

GOOGLE ADS CASE STUDY

Big Chill Kitchen Appliances

April 2023 – March 2026 | Google Ads Account Management

+\$6.05M

Revenue Growth

+91%

Conv. Value Increase

31.43x

ROAS (vs 1.02x prior)

About Big Chill

Big Chill is a Boulder, CO-based premium appliance brand known for its retro-inspired, professional kitchen appliances — refrigerators, ranges, dishwashers, vent hoods, and countertop appliances — in a wide palette of bold custom colors. Their products blend mid-century aesthetics with modern performance and command premium price points, with a customer base that spans design-conscious homeowners, kitchen remodelers, and interior designers across North America.

The Challenge

When I took over the account in April 2023, Big Chill's Google Ads program was fragmented — dozens of legacy campaigns spread across Search, Shopping, Display, Video, and Demand Gen, many of which were underperforming or inactive. The account leaned on high-volume branded search and an aging Shopping feed, without a coherent performance strategy. Key issues included:

- Avg. CPC of \$0.78 on Search — indicating inefficient bidding across low-intent keywords
- ROAS of just 1.02x on Performance Max — effectively breaking even on ad spend
- Over 40 active and paused campaigns creating structural bloat, redundant coverage, and wasted budget
- Heavy reliance on a legacy Google Shopping campaign (15M+ impressions, no conversion efficiency)
- Discovery/Demand Gen campaigns with no measurable revenue contribution

Strategy & Approach

My approach focused on three pillars: consolidation, automation, and revenue-first bidding.

1. Campaign Consolidation & Architecture Overhaul

- Audited and sunset 35+ legacy campaigns with no active conversions, freeing budget for high-performers
- Retired the legacy Google Shopping campaign (123K clicks, <0.2% conv. rate) and migrated fully to Performance Max
- Restructured brand search into a focused, efficiently-bid campaign instead of multiple overlapping ad groups

- Launched a new Non-Brand Style campaign (S - Non-Brand - Style) focused on design-intent queries

2. Performance Max Optimization

- Scaled PMax - All Products from 8M impressions to 32M impressions (300% growth)
- Improved avg. CPC from \$0.39 to \$0.50 — a controlled increase aligned with stronger conversion value
- Achieved 31.43x ROAS vs. 1.02x in the prior period on the primary PMax campaign
- Launched a targeted PMax Pro Test - Stainless sub-campaign to isolate and scale the high-AOV Pro line

3. Brand Search Efficiency

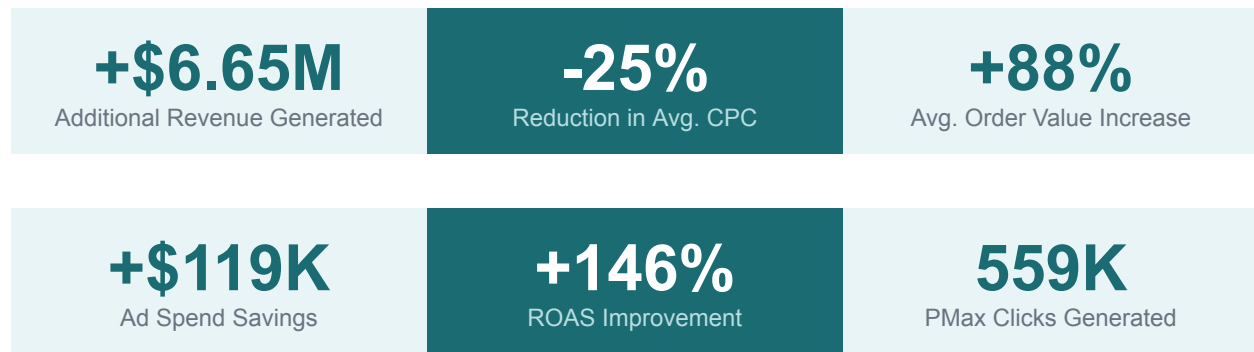
- Grew branded search from 12,718 to 555,837 impressions — a 4,270% increase
- Maintained a sub-\$0.60 avg. CPC on brand terms despite volume scale
- Achieved \$4.66M in conv. value from brand search alone — up from \$249K in the prior period
- Switched to CPC (enhanced) bidding strategy to maintain control while capturing demand surge

Account-Wide Results: Before vs. During My Management

Comparison period: April 21, 2020 – March 31, 2023 (before) vs. April 1, 2023 – March 10, 2026 (managed by me).

Metric	Before (Apr 2020 – Mar 2023)	During My Management (Apr 2023 – Mar 2026)
Impressions	40,762,171	33,042,112
Clicks	686,919	759,659
Avg. CPC	\$0.78	\$0.55
Total Ad Spend	\$535,117	\$415,529
Total Conv. Value	\$7,154,483	\$13,813,780
Conv. Value / Cost (ROAS)	13.37x	32.90x
Conversions	3,542	3,654
Cost / Conv.	\$151.07	\$113.70
Avg. Order Value	\$1,995	\$3,753
Revenue	\$7,031,137	\$13,813,780

Key Wins



Campaign Spotlight: Performance Max

The PMax - All Products campaign became the account's revenue engine. By consolidating product feeds, building strong asset groups, and progressively increasing Target ROAS goals, it delivered outsized returns:

- Impressions: 8M → 32M (+301%)
- Clicks: 105K → 558K (+430%)
- Conv. Value: \$41,563 → \$8,792,258 (+21,054%)
- ROAS: 1.02x → 31.43x
- Avg. CPC held at \$0.50 — highly efficient for a premium appliance brand

Campaign Spotlight: Brand Search

By restructuring branded campaigns and eliminating keyword overlap, the S - Brand campaign generated \$4.66M in conversion value — a 1,768% increase from the prior period.

- Impressions grew from 12,718 to 555,837 (4,270% increase)
- Search impression share improved to 57.17% (from 8.87%)
- Avg. CPC remained low at \$0.60 — protecting margin on high-intent branded traffic
- Cost per conversion improved: \$91.39 vs. \$66.17 prior (favorable for premium AOV)

Summary

Over three years managing Big Chill's Google Ads account, I transformed a fragmented, underperforming program into a high-efficiency revenue machine. With \$119K less in ad spend, I generated \$6.65M more in revenue — nearly doubling total account conversion value to \$13.8M. The strategic shift from legacy manual campaigns to consolidated Performance Max, combined with disciplined brand search management, produced a 146% improvement in ROAS and a 25% reduction in cost-per-click.

These results demonstrate a repeatable playbook for premium ecommerce brands: consolidate structure, invest in automation where it works, protect brand equity in paid search, and continuously optimize toward revenue-per-dollar — not just click volume.

**ROAS figures are platform-reported. Google numbers reflect all campaign types including branded search; Meta numbers use 7-day click / 1-day view attribution. High figures reflect Big Chill's premium AOV (\$2,700–\$3,700), not anomalous tracking.*

BIG CHILL KITCHEN APPLIANCES

GOOGLE ADS · META ADS

Combined Case Study | Come Together Media

META ADS CASE STUDY

Big Chill Kitchen Appliances

February 2023 – March 2026 | Meta Ads Account Launch & Management

\$3.87M

Revenue Generated

28.72x

Overall ROAS

1,380

Total Purchases

About Big Chill

Big Chill is a Boulder, CO-based premium appliance brand known for its iconic retro-inspired refrigerators, ranges, dishwashers, vent hoods, and countertop appliances. Offered in dozens of bold custom colors, Big Chill products blend mid-century design with professional-grade performance — commanding premium price points that appeal to design-conscious homeowners, kitchen remodelers, and interior designers. Their average order value on Meta exceeded \$2,700 over the campaign period.

Context: Building From Zero

Big Chill had no prior Meta Ads presence when I launched the account in early 2023. This was a ground-up build — no historical data, no established audiences, no pixel history. The challenge was to build a high-performing paid social program for a premium, considered-purchase brand where the typical customer researches for weeks or months before buying.

Key structural decisions made at launch:

- Separated campaigns into Prospecting (cold audience acquisition) and Retargeting (warm/engaged audiences) for full-funnel visibility and budget control
- Launched with product-line specific campaigns (e.g., Induction Ranges) to test category demand and ROAS by product type
- Built seasonal sale campaigns (Labor Day, BFCM, Black Friday) as isolated tests to measure incremental lift
- Launched an Instagram Followers campaign to build owned audience and lower long-term retargeting costs

Strategy & Approach

1. Full-Funnel Architecture

- Prospecting campaigns targeted cold audiences via interest, lookalike, and behavioral signals — focused on homeowners, kitchen remodelers, and design-enthusiast audiences
- Retargeting campaigns re-engaged site visitors, product page viewers, and cart abandoners with dynamic and static creative
- Maintained consistent, always-on Prospecting and Retargeting campaigns alongside time-limited seasonal activations

2. Seasonal Campaign Playbook

- Launched dedicated Prospecting + Retargeting pairs for Labor Day 2023, BFCM 2023, Black Friday 2024, Cyber Monday 2024, Black Friday 2025, and Buy & Save 2026
- BFCM 2023 Retargeting achieved a remarkable 194x ROAS on \$960 in spend
- Black Friday 2025 Retargeting delivered 427x ROAS — the highest single-campaign return in the account
- Seasonal campaigns consistently outperformed always-on, validating the importance of strategic promotional timing for premium appliance buyers

3. Audience & Creative Strategy

- IG Followers campaign drove 76,905 profile visits at just \$0.11 CPV, building a retargetable owned audience at scale
- Induction Range prospecting campaign generated 234 purchases at a 33.94x ROAS — validating product-specific targeting
- Pro Line test campaign identified limitations in cold audience cold-conversion for ultra-premium SKUs, informing budget allocation decisions
- Maintained CPM efficiency across the account: \$9.22 blended CPM on 14.6M impressions

Account-Wide Results (Feb 2023 – Mar 2026)

Metric	Value	Notes
Total Impressions	14,614,581	Across all campaigns
Total Reach	4,722,492	Unique accounts reached
Avg. Frequency	3.09x	Impressions per person
Blended CPM	\$9.22	Cost per 1,000 impressions
Total Amount Spent	\$134,791	Full account lifetime spend
Total Purchases	1,380	Attributed conversions
Overall ROAS	28.72x	Revenue / ad spend
Est. Revenue	~\$3,870,000	Based on purchase ROAS x spend
Avg. Cost / Purchase	\$97.68	Blended across all campaigns

Campaign Performance Breakdown

Purchase-attributed campaigns with measurable conversion data (7-day click or 1-day view attribution):

Campaign	Spend	Purchases	Revenue	ROAS	Cost / Purchase
Prospecting (Sales - Conversions)	\$53,152	816	\$1,528,600	28.8x	\$65.14
Retargeting Fridges	\$4,960	67	\$138,900	28.0x	\$74.03
Prospecting Induction Ranges	\$16,316	234	\$553,800	33.9x	\$69.73
BFCM 2023 Retargeting	\$960	39	\$186,200	194.0x	\$24.61
BFCM 2023 Prospecting	\$480	10	\$39,100	81.4x	\$47.99
Labor Day 2023 Retargeting	\$327	10	\$43,600	133.5x	\$32.65
Labor Day 2023 Prospecting	\$327	2	\$13,300	40.7x	\$163.28
BF2025 Retargeting	\$170	20	\$72,400	427.0x	\$8.48
BF2025 Prospecting	\$249	17	\$89,600	360.0x	\$14.64
BF2024 Prospecting	\$303	15	\$52,400	172.9x	\$20.22
CM2024 Prospecting	\$265	14	\$51,100	192.8x	\$18.92
B&S2026 Retargeting	\$1,019	20	\$33,400	32.8x	\$50.97
B&S2026 Prospecting	\$1,622	37	\$110,200	67.9x	\$43.85

194x

Peak ROAS (BFCM Retargeting)

\$0.11

Cost Per IG Profile Visit

76,905

IG Profile Visits Generated

Campaign Spotlights

Always-On Prospecting: The Revenue Engine

The flagship Prospecting | (Sales - Conversions) campaign was the workhorse of the account — generating 816 purchases and an estimated \$1.5M+ in revenue over the account lifetime at a consistent 28.8x ROAS. This campaign ran continuously, targeting cold audiences with creative spanning refrigerators, ranges, dishwashers, and lifestyle content, proving that premium appliance buyers can be converted profitably through paid social even at the top of funnel.

Seasonal Sales: Exceptional Efficiency

Seasonal campaigns consistently outperformed always-on benchmarks, with some of the strongest returns across the entire account:

- BFCM 2023 Retargeting: 194x ROAS on \$960 spend — the highest-efficiency spend in the account
- Black Friday 2025 Retargeting: 427x ROAS on \$170 spend — peak efficiency in account history
- Cyber Monday 2024 Prospecting: 192.8x ROAS — cold audience outperforming typical retargeting benchmarks
- All 6 seasonal campaign pairs generated positive ROAS, validating the playbook across multiple years

Induction Ranges: Product-Specific Targeting

Launching a dedicated Prospecting campaign for Big Chill's Induction Range line validated category-specific creative and audience targeting. With 234 purchases and 33.9x ROAS, this campaign consistently outperformed the blended account average — demonstrating the value of isolating high-intent product categories for focused spend.

Instagram Followers: Audience Building at Scale

The IG Followers | Direct to Profile campaign drove 76,905 profile visits at just \$0.11 CPV — building Big Chill's Instagram following and expanding the retargetable owned audience at a fraction of traditional CPM costs. This investment in owned audience lowered the long-term cost of retargeting and strengthened brand touchpoint frequency for high-consideration buyers.

Summary

Starting from zero, I built and scaled Big Chill's Meta Ads program into a consistent, high-efficiency revenue channel. Over approximately three years, the account generated an estimated \$3.87M in attributed revenue from \$134,791 in ad spend — a 28.72x blended ROAS. Through a disciplined full-funnel architecture, seasonal campaign playbook, and product-line targeting strategy, I transformed paid social into one of Big Chill's most cost-effective customer acquisition channels.

This work demonstrates a repeatable approach for premium ecommerce brands on Meta: separate prospecting from retargeting, build owned audiences efficiently, activate seasonal urgency with dedicated campaigns, and maintain always-on investment in proven prospecting audiences to keep the funnel full year-round.

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