

How Azure Standard Leveraged AI-Powered Ads to Find Its Audience

Video Revenue

+228%

YouTube Likes

+660%

Subscribers

+13,125%

At A Glance

📁 Industry

Food & Beverage

🎯 Services Used

PPC

YouTube

🏢 Business Model

E-Commerce

🎯 Primary Objective

Increase Campaign Efficiency & Reduce CPA

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Overview

[Azure Standard](#) is an independent, family-owned company distributing affordable organic and non-GMO groceries, health, household, and garden products. With more than 13,000 products, they meet the needs of health-minded households with drop locations across all 50 states. Every product is vetted to be free of harmful preservatives, food colorings, chemicals, and pesticides, providing customers with confidence in the products they use and consume.



The Problem

Azure Standard had strong brand assets and a loyal customer base, but limited internal bandwidth to turn existing YouTube content and product photography into paid-media-ready creative. With a fixed monthly budget and a lean team, they needed a scalable way to show up across Google’s channels without sacrificing their focus on new customer acquisition.

The Solution

To help Azure Standard scale without adding internal workload, the team took a test-prove-expand approach — introducing AI-enabled creative and campaign tactics in stages, validating what worked, and building from there.

Creative Scale

Using Google Ads Asset Studio, the team transformed Azure Standard's existing product images and YouTube content into platform-optimized creative for Performance Max. Asset groups combined images, video, and text, while Asset Optimization and Brand Guidelines ensured every variation stayed polished and on-brand — giving a lean team the creative output of a much larger one.

Video Expansion

With a strong creative foundation in place, the strategy expanded beyond Shopping into Demand Gen campaigns. This broadened ad placements across YouTube, Gmail, and Google Discover, opening new channels for customer discovery and allowing video and shopping ads to run together through Google Merchant Center.

Smarter Targeting

To sharpen audience targeting, the team built conversion-based Customer Match lists that fed stronger, high-intent signals to Smart Bidding and Optimized Targeting. Early tests identified the markers of a high-value customer, and those learnings were applied to reach new audiences with greater precision.

Funnel Growth

With full-funnel coverage established, the focus shifted from individual product promotion to long-term customer value — building community, encouraging repeat orders, and deepening brand loyalty. As performance improved, budget scaled accordingly, expanding reach while keeping the buying journey clear and connected.

Together, these tactics helped Azure Standard turn existing assets into a scalable creative engine, reach customers across more moments, and grow with greater confidence across Google’s platform.

Outcome

After fully adopting Performance Max and upgrading to Demand Gen campaigns, Azure Standard saw transformational growth across both business and engagement metrics between 2024 and 2025.

+61%

Account Wide Revenue

2025 compared to 2024

PPC

YouTube

+13,125%

Subscribers

Validating channel strategy

YouTube

+228%

Video Ad Revenue

Top-line impact

YouTube

+467%

Video Budget

Reflecting client confidence

YouTube

10x

PPC Budget

From 2023 to 2025

PPC

+660%

Earned Likes

Increased engagement

YouTube

✔ Sustained Growth Achieved

The campaign strategy developed a small, family-owned business with limited creative resources to punch well above its weight, delivering exceptional revenue growth and establishing a thriving customer community. In the process, Azure Standard proved that creative impact will drive business impact.

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