

## Case Study: Redwood Outdoors

# Rebuilding Demand and Scaling Growth

Strengthening targeting and analytics to create demand and increase sales by 52%.



## Client Overview

Redwood Outdoors connects individuals and families to nature with high-quality outdoor wellness products like traditional Finnish-style outdoor saunas and cold plunge tubs.

## VOGLIO Services

- Paid Search and Paid Social Management
- Data Engineering and Analytics
- Product Feed Optimization
- Landing Page Design and Development
- Conversion Rate Optimization
- Creative Development and Testing

## The Problem

The client faced operational challenges that led to a reduction in marketing spend and decreased upper-funnel awareness, impacting demand generation. Their marketing accounts were not fully optimized and lacked proper attribution, tracking, and capacity to scale spending.

## The Results

Redwood Outdoors partnered with VOGLIO to revamp demand generation and scale growth efficiently. Our team optimized conversion tracking, refined targeting, and enhanced creative strategies to implement a full-funnel marketing approach. As a result, sales increased by 52%, and customer acquisition costs decreased by 8% during our partnership.

↑ **52%**

Increase in Sales

↓ **8%**

Decrease in Customer Acquisition Costs

## How We Did It:

### Enhancing Data & Marketing Attribution

We took the time to understand Redwood Outdoors' business, sales processes, and KPIs to improve conversion tracking and marketing attribution. This provided clear insights into revenue impact and enabled smarter budget allocation.

### Shifting to a Full-Funnel Strategy

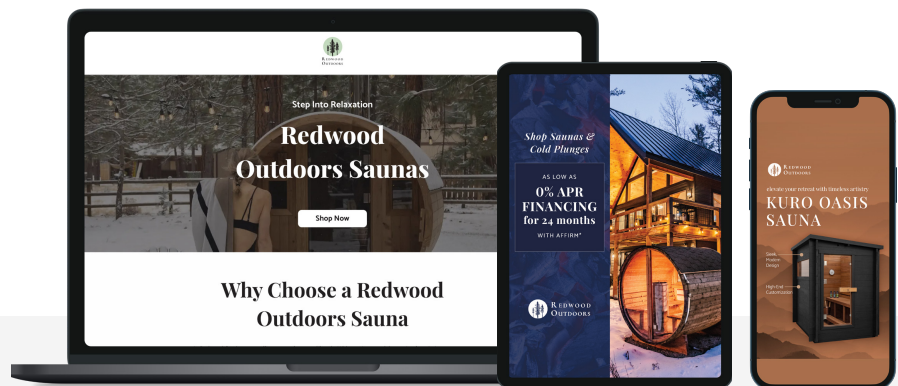
With accurate data in place, we shifted to a full-funnel approach, balancing demand generation and capture to better support sales.

### Restructuring for Better Tracking

We restructured marketing accounts, separating demand capture and generation for clearer visibility and more targeted strategies.

### Testing & Optimization for Growth

Through A/B testing of creatives, landing pages, and audience targeting, we refined performance while optimizing eCommerce efforts with feed management and Performance Max testing.



### Why VOGLIO?

Since 2014, we've been helping businesses achieve their full digital marketing potential through powerful data tools, a world-class marketing team, and trustworthy partnerships. We know that a successful digital marketing program begins with good data and attribution. Our team is highly skilled at integrating data across marketing platforms and CRM systems to provide a full-funnel, cross channel view of our clients' marketing efforts. Our reporting and analytics help us understand customer lifetime value, return on ad spend, and enable us to optimize our clients' accounts towards profitability.