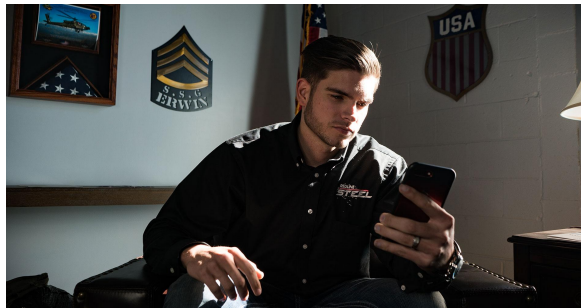




Smart Shopping campaigns bring scattered market together at scale for Redline Steel.



Redline Steel
Tanner, Alabama • www.redlinesteel.com



The challenge

Redline Steel has exploded in size in the last three years, creating home decor made from attractive, modern materials. But with the competitive market for their unique, often bespoke products splintered across several small peer-to-peer marketplaces, Redline needed to shift customer awareness of their brand into overdrive while staying below a strict target cost per acquisition (CPA) figure. If successful, Redline hoped to scale up massively for the holidays.

The approach

To unify their splintered market, Redline captured shopping intent at the source with Google Smart Shopping campaigns. They identified shoppers searching for keywords like “metal wall art,” and served them ads for matching products across Google Shopping, YouTube, and the Google Display Network, while automatically optimizing to their target CPA and return on ad spend (RoAS). On YouTube, Redline ran product-specific video ads with unique product pages just one click away.

Partnering with MuteSix

Working with MuteSix, a Google Premier Partner, Redline revised their strategy to focus on reaching new audiences and successfully scaling without exceeding their CPA limits. By building Smart Shopping campaigns around Redline’s ideal performance figures, MuteSix was able to capture shopping intent at the source and funnel it away from niche marketplaces and directly toward Redline’s e-commerce website without breaking their bank, allowing them to scale and conquer.

The results

Smart Shopping campaigns, with a focus on keyword searches, have allowed Redline to scale fearlessly. During the peak holiday season, Redline saw their CPA drop by 60 percent, which allowed them to increase their ad spend by a factor of 11. YouTube outperformed Redline’s expectations as well, reducing CPA to 35 percent below historical levels to help fuel future expansion. All told, MuteSix and Google Ads delivered an astonishing 18x increase in Redline’s revenue.

“My business saw quick, tremendous growth using MuteSix best practices and new Google products like Smart Shopping and YouTube TrueView for action campaigns.”

—Colin Wayne, CEO, Redline Steel

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