

How Cushion Lab Grew YouTube & Pinterest into a Demand Engine

Revenue **+36%**

Clicks **+167%**

Pinterest ROI **7x**

At A Glance

Industry: Retail & Products

Business Model: E-Commerce | DTC

Services Used: PPC, Amazon

Primary Objective: Build Top of Funnel Traffic

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AWARD WINNING CAMPAIGN

April 27, 2026 — Logical Position proudly clinched a coveted Gold Stevie in the **Achievement in AI-Powered Marketing** category at the American Business Awards, recognizing our outstanding efforts as showcased in this case study.

Overview

[Cushion Lab](#) is a direct-to-consumer brand specializing in ergonomically designed comfort products, including seat cushions and pillows engineered to improve posture, reduce pain, and enhance everyday well-being. Known for blending scientific design with premium materials, the brand focuses on delivering high-performance solutions for work, travel, and relaxation. With a strong emphasis on innovation and customer experience, Cushion Lab has built a loyal customer base by addressing modern comfort needs across a variety of lifestyles—from office professionals to frequent travelers and gamers.



The Problem

Cushion Lab's growth had begun to plateau as its marketing approach faced three core challenges: creative fatigue from overused assets, audience saturation that limited the ability to reach new high-value customers, and a lack of scalable testing infrastructure to efficiently generate and validate new ideas. While existing campaigns continued to perform, they were no longer driving incremental growth, making it difficult to expand reach or unlock new demand. To move forward, the brand needed to evolve beyond incremental optimization toward a more scalable, full-funnel strategy that consistently introduces fresh concepts and engages untapped audiences.

Strategy

To overcome stagnation and unlock scalable growth, Cushion Lab implemented a cross-channel, AI-powered strategy built around four key pillars:

Creative Development

Identified top-performing products, messaging angles, and emerging audience trends with AI. This insight-led approach guided production of tailored content—such as travel and gaming use cases—while automated enhancements resized and adapted assets across placements to maximize performance.

Audience Expansion

The team moved beyond saturated audiences by leveraging data-driven insights to identify and engage high-value segments. Creative was aligned to each audience's specific needs and behaviors, enabling more personalized messaging and improving the effectiveness of prospecting efforts.

Demand Generation

Leveraged YouTube as a full-funnel acquisition engine through the transition to Demand Gen campaigns. This preserved existing performance while unlocking advanced automation, smarter targeting, and real-time optimization. An always-on testing framework enabled rapid iteration, allowing the team to continuously validate and scale top-performing concepts.

Pinterest Discovery

Pinterest served as a complementary discovery channel, helping Cushion Lab reach net-new audiences earlier in their journey. Visually driven creative and intent-based targeting supported upper-funnel engagement, while ongoing testing and creative iteration ensured the channel delivered incremental reach and demand.

The approach led to a diversified, insight-driven strategy that balanced creative innovation, audience expansion, and platform-specific strengths to drive sustained performance.

Results

Since the beginning of 2024, Cushion Lab's YouTube program and Pinterest campaigns have transitioned from incremental gains to scalable growth.

+36%

Revenue
Demand gen & search campaigns

PPC, Youtube

5x

Return on Ad Spend
Increased by 4.09% YoY

PPC

7x

Return on Ad Spend
Up 8% in YoY comparisons

Pinterest

+14%

Revenue
Path to purchase insights

Pinterest

+167%

Clicks
Across demand generation efforts

PPC, Youtube

+12%

Purchases
Impressions up 4%

Pinterest

As a result, YouTube and Pinterest now operate as acquisition channels, supporting long-term revenue growth while reducing reliance on saturated audiences and legacy tactics.

✔ Sustained Outcomes Achieved

By going beyond channel-specific optimizations into full-funnel demand strategy, Cushion Lab has built a durable growth engine that continues to scale. The integration of AI-driven creative insights, ongoing testing infrastructure, and platform diversification have enabled the brand to introduce fresh messaging, reach new high-value audiences, and maintain performance gains.

Ready to Achieve Similar Results?

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

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

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