

# From Sabotage to Scale

BUILDING INFRASTRUCTURE THAT DELIVERS RESULTS

**ELEVATE<sup>X</sup>**  
Exponentially Growing Your Brand



# The Challenge

## What the client faced

Our client started from a catastrophic position due to sabotage and fundamental infrastructure failures:

- Sabotaged Account: Previous paid media agency deleted all Google Ads campaigns out of spite
- Zero Historical Data: No baseline, no performance insights, no optimization foundation to work from
- Platform Built Wrong: Operating on an inadequate ecommerce platform with absolutely no marketing integration—no SEO capabilities, no backend optimization, no systems designed for ecommerce success
- POS System Limitations: Only integration was to a specific POS system that didn't work well with their needs
- Rebuilding from Scratch: Basically starting with zero infrastructure during peak competitive season (Spring/Summer)

The Starting Point: A platform not designed for ecommerce, no data to optimize from, no marketing infrastructure, and a sabotaged paid media account. Everything needed to be rebuilt simultaneously.



# Our Strategy

## Complete Ecommerce Ecosystem Rebuild (The Foundation)

Rather than patch the existing platform, we recommended a complete ecommerce infrastructure rebuild from scratch.

Our Strategy Included:

- Website Migration: From inadequate platform to Shopify (designed for ecommerce success)
- Website Design: Complete redesign to support modern marketing integration
- New POS System Integration: Not just Shopify, but integrating a new POS system that actually works with their needs
- Inventory Management: Training and systems to move everything over and update inventory correctly
- Marketing Infrastructure: Setting up Google Analytics 4, conversion pixels, UTM structure, and backend systems designed for tracking and optimization

This wasn't a simple platform switch—it was rebuilding the entire technical foundation that enables ecommerce marketing success.

Our Philosophy: Without proper infrastructure, no amount of paid media optimization produces sustainable results. The platform had to be fixed first, then we could scale confidently.

# Our Strategy

## Crisis Management Strategy

When the client's store experienced a devastating fire mid-year that destroyed in-store inventory, we pivoted the marketing strategy:

- Suspended customer acquisition campaigns (to avoid promoting unavailable inventory)
- Maintained targeted local awareness campaigns (to preserve brand presence)
- Built comprehensive email automation infrastructure during the operational downtime
  - Welcome series, abandoned cart recovery, post-purchase sequences, review automation
  - This foundation proved critical for Q4 performance

Our Insight: Crisis periods present opportunities to invest in owned channels that don't depend on paid media budgets or algorithm changes.



# Our Strategy

## Conservative, Disciplined Budget Scaling

Rather than aggressive spending, we implemented a disciplined approach:

- Paused all paid campaigns until the new website was fully launched and new POS system completely implemented
- Waited until new infrastructure was stable and properly tracking conversions
- Only then began scaling ad spend methodically to avoid wasting budget on untested systems
- Month-by-month budget increases: June (\$500-700), July-October (\$1,000-1,500), November-December (\$3,500)

This prevented budget waste during the critical rebuild phase and ensured data confidence before scaling.



# The Results

## 2025: The Rebuilding Year

Total Ad Spend Managed: \$25,165

Total Marketing Attributed Sales Generated: \$58,265

Return on Ad Spend: 159%

Marketing Ecosystem ROI: 132%

### Key Achievements:

- Generated \$58,265 in attributed revenue from newly built infrastructure with zero historical data
- Managed \$25K in disciplined ad spend across paid media, organic, email, and other channels
- 132% marketing ecosystem ROI despite platform migration, business crisis, and operational constraints
- All marketing touchpoints (paid, organic, email, direct, and other) working together efficiently

Context: 2025 was the infrastructure rebuilding year. Our client dealt with:

- Platform migration (April)
- Store inventory fire (May)
- Email automation buildout (during crisis period)
- Conservative budget scaling while validating new systems

# The 2026 Validation

## January Results

Metric	Performance	vs. 2025 Monthly Avg	YoY Growth
<b>Total Revenue</b>	<b>\$14,338</b>	+53%	406%
<b>Orders</b>	<b>79</b>	+42%	Highest monthly volume
Sessions	8,148	+34%	+32% YoY
New Users	6,754	+183% YoY	Exceptional growth
Engagement Rate	50.21%	Outstanding	Industry leading
<b>Google Ads ROAS</b>	<b>38.21x</b>	Exceptional	406% YoY
<b>Google Ads Revenue</b>	<b>\$12,121</b>	Primary driver	406% YoY

# 2026 Validation Cont.

## January results

Our Performance vs. Industry Benchmarks:

Athletic/triathlon specialty retailers average:

- ROAS: 4-8x
- Monthly Revenue: \$8,000-12,000
- Engagement Rate: Standard

Our Client's Performance (January 2026):

- ROAS: 38.21x (5-9x better than industry average)
- Monthly Revenue: \$14,338 (43-79% above industry average)
- 143% of Monthly Goal (\$10K target exceeded by \$4,338)
- Engagement: 50.21% (significantly outperforming typical specialty retailers)



# Growth Trajectory

2025 vs 2026

2025 Full Year (Rebuild Year):

- Total Marketing-Attributed Revenue: \$58,265
- Average Monthly: ~\$4,855

January 2026 (First Full Month Post-Rebuild):

- Monthly Revenue: \$14,338
- That's 24.6% of entire 2025 in one month

Annualized Growth Trajectory (If January Performance Continues):

- 2026 Projected Revenue: \$172,056
- That's 3x the 2025 full-year performance
- 2026 vs. 2025 Growth: +195%

The Strategic Win: 2025 was the foundation-building year. January 2026 proves the foundation is solid and performing exceptionally. If performance holds steady at January levels, 2026 will generate 3x the revenue of 2025.

This validates our strategy: Rebuild the infrastructure correctly first, then scale aggressively. The 38.21x ROAS and exceptional engagement demonstrate the system is optimized and ready for accelerated growth.

# Our Strategy

## What We Did Differently

- ✗ Didn't just run ads on a broken platform
- ✗ Didn't patch existing systems that weren't built for ecommerce
- ✗ Didn't optimize in isolation without understanding root causes
- ✓ Diagnosed root causes (platform limitations, not execution)
- ✓ Recommended bold infrastructure changes (complete Shopify migration + POS integration)
- ✓ Managed complex technical projects (website redesign, POS integration, marketing system setup)
- ✓ Built email automation during crisis (turned disruption into strategic opportunity)
- ✓ Scaled disciplined budgets (paused, tested, then scaled methodically)
- ✓ Integrated multiple channels (paid, organic, email working together)
- ✓ Delivered exceptional results (38.21x ROAS, 3x growth trajectory)



# Key Insights

## About This Engagement

- **Platform Selection Determines Results**
  - An ecommerce business operating on a non-ecommerce platform will always underperform, regardless of marketing execution. We identified this constraint and recommended a complete rebuild.
- **Infrastructure Precedes Scaling**
  - 2025 was about building the right foundation. January 2026 proves that foundation enables 3x growth. You can't scale what isn't built right.
- **Crisis Periods Create Opportunities**
  - When the client's store fire halted operations, we didn't pause—we built email automation infrastructure that has compound value throughout the customer lifecycle.
- **Disciplined Budget Allocation Beats Large Budgets**
  - We spent \$25K strategically in 2025 and generated \$58K in attributed revenue. The methodology matters more than the budget size.
- **Integrated Marketing Outperforms Single Channels**
  - Our approach combined paid media, organic search, email automation, and local awareness. January's 38.21x ROAS proves the integrated ecosystem works.



Elevate x Marketing


# Key Takeaway

## Our Results Speak for Themselves

We rebuilt a small business's complete ecommerce ecosystem from zero infrastructure, generating \$58,265 in marketing-attributed revenue in 2025 despite operational constraints.

January 2026 proved the system works: One month delivered \$14,338 in revenue with 38.21x ROAS—5-9x better than industry benchmarks.

If 2026 continues at January's pace, our client will generate 3x the 2025 annual revenue.



**Our philosophy: Identify infrastructure constraints, rebuild correctly, then scale aggressively. The returns speak for themselves.**

# Let's Transform Your Business

We specialize in rebuilding broken marketing infrastructure and delivering exceptional returns. If you're ready to move from struggle to scale, let's talk.