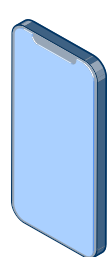


From Clay to Kilns: How Audience Clarity Shaped 62% Revenue Growth

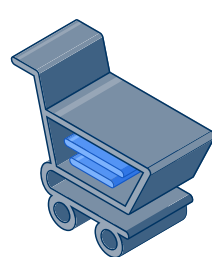
KEY METRICS



+62%
Revenue



+38%
SMS Subscribers



8x
Return on Ad Spend

The Challenge

Sheffield Pottery's campaigns lacked clear audience segmentation. Ads for low-cost items like clays and glazes ran alongside high-ticket kilns and studio equipment, forcing products with vastly different price points and buying cycles to compete for the same budget. Without this separation, Sheffield couldn't pinpoint which audiences drove the most value, or tailor its marketing to each distinct buyer journey.

Logical Position stepped in to rebuild the foundation. By isolating each arm of the business and aligning messaging, budgets, and automation to each segment, LP deployed a strategy that empowered Sheffield to drive growth across every audience while maintaining a consistent brand presence.

Crafting the Strategy

LP began by developing a hybrid advertising and retention approach designed to balance stability, scale, and customer loyalty across Sheffield's varied product lines.

PPC Approach

We implemented a blended strategy combining Google Shopping campaigns with Performance Max (PMax) to balance efficiency with growth potential.

- Google Shopping:** Campaigns targeting clay, wheels, and supplies maintained steady, predictable sales volume and account stability with extended customer lifetime value.
- PMax for Scale:** High-ticket items such as kilns and bundles were transitioned into PMax campaigns, allowing Google's AI to prioritize high-value conversions and maximize ROAS.
- Account Structure:** Campaigns divided by product line to inform product-level performance, while remarketing strategies re-engaged high-intent users further down the funnel.



PPC Results

With campaigns split between automation and manual builds, Sheffield achieved powerful gains across paid search.

8x
Return on Ad Spend (ROAS)

62%
Increase in ROAS

Turning the Wheel of Email

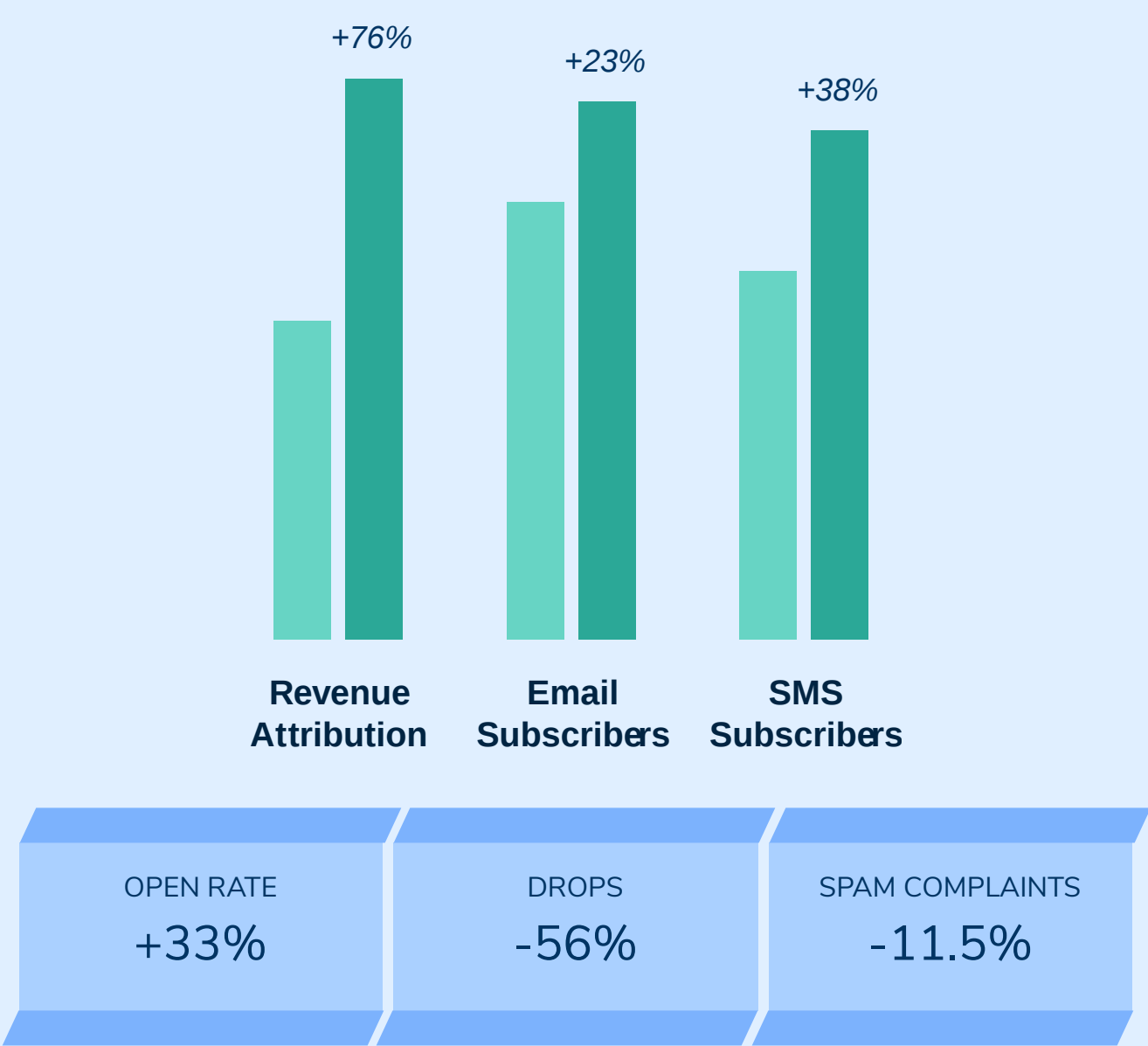
While paid search focused on acquisition, email became the channel for retention and loyalty.

- Cadence & consistency:** Campaigns increased to five per month, establishing a predictable send schedule.
- Segmentation:** Emails were customized for each audience type—hobbyists, educators, and studios—to ensure relevance.
- A/B testing:** Continuous testing of subject lines, send times, and creative formats boosted engagement and deliverability.



Email Marketing Results

In year-over-year comparisons (as of September 2025), the gains were significant



Impact

Patience and precision were the cornerstones of Sheffield Pottery's success. By collecting data before introducing automation, LP maintained control, made informed adjustments, and achieved sustainable, long-term gains that are more than 8 years in the making.

This disciplined approach enabled Sheffield to grow each revenue stream independently, supporting both bulk B2B orders and single-item B2C purchases—while maintaining authenticity and brand identity across every touchpoint.

“Working with LP has helped us redefine our business and make sense of our marketing efforts. Having a trusted extension of our team has allowed us to unlock the full potential of both PPC and email marketing. What was once a challenge, is now a key driver of our growth.”

— Patsy Cowen, Director of Operations

Tips For Achieving Similar Results

- Stay consistent:** Regular schedules improve PPC and email performance.
- Segment audiences:** Tailor campaigns to each customer persona and their specific needs.
- Pair automation with structure:** Use Google's AI tools for scale but maintain control through data-driven oversight.
- Test constantly:** From subject lines to ad groups, small optimizations compound into large, sustainable gains.

Ready to Fire Up the Kiln? Contact our team of digital marketing shape-makers for a [free campaign review](#).

[Learn More](#)