

Stio increases their revenue by 71.9% by using Data Driven Attribution & Auction-Time Bidding



Stio was founded to inspire connection with the outdoors through beautiful, functional products infused with mountain soul. Jackson, WY, US • [Stio.com](https://stio.com)
[Booyah Advertising](#) partners with brands—from startups to large enterprises—who believe in using digital to drive their business forward. Denver, CO, US



About Google Marketing Platform

Google Marketing Platform is a unified advertising and analytics platform that helps enterprise marketers make better decisions faster.

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The challenge

Stio was focused on driving increased sales volume, while maintaining strong ROAS performance during the Holiday season. As a growing brand with increasing demand, the challenge was to drive strong performance YoY while also achieving new levels of scale on search and shopping.

The approach

Booyah Advertising (Stio's agency) worked in close collaboration with their Search Ads 360 and Google Ads teams to surface comprehensive opportunities to further elevate Stio's performance heading into Holiday. By leveraging Google's tools and setting up the campaign structures for maximum impact, they were able to enhance real-time optimization, decision making, and strategy for Stio to ensure an efficient Holiday season in one of the most unique online advertising years yet. Increased efficiency and an additional investment was needed in order to stay competitive: Booyah worked to deploy Search Ads 360 Auction-Time Bidding and complete the transition to Data Driven Attribution optimization on Google.

The results

As a result, Stio observed a 71.9% increase in revenue during Black Friday and Cyber Monday compared to the previous year.

In addition, by transitioning from standard PLA to Smart shopping, Stio's shopping campaigns grew their revenue by 112% and improved their ROAS by 11.5%

“ In a very unique Holiday season, Booyah was able to leverage SA360's powerful tools—enabling us to dynamically optimize campaigns and efficiently drive revenue at scale”

—Noah Waterhouse, Stio's President & CMO

