

# How Discount Kitchen Direct Grew E-Commerce into 60% of Total Business

Return on Ad Spend (Blended)  
**9x**

Ad Spend Savings  
**31%**

Sales Volume  
**+94%**

## At A Glance

Industry  
Retail & Products

Business Model  
E-Commerce  
Lead Generation

Services Used

PPC SEO Paid Social  
Email Marketing

Primary Objective  
Scale Direct-To-Consumer and E-Commerce sales

LET US HELP YOU GROW

VIEW MORE CASE STUDIES



## Overview

[Discount Kitchen Direct](#) is an online retailer of ready-to-assemble kitchen cabinets, offering a broad selection of styles and colors across a range of budgets and design specifications. Their cabinets feature plywood boxes and hardwood face frames, with soft-close hardware and dovetail drawer construction. To support the buying journey, they provide complimentary design services, including 3D renderings, item lists, and one-on-one consultations.



## The Problem

Discount Kitchen Direct has been a reliable brick-and-mortar business in North Carolina since 2005, with e-commerce initially treated as a secondary channel. Starting from scratch, the priority was building a measurable online program with clear attribution to prove value. Longer sales cycles for high consideration purchases like cabinets made quick wins less common and required ongoing testing to balance growth with efficient spend.

## The Solution

LP built a full-funnel e-commerce program designed for a longer cabinet buying cycle, combining demand capture with consistent retargeting and clear performance reporting.



### Paid Search

Captured existing demand from shoppers actively searching for cabinets and used performance data to anticipate trends and buying behavior. Prioritized popular, higher-margin products to scale efficiently and demonstrate strong returns.



### SEO

Strengthened brand visibility with on-site optimizations and ongoing blog content that supported product-specific landing pages and broader category searches.



### Paid Social

Reached new audiences across Meta and YouTube, then retargeted visitors who went dormant during the discovery and planning phase.



### Email Marketing

Re-engaged cart abandoners and kept the brand top of mind for shoppers still comparing options.

Strong reporting enabled the business to get more granular on performance by geography and product preferences, enabling more targeted creative by door style and color trends in specific regions.

## The Results

**+21%**

Return on Ad-Spend

PPC Social

**31%**

Budget Reduction

PPC Social

**+37%**

Revenue Growth

Social

**116x**

Return on Investment

Email

**9x**

Blended ROAS

PPC SEO Social

**+94%**

Sales Volume

Social

**+24%**

Marketing Efficiency Ratio (MER)

PPC SEO Email

**+116%**

Return on Ad Spend

Social

**31%**

Reduction in Ad Spend

PPC Social

## ✔ Sustainable Growth Achieved

After DKD returned to LP management and campaigns were restructured and optimized, performance quickly stabilized and resumed growth. With marketing execution handled by LP, the DKD team was able to focus on launching new products, planning expansion, and managing core business operations instead of day-to-day campaign management.

## 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



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

© 2026 Logical Position®