



SHEEX prioritizes performance with Google Shopping campaigns.

By strategically using automation, the SHEEX and Wpromote team simultaneously increased sales and improved efficiency.

The challenge

SHEEX created the world's first Performance Sheets. Their quality fabrics and intentional design make them uniquely breathable and comfortable. Yet, the sleep and bedding market is incredibly competitive. They needed to scale and grow sales by standing out in this crowded space.

The approach

To do this, they worked with their digital marketing agency team at Wpromote, a Google Premier Partner. The Wpromote team developed a strategic customer acquisition plan using Google tools. While they wanted to gain new customers, they needed to maintain efficiency. By leveraging Google's Smart Bidding algorithm, they were able to gain new customers profitably. This enabled them to simultaneously feed customer acquisition efforts while growing sales.

The results

The SHEEX and Wpromote teams were able to grow Shopping campaign profits 1500% YoY while improving ROAS from a 2.25 to 4.05.

After switching all non-brand search and shopping efforts to automation, SHEEX generated their best month ever in paid search while maintaining a 12.04 ROAS. This was a 932.54% increase in revenue YoY.

1500% 2X

YoY Shopping
Campaign Profit

ROAS

933%

YoY Revenue



The awesome relationship SHEEX has with our agency partners at Wpromote and Google has helped us achieve our business goals very efficiently and quickly.

What we love most, is the ease in which our customers can now find our products so they can achieve their sleep goals.

Robby Price,
SHEEX Ecommerce and
Marketing Manager



WPROMOTE

