

Activating the Full-Funnel for High-AOV Outdoor Living Brand

Revenue
+141%

Organic Keywords
+204%

At A Glance

Industry: Home Services

Business Type: E-Commerce DTC

Services Used: PPC, SEO, Paid Social, Email Marketing

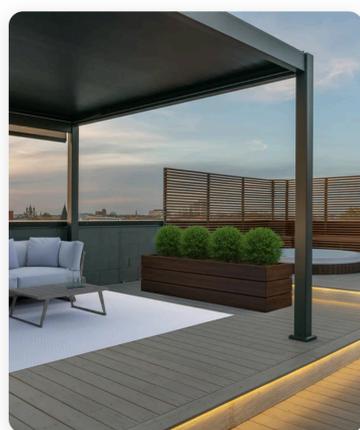
Primary Objective: Increase Revenue & Marketshare

[LET US HELP YOU GROW](#) [VIEW MORE CASE STUDIES](#)



Overview

Bon Pergola is a premium outdoor living brand specializing in high-end pergolas and custom backyard structures designed to elevate residential spaces. Built for durability, design, and functionality, Bon Pergola's products blend architectural appeal with practical performance, positioning the brand as a luxury option within the outdoor home improvement market. As a direct-to-consumer business, Bon Pergola sought to expand its national presence and capture greater market share while maintaining profitability across a high-consideration, high-value purchase category.



The Problem

Bon Pergola operates in a high-consideration category where purchases often take weeks—or months—to complete. However, paid media performance was being evaluated on short timelines that did not reflect how customers actually researched, compared, and converted. This disconnect led to frequent campaign changes, paused budgets, and reactive decisions made before meaningful data could be collected.

At the same time, attribution was inherently complex. Many customers completed purchases by phone or through custom orders, making it difficult to attribute revenue to specific campaigns or platforms. Without clear visibility into true performance, marketing decisions were often based on incomplete signals rather than full-funnel impact.

As a result, Bon Pergola struggled to scale its marketing efforts with confidence. While demand existed, the lack of patience, long sales cycles, and unclear attribution made growth feel unpredictable and limited the ability to invest strategically for long-term returns.

The Solution

We reframed the attribution model to align with buying behavior rather than with how platforms default to reporting short-term performance. Instead of prioritizing immediate conversions, the strategy focused on data integrity and performance measurement, allowing campaigns time to mature and ultimately influence high-value purchasing decisions.

Key elements included:

Paid Search
The full suite of ad products from Google and Microsoft served as core revenue drivers across Demand Generation, Performance Max, and the upper sales funnel on YouTube, complemented by social media platforms.

Paid Social
Prospecting efforts targeted new users on TikTok and Pinterest to introduce the brand to audiences likely to be interested. Including lookalikes, purchaser exclusions, and demographic targeting with mid-funnel and remarketing campaigns on Meta to move buyers down the sales funnel.

Email Marketing
Built out modern, branded email flows and automated customer journey to match seasonal offerings, breaking them free of limitations with pre-made templates. A/B-tested content, offering, and design to determine engagement impact.

SEO
Supported long-term visibility for high-intent, research-driven searches common in high-AOV purchases. Relevant blog publications strengthened organic presence alongside paid efforts to increase discoverability and overcome buying hurdles.

The Results

Performance was evaluated using total online revenue to account for phone-based sales and extended nurture cycles. With attribution expectations aligned to how results were measured, LP scaled efficiency alongside revenue to increase market share. This enabled testing across a broad range of platforms, expanded top-of-funnel traffic, and built long-term demand without sacrificing profitability.

141%
Increase in Revenue
PPC, Social

+127%
Revenue from Email
Email

+23%
Orders
PPC, Social

+204%
Organic Keywords
SEO

+16%
New Users Sitewide
Social, SEO

+96%
Conversion Rate
PPC, Social

✔ Sustainable Growth Achieved

With a proficient marketing program in place, Bon Pergola has focused on supporting internal operations to intentionally scale growth. Channel expansion reduced reliance on any single platform, enabling the business to anticipate and plan based on performance metrics. Visibility has built confidence in decision-making and established long-term positioning for continued growth.

Ready to Achieve Similar Results?

Let's discuss how we can help you scale your business with integrated digital marketing strategies.

[LET US HELP YOU GROW](#)

[VIEW MORE CASE STUDIES](#)

Ready to Find Out What Makes Us Different?

[GET STARTED NOW](#)

LOGICAL POSITION

1-888-534-1524 | info@logicalposition.com

© 2026 Logical Position®