



How We Helped a Kettlebell Company Sell Out on Black Friday

a paid advertising case study

Kettlebell Kings

Fitness Equipment

 webmechanix

Introduction

Kettlebell Kings is a five-year-old company that sells kettlebells nationwide. The company aimed to distinguish itself in this space through the quality of its product— a true fitness enthusiast can really tell the difference.

The client had previously done print and local advertising, but struggled to see a favorable return on investment with online marketing and advertising. Eager to reach a big audience as quickly as possible, the Kettlebell Kings team came to WebMechanix for help.

7.67x

increased return on ad spend (ROAS) from 2x

\$3.44

cost per add-to-cart

58%

decrease in cost-per-purchase

Discoveries

We decreased the cost-per-purchase by 58.2% from **\$57.78 to \$24.17** for all campaigns. The client's flexibility and trust helped us to succeed and move the needle quickly.

We launched a week before Black Friday and optimized the campaigns in real time. Thanks to our eye-catching designs and careful planning, the company ***sold out*** of kettlebells, exceeding its initial goal of simply getting more sales.

“This team is on top of their game in making things happen and being organized. All you could ask for as a business owner.”

– Jay Perkins, Co-founder of Kettlebell Kings

How We Did It

We began by auditing accounts, fixing a tracking pixel, and identifying the product that had the highest ROAS and purchase value: powder coated kettlebells.

With that insight, we built new Google Ad campaigns and optimized existing campaigns to spend efficiently. To cut shipping costs and save the client even more money, we targeted locations near fulfillment centers.

Since the client invested in original photography and videos, they had a library we could use to produce on-brand and attention-grabbing ads on social media.

We targeted relevant interests and behaviors and created lookalike audiences. Our team targeted various Facebook pages, including Joe Rogan, with ads. That’s because his fans often invest in high-quality equipment. This filtered out “weekend warriors,” or people who would rather buy equipment from “cheap” outlets like Walmart.

Additionally, we created two remarketing audiences: a 30-day audience and a 7-day cart abandonment audience.



The Bottom Line

WebMechanix helped Kettlebell Kings reach a 7.67x ROAS from 2x while spending *less* than before. The crazy part? We may have done our jobs a little *too well*— they ran out of inventory on Black Friday weekend!

Kettlebell Kings has been happy with our performance, transparency, and proactiveness; they say they never have to worry about what we’re actually doing behind the scenes because they trust us so much. We’ve been able to keep up our momentum with the client and hope to bring them even more wins in the future.



Contact us:

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