

FROM ZERO DATA TO



9X ROAS



BUILDING A SCALABLE,
HIGH-MARGIN DTC CHANNEL
WITHOUT INCREASING SPEND

+142%

Revenue Growth YoY

+171%

Search Visibility Growth

40%

PPC-Driven Traffic

ZERO TRAFFIC.
ZERO DATA.
ZERO ROOM
FOR ERROR.



BUILT TO DELIVER MEASURABLE IMPACT | CONSISTENTLY EXCEEDED EXPECTATIONS

The Opportunity Case Study Overview

About the Business

SMEG is a globally recognized Italian appliance brand known for **blending iconic design with premium performance**.

In the U.S., however, the brand faced a key limitation:

No direct relationship with the end customer.

To unlock higher margins and greater control over growth, SMEG USA launched a direct-to-consumer channel—entering a competitive market with:

- ⊗ No existing traffic
- ⊗ No first-party data
- ⊗ No historical benchmarks



Snapshot:

Industry

Retail & Products

Services Used

PPC

Social

Business Type

Direct-to-Consumer (E-Commerce)

Primary Objective

Launch & Scale U.S. DTC Channel

The challenge wasn't just to launch, but to prove the channel could scale efficiently.

The Challenge

Launching Without a Safety Net

Building a profitable channel from zero, without disrupting existing retail partnerships.

The Constraints

- Fixed annual budget
- No remarketing audiences
- No conversion data
- Retail partner sensitivity

What Success Required:

- 📄 Capture existing high-intent demand immediately
- 📊 Build first-party data from scratch
- 📈 Scale efficiently without wasted spend
- 🗣️ Maintain brand positioning and partner integrity



Performance-first mandate from day one:

“From day one, the budget required a disciplined, performance-driven approach... every campaign was designed to deliver measurable impact and consistently surpass return expectations.”

— Jack Meyer, Sr. LP Account Manager





The Strategy

4-Part Framework for Profitable Scale

With no historical data to rely on, LP prioritized measurement, efficiency, and controlled expansion.

How the Strategy Works

Tracking Foundation

Built a clean measurement ecosystem across GA4, Google Ads, and Merchant Center, ensuring every decision was backed by reliable data.

Result: Immediate clarity on what drives revenue.

Land & Expand

Captured branded search demand first, then expanded into non-branded keywords and paid social as performance data matured.

Result: Growth without cannibalization.

Full-Funnel Visibility

Activated Demand Gen campaigns across YouTube, Gmail, and Discover to drive awareness and build remarketing audiences.

Result: Turned upper-funnel engagement into measurable revenue impact.

Seasonal Promotions

Aligned campaigns with key U.S. sales windows and concentrated spend on top-performing products and audiences.

Outcome: Higher efficiency. Stronger returns. No increase in spend.

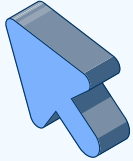
The Results

Campaign Performance Highlights

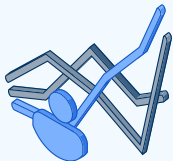
Performance That Validated the Channel



Revenue & Efficiency
9x ROAS (Jan–Dec 2025)
+142% Revenue Growth (YoY)
2x Initial Revenue Goal



Visibility & Traffic
3171% Search Impression Share
40% of Total Traffic from PPC



Channel Efficiency
+38% PPC Clicks
-5% CPC
+28% Social Click Growth
15% of Impressions from Meta (on 1% of spend)



From Launch to Profitability in Under 12 Months

Key Takeaway

Transforming a brand-new domain into a profitable, data-driven revenue engine.

What This Created:

- Independent U.S. revenue channel
- Strong first-party data foundation
- Improved profit margins
- Scalable growth infrastructure

What's Next:

- Expanded U.S. investment
- Product collaboration features
- Continued performance scaling

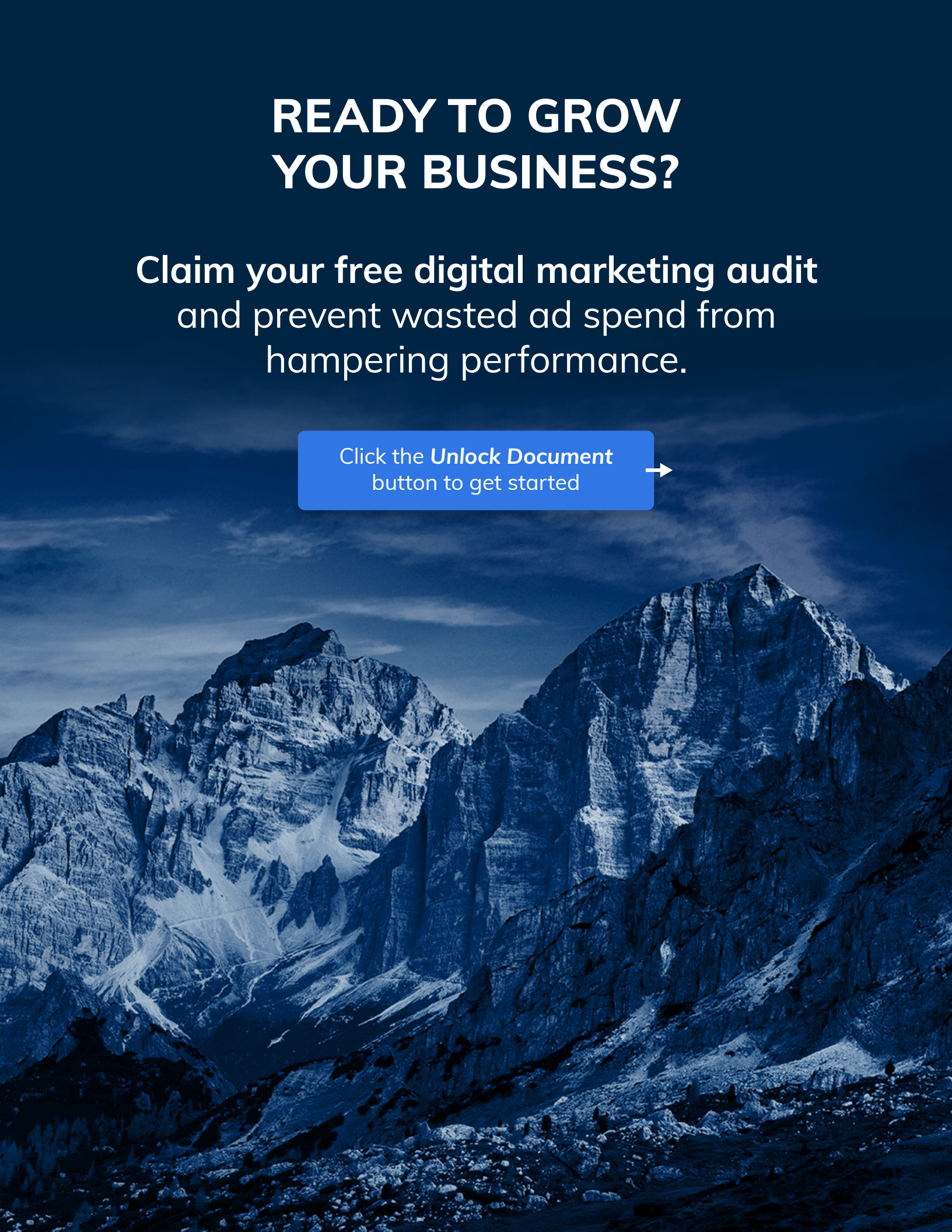
Launching DTC is easy. **Scaling it profitably isn't.**
LP helped SMEG do both.

Let's build your growth engine

READY TO GROW YOUR BUSINESS?

Claim your free digital marketing audit
and prevent wasted ad spend from
hampering performance.

Click the *Unlock Document*
button to get started





LOGICAL P O S I T I O N

6000 Meadows Road, Suite 200
Lake Oswego, OR 97035

(800) 875-2129

www.logicalposition.com

