

DTC PET CARE / DIRECT-TO-CONSUMER ECOMMERCE / 90-DAY ACTIVATION

# From paused campaigns to **5.8×** blended ROAS in under **90 days.**

A new direct-to-consumer pet care brand had switched off its paid media after a previous agency engagement delivered near-zero return. The strongest campaign in the account had been incorrectly paused. SKOMA was engaged to audit the situation, rebuild the architecture, and have paid media profitable again before the ninetieth day of the engagement.

**5.8×**

PMAX ROAS WITHIN  
60 DAYS OF  
REACTIVATION

**+39pp**

BRAND SEARCH  
IMPRESSION SHARE  
LIFT

**9**

KLAVIYO EMAIL  
FLOWS  
LIVE IN 8 WEEKS

**<90 days**

FROM ENGAGEMENT  
TO PROFITABLE  
CHANNEL

01 EXECUTIVE SUMMARY

ENGAGEMENT PROFILE

INDUSTRY

Direct-to-Consumer Pet Care

ENGAGEMENT MODEL

Ongoing retainer  
6+ months and continuing

STATUS AT START

New brand, paid media paused after previous agency underperformance

TIME FRAME

90 days to profitable paid media

DISCIPLINES

Google Ads, Klaviyo email automation, Shopify analytics, conversion audit

ACCOUNT SCALE

398-row Google Ads Editor build, four campaigns, seven ad groups

SERVICE PATTERN

Senior digital leadership at a fraction of full-time cost

The brand had launched well. Strong product, distinctive identity, real demand. What it did not have was confidence in the channel that was supposed to fund its growth.

The previous agency engagement had delivered near-zero return on Google Ads. The Performance Max campaign had been switched off. Generic search was attracting the wrong breeds. Brand search was losing roughly half of its impressions to budget and rank limitations. The founder had paused the entire programme on the reasonable assumption that paid media was not the right channel for the brand at this stage.

That reading was incorrect. A first-week audit revealed that PMax had actually been the account's strongest performer at the moment it was paused. The structural errors sat in campaign architecture, negative keyword discipline, and budget allocation. They were not symptoms of a misallocated channel.

SKOMA was engaged to rebuild the entire paid media programme from the account architecture upward, deploy the email automation layer the brand had never built, and establish the measurement framework that would let the founder make budget decisions with confidence going forward. The deadline was set deliberately tight. Profitable paid media within ninety days from engagement start.

The result was a 5.8x return on the reactivated PMax campaign within 60 days, a 39 percentage point lift in Brand Search impression share, the full nine-flow Klaviyo email programme live within eight weeks, and roughly \$1,200 of monthly spend recovered from irrelevant generic clicks. By day 90, paid media was profitable. The brand had a growth engine in place of a Shopify store with ads attached to it.

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**02** THE CLIENT CHALLENGE

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**The presenting problem was paid media underperformance. The actual problem was an account architecture that hid the strongest campaign behind the noise of the weakest.**

Five operational issues, all related, were preventing the brand from getting a return on the channel that should have been its fastest-growing acquisition layer. Together they produced the conclusion the founder had reached before SKOMA was engaged: that paid media was not working. That conclusion was wrong, but it was not unreasonable given the visibility the founder had into the account at the time.

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**01 / The Paused Campaign****The strongest performer in the account had been switched off**

A Performance Max campaign that had been generating strong ROAS at the moment of its pause had been incorrectly identified as a poor performer and switched off. Without the structural visibility to see which campaigns were carrying the account, the founder had no way to know that pausing it was the worst possible move.

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**02 / Brand Search Throttled****Roughly half of all brand search impressions were being lost**

The brand search campaign was operating at approximately 48% impression share, capped by budget and ad rank limitations that had never been diagnosed. Every potential customer typing the brand name into Google was, half the time, being shown a competitor instead.

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**03 / Generic Search Misaligned****Budget was leaking to breeds the products were not made for**

Generic search campaigns were running on broad match keywords without negative keyword sculpting, attracting clicks from owners of breeds the brand's product range was not designed for. Approximately \$1,200 a month was being spent on traffic that had no realistic path to purchase.

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**04 / No Email Infrastructure****The entire retention channel was manual or absent**

No automated flows existed. The brand had no welcome series, no abandoned cart sequence, no post-purchase nurture. Every customer touchpoint after the first transaction was either manual or unattempted. For a new DTC brand, this is a retention margin given away by default.

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**05 / No Measurement Layer****Decisions were being made on whatever Shopify happened to show**

The brand had no GA4 implementation, no GTM container with custom event tracking, no Google Search Console, and no monthly reporting cadence that connected ad spend to revenue. The founder was making budget decisions based on whichever number happened to surface in the Shopify dashboard that day. Without that infrastructure, every previous conclusion about paid media performance had been a guess.

03 STRATEGIC APPROACH

A 90-day plan structured in three four-week phases. Each phase had a single primary objective and a clear handover into the next.

Compressed timelines fail when too many objectives run in parallel. The 90-day plan was built around the discipline of sequencing: one channel rebuilt at a time, one infrastructure layer added at a time, with every phase ending in something verifiably operational rather than something half-built. The deadline was profitable paid media by day 90, but the underlying principle was that the work done in week 4 had to be solid enough to compound into week 8, and the work done in week 8 had to be solid enough to compound into week 12.

<p><b>01</b></p> <p>WEEKS 1 - 4</p> <h3>Audit &amp; Rebuild</h3> <p>The diagnostic and reconstruction phase. Account architecture rebuilt from scratch, the paused PMax campaign reactivated with proper asset groups, and brand search budget and rank issues resolved.</p> <ul style="list-style-type: none"> <li>— Comprehensive audit of paused Google Ads account</li> <li>— 398-row Google Ads Editor CSV build</li> <li>— Four campaigns, seven ad groups, structured negatives</li> <li>— PMax reactivation with proper asset groups</li> <li>— Brand search budget and ad rank remediation</li> <li>— GA4 + GTM conversion tracking implementation</li> </ul>	<p><b>02</b></p> <p>WEEKS 5 - 8</p> <h3>Email Activation</h3> <p>The retention layer the brand had never built. All nine Klaviyo flows scoped in Miro, approved by the client, and live in-platform within four weeks.</p> <ul style="list-style-type: none"> <li>— Visual flow design in Miro for client approval</li> <li>— Welcome Series — 5-email nurture sequence</li> <li>— Abandoned Cart and Browse Abandonment</li> <li>— Post-Purchase, Win-Back, and Sunset flows</li> <li>— VIP, Back-in-Stock, and Price Drop triggers</li> <li>— Conditional splits on purchase history and recency</li> </ul>	<p><b>03</b></p> <p>WEEKS 9 - 12</p> <h3>Refinement &amp; Reporting</h3> <p>The optimisation and operational handover phase. Negative keyword discipline applied at depth, landing pages refined for conversion, and a reporting framework established for ongoing performance review.</p> <ul style="list-style-type: none"> <li>— Negative keyword sculpting for generic campaigns</li> <li>— Landing page refinement for conversion lift</li> <li>— Monthly reporting dashboard build</li> <li>— Ad spend reconciled against Shopify revenue</li> <li>— Performance review cadence established</li> <li>— Handover documentation for ongoing operations</li> </ul>
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04 EXECUTION BREAKDOWN

What follows is the operational work delivered across the engagement, with a note on why each piece of it mattered to the 90-day result.

04 / 01

## Audit & Diagnosis

ACCOUNT AUDIT

SHOPIFY ANALYTICS

CUSTOMER JOURNEY

DIAGNOSTIC REPORT

Week one was spent inside the paused Google Ads account, reviewing campaign-level performance data, conversion paths, search term reports, and the Shopify analytics that should have been informing budget allocation but were not. The diagnosis was unexpected: the strongest performer in the account was the PMax campaign that had been switched off. The weakest performers were the generic search campaigns that had been left running. The previous engagement had been optimising backwards.

**WHY IT MATTERED** Without the audit, the rebuild would have repeated the same structural errors. The audit is the work that determines whether the next eighty-nine days deliver a 5.8x ROAS or a second underperforming account.

04 / 02

## Google Ads Rebuild

GOOGLE ADS EDITOR

CSV BUILD

4 CAMPAIGNS

7 AD GROUPS

NEGATIVES

The entire account was rebuilt from a validated 398-row Google Ads Editor CSV import. Campaign architecture was reset around clear separation between Brand, Generic, Shopping, and Performance Max, each with discrete budget allocation, audience targeting, and negative keyword discipline. Conversion tracking was rebuilt through GA4 and GTM with enhanced ecommerce events. The CSV approach was a deliberate choice for precision and speed at scale.

**WHY IT MATTERED** A 398-row build done in Google Ads Editor takes a fraction of the time of an in-platform build, and produces an account that can be diff-checked, versioned, and audited. Manual builds at this scale introduce errors that take months to surface.

04 / 03

## PMax Reactivation

PERFORMANCE MAX

ASSET GROUPS

BRAND SEARCH FIX

The previously paused PMax campaign was reactivated with properly structured asset groups, signals tuned to brand-relevant audiences, and budget allocation aligned to its position as the highest-leverage campaign in the account. In parallel, the Brand Search budget and bid strategy were corrected, lifting impression share from approximately 48% to 87% over the first phase. Two channels that had been operating at a fraction of their capacity were now operating at theirs.

**WHY IT MATTERED** PMax returned to 5.8x ROAS within sixty days of reactivation. Brand search began capturing the impressions it had been losing to budget and rank issues. These were the two changes that put paid media on a profitable footing.

04 EXECUTION BREAKDOWN — CONTINUED

04 / 04

## Email Automation

KLAVIYO

9 FLOWS

MIRO DESIGN

SEGMENTATION

All nine flows were designed in visual flowchart format in Miro and walked through with the client for approval before any in-platform build began. The flows shipped were Welcome Series, Abandoned Cart, Post-Purchase, Browse Abandonment, Win-Back, VIP, Sunset, Back-in-Stock, and Price Drop. Each carried conditional splits based on purchase history, engagement recency, and product category. The Welcome Series was structured as a five-email nurture moving from brand story through social proof to first-purchase incentive, not as a single discount email.

**WHY IT MATTERED** Designing the flows visually with the client before in-platform build reduced revision cycles by roughly 60%. Email infrastructure that is approved on the whiteboard ships faster and more accurately than email infrastructure that is approved in Klaviyo.

04 / 05

## Analytics & Reporting

GA4

GTM

SEARCH CONSOLE

DASHBOARD

GA4 was installed with enhanced ecommerce events, a GTM container was built with custom event tracking for the events that mattered to the funnel, and Google Search Console was wired in for organic visibility data. A monthly reporting dashboard was created that connected ad spend to actual Shopify revenue rather than to platform-reported numbers. The dashboard was designed so the founder could read it in under five minutes.

**WHY IT MATTERED** Without trustworthy measurement, every future decision about budget allocation would have been a guess. The reporting framework is the engagement. Everything else is a campaign attached to it.

## A note on speed.

A 90-day rebuild is not a function of working faster. It is a function of working in the right order. Audit before activation. Account architecture before bid strategy. Email design on a whiteboard before email build in Klaviyo. Measurement layer before reporting cadence. Each one of those decisions buys back the time that the previous one spent.

Engagements that take six months to do this work usually take six months because they are doing the work in parallel rather than in sequence. Sequencing is the unlock.

05 RESULTS

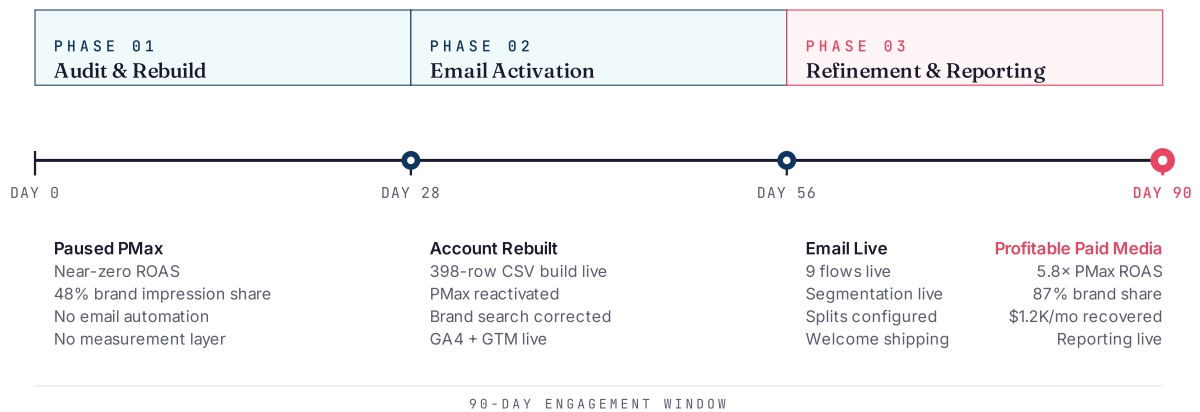
Seven measured outcomes within the first ninety days of engagement. The eighth, email contribution to revenue, is a projection for month six and is labelled accordingly.

<p>PMAX ROAS</p> <p><b>5.8</b>×</p> <p>Achieved within the first 60 days of reactivation.</p>	<p>BRAND SEARCH IMPRESSION SHARE</p> <p><b>48% → 87%</b></p> <p>A 39 percentage point lift in the first four weeks.</p>	<p>WASTED AD SPEND ELIMINATED</p> <p><b>~\$1.2K/mo</b></p> <p>Recovered from irrelevant generic search clicks.</p>
<p>KLAVIYO FLOWS BUILT &amp; LIVE</p> <p><b>9</b></p> <p>Live in-platform within eight weeks of engagement start.</p>	<p>TIME TO PROFITABLE PAID MEDIA</p> <p><b>&lt;90</b> days</p> <p>From engagement start to a profitable paid media channel.</p>	<p>CHECKOUT CONVERSION RATE</p> <p><b>+14%</b></p> <p>Following landing page refinement in phase three.</p>
<p>EMAIL REVENUE — PROJECTED</p> <p><b>18 → 22%</b></p> <p>Projected share of total revenue attributable to email within the first six months of the programme, based on the volume and segmentation of the nine flows now live. This figure is a projection rather than a measured result and will be reconciled against actuals in the month-six performance review.</p>		

05.1 PERFORMANCE VISUALISATIONS

FIGURE 01 — 90-DAY ACTIVATION PATH

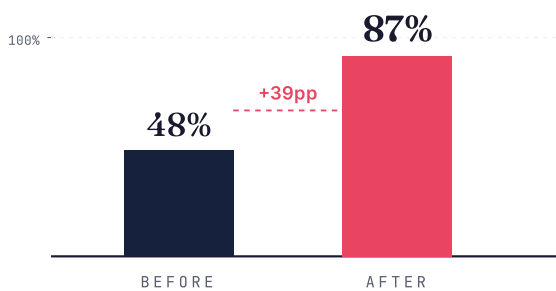
Three sequenced phases, twelve weeks, paid media profitable by day 90.



All milestones reflect verified delivery during the engagement. The day 90 endpoint marks profitable paid media as the contracted outcome of the 90-day plan.

FIGURE 02 — BRAND SEARCH IMPRESSION SHARE

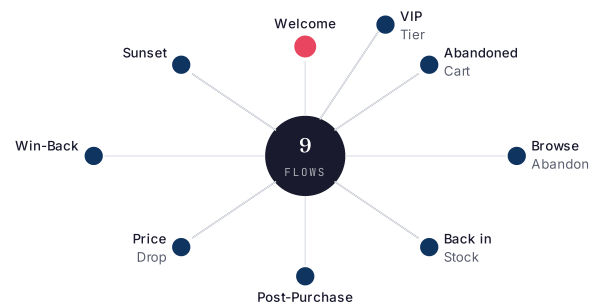
Brand search reclaimed nearly forty percentage points of lost visibility.



From 48% to 87% impression share inside the first four-week phase, driven by budget allocation and ad rank remediation on the brand campaign.

FIGURE 03 — KLAVIYO FLOW ARCHITECTURE

Nine triggered flows live in eight weeks, all designed visually first.



Coral marker is the Welcome Series, a five-email nurture. Each navy marker is one of eight additional triggered flows, all live within eight weeks of engagement start.

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**06** KEY LEARNINGS

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Four observations from the engagement. None of them are insights about Google Ads or Klaviyo. All of them are insights about how the work should be sequenced when the deadline is short and the account is inherited.

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**01**

### **Audit before you act. The strongest campaign in the account may be the one that was switched off.**

The single most consequential decision in this engagement was the week one decision not to start building. The PMax campaign that had been incorrectly paused was the highest-leverage asset in the account. Acting before auditing would have rebuilt the wrong things and left the right thing inactive. A first-week audit prevented the brand from abandoning a strong channel and shortened the rest of the timeline by months.

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**03**

### **Design email infrastructure on a whiteboard before you build it in-platform.**

All nine Klaviyo flows were scoped in Miro and walked through with the client before any of them were built in the platform. This sequence reduced revision cycles by approximately 60% compared to the more common approach of building first and reviewing in-platform. Visual flow design also catches conditional split errors at the cheapest possible moment, while they are still ink rather than infrastructure.

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**02**

### **Google Ads Editor CSV builds beat in-platform builds at scale.**

A 398-row build done through Google Ads Editor can be diff-checked, versioned, peer-reviewed, and imported in a single transaction. The same build done manually in the Google Ads interface takes a multiple of the time and introduces errors that take weeks to surface in performance data. For accounts beyond a few dozen rows, the CSV approach is not a power-user preference. It is an operational requirement.

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**04**

### **Negative keyword discipline is the difference between profitable and unprofitable paid media for niche brands.**

The brand sold for a specific set of breeds. The generic search campaigns had been spending into adjacent search terms with no realistic path to conversion, leaking roughly \$1,200 a month. Negative keyword sculpting is not optimisation work. For niche product brands it is foundational work that should be done in week one, not as a phase three refinement.

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**07** STRATEGIC COMMENTARY

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## Five operating principles distilled from this engagement and applicable to most DTC brands inheriting an underperforming paid media account.

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**ON INHERITANCE**

**Always audit a paused campaign before assuming it failed.**

Pauses are decisions that were made under pressure, with incomplete data, often by a different operator. A paused campaign is not a verdict on the channel. It is a verdict on whoever was reading the account at the moment of the pause. The first week of any inherited engagement should be spent inside the data, not inside the build tool.

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**ON ARCHITECTURE**

**Precision beats speed in account builds.**

A 398-row build done correctly outperforms a fifty-row build done quickly, every time. The temptation in a compressed timeline is to skip the architecture work and start producing campaign output. The data from this engagement is clear: time spent on the architectural layer compounds across every campaign that runs on top of it, and time skipped on that layer extracts a price every month for the life of the account.

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**ON SEQUENCING**

**Email infrastructure should be planned alongside paid media, not after it.**

Most DTC brands build paid media first and email second because the acquisition pressure is louder than the retention pressure. The economics make the opposite argument. Email is the highest-margin channel a DTC brand operates and the cheapest one to scale. Planning the retention layer in parallel with the acquisition layer adds days to the build, not weeks, and changes the unit economics of every customer the acquisition layer ever brings in.

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**ON NICHE PRODUCTS**

**Negative keyword discipline is foundational work, not optimisation work.**

For brands whose product range is built for a specific use case, niche, or audience, the absence of negative keyword discipline is the single most common reason a generic search campaign loses money. Treating negatives as week-twelve optimisation rather than week-one architecture is a common cost. The negatives list should be built before the campaign goes live, not as a remediation of clicks already paid for.

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**ON MEASUREMENT**

**The reporting framework is the engagement.**

Every other deliverable in this case study is a campaign attached to a measurement layer. Without a trustworthy view of which channel is producing which dollar of revenue, the next decision is a guess and the founder is back where they started. The reporting dashboard is not the documentation of the work. It is the work, and everything else is interpretation.

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SENIOR DIGITAL LEADERSHIP WITHOUT THE FULL-TIME COST

If your paid media is underperforming, the problem is rarely the channel. It is more often the architecture beneath it, and the diagnostic discipline that has not yet been applied to it.

SKOMA Digital operates as an embedded Virtual CDO for eCommerce and B2B brands that need senior digital leadership but do not yet need a full-time digital executive. The work outlined in this case study is illustrative of how that engagement model is structured. The brief, the sequencing, and the operational depth are designed around each business individually.

STRATEGIC ENQUIRIES

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SERVICE

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