting more out of Facebook and Instagram—so they turned to Logical Position (LP). Gardner's initially wanted to see a \$10 or below cost-per-acquisition (CPA) for each product sold.

## What Strategy Was Used?

Our team used paid social remarketing and prospecting ads to drive traffic to Gardner's website. We used dynamic remarketing ads to drive past website visitors back to the website—if a customer viewed Gardner's cheese curds on their website, they'd see an ad for those cheese curds. Our prospecting ads, on the other hand, brought new customers to the website. To do this, our team created lookalike audiences based on Gardner's past purchasers. We have a 1% lookalike audience that finds people within 1% of Gardner's customers' behaviors on Facebook, as well as a 3% audience to find customers within 3% of a past purchaser's behavior. We also supplemented our ads with interest-based audiences related to large events that might have cheese. During football season, we'll run paid social ads with tags like "Get Your Cheese Board Ready for Sunday", and during the holidays we'll run ads aimed at corporate client-based audiences, to encourage them to buy their employees a gift package from Gardner's.



Next, our team created a promotional campaign for Facebook and Instagram that served all of our different audiences in one. Our team knew that Gardner's had tons of loyal customers, and their fan base is very engaged on their Facebook page. They also knew that consumers are more likely to buy a product when it has good reviews. So, we had Gardner's post on their Facebook page "organically", in order to rack up comments on the posts. We then turned those organic posts into ads—with the comments on the posts basically serving as free advertising for Gardner's. Our team uses these comments to encourage people who haven't made a purchase to check out the Gardner's website, which accelerated the conversion timeline for new customers.

## What Were the Results?

All of the key dates we look toward in digital marketing to use as a benchmark, like the holiday season, have been extremely successful for Gardner's. Within 2 months of working together, Gardner's saw an additional 1,000 transactions. In the month of December alone, we did 3,000 purchases at a \$6 CPA—crushing Gardner's goal of \$10 or less. By our partnership's one year anniversary, we'd increased Gardner's revenue by 130,987%, earning over \$764,000 just from paid social.



We've achieved a 4.62 return-on-ad-spend (ROAS) for Gardner's. What's extra impressive about this number is it's attributed through last-click ROAS, which tracks how many purchases were made on Facebook right when a customer saw an ad. If a consumer leaves Facebook and opens a different app, the purchase is tracked differently—meaning this ROAS was achieved from people who purchased the product as soon as they saw the ad.

We've generated so much business for Gardner's that they've had to move into a larger warehouse so keep up with all the demand. And we have a solution for everything; the summer season typically sees less cheese sales; our team uses this as an opportunity to test new strategies and get ready for the winter.

Now that's a partnership we can sink our teeth into!

Ready to Find Out What Makes Us Different?

GET STARTED NOW

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