

# How FoamOrder Filled Top Of Funnel Traffic to Grow Reach

Cost-Per-Click  
**-20%**

Revenue  
**+55%**

Branded Search Volume  
**+233%**

## At A Glance

Industry  
Retail & Products

Services Used  
PPC

Business Model  
E-Commerce | DTC

Primary Objective  
Increase Revenue & Scale the Account

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## Overview

[FoamOrder](#) is an online manufacturer specializing in custom foam products. Customers can buy made-to-order replacement foam for furniture, couches, chairs, and cushions. Each order is made to exact specifications, allowing clients to extend the life of their furniture cost-effectively.

## The Problem

FoamOrder's previous agency relied heavily on branded search traffic, which limited the company's ability to reach new customers. While this approach maintained acceptable return on ad spend, it did little to drive meaningful growth or expand top-line revenue.

## The Solution

Growth-focused paid media strategy designed to expand non-branded customer acquisition while maintaining strong efficiency.



### Non-Branded Search Campaigns

Account structure prioritized broader search queries to introduce FoamOrder to new potential customers, instead of relying primarily on branded traffic.



### Performance Max Campaigns

Google Performance Max campaigns maximized reach across Google's inventory while optimizing for conversion and return-on-ad-spend goals.



### Demand Gen Campaigns

Demand Gen campaigns through YouTube reached new audiences in the buying journey, combining remarketing with new-audience prospecting.



### Campaign Segmentation

Performance data revealed product categories with growth potential. These were tested in distinct campaigns, allowing high-performing segments to scale while controlling spend on lower-performing products.

Search term data performance analysis and close collaboration with FoamOrder's marketing leadership, through monthly performance reviews and weekly updates, proved fundamental to winning. With success established, it opened the door to new opportunities, including seasonal campaigns, new product categories, and emerging marketing assets, such as AI-generated video and user-generated ad content.

## Outcome

With Logical Position's strategy in place, FoamOrder saw measurable improvements in efficiency, scale, and brand awareness.

**+163%**

Clicks  
Demand Generation Campaigns

PPC

**+76%**

Conversions  
Across Paid Search

PPC

**-20%**

Cost Per Click  
Reduce Ad-Spend Waste

PPC

**+41%**

Revenue  
Year-Over-Year Growth

PPC

**+81%**

Branded Search Queries  
Mid-funnel Nurturing

PPC

**+86%**

Website Traffic  
Attributed to Paid Search

PPC

**+73%**

Search Impression Share  
Extending customer lifetime value

PPC

**+46%**

Click Share  
Through optimizations

PPC

## ✔ Sustainable Growth Achieved

With improved performance, FoamOrder continued increasing its advertising investment to capitalize on the growth opportunity. The results has actually driven such a significant increase in demand that the company has had to **hire additional staff to keep up with incoming business**—a challenge that leadership described as "a great problem to have."

## Ready to Achieve Similar Results?

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