CASE STUDY

Transforming performance marketing at *BlastOne*

How we turned a Google Ads account that was losing money on every click into a seven-figure revenue engine, and built the analytics to prove it.

TOUMANA CONSULTING

BLASTONE

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BACKGROUND

Spending smarter, *not just more.*

When BlastOne realized their Google Ads campaigns were losing money instead of driving revenue, they knew they needed a change. Their high-value industrial products required a strategic, data-driven approach. One that would transform their performance marketing from a cost center into a growth engine. That's where we came in.

As a leading provider of industrial equipment and supplies, BlastOne was investing heavily in Google Ads, yet struggling with low ROAS, inefficient campaign structures, and tracking gaps. The challenge wasn't just increasing spend. It was about spending smarter and unlocking untapped revenue potential within their digital strategy.

Two core objectives:

01 **Maximize Direct E-Commerce Sales**
Products available for direct purchase online, tracked using direct sales ROAS.

02 **Generate High-Value Leads for Quote-Only Products**
Many of BlastOne's highest-value products are sold via a quote process rather than direct checkout. These leads fall into two categories:

- **High-Value (BIS) Leads:** Inquiries for large-scale industrial systems, where a single lead can lead to contracts worth hundreds of thousands of dollars.
- **Standard Leads:** General inquiries about equipment and services.

The challenge was clear:

Increase direct e-commerce ROAS and high-ticket quote requests, track lead generation more accurately and improve lead quality, and build an analytics ecosystem that could surface insights in real-time.

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OVERVIEW

Three years of *sustained transformation.*

In May 2022, BlastOne engaged with us to revamp its performance marketing and analytics strategy for the U.S. market. The objectives were clear: improve ROAS, increase the number of high-value leads, and unlock actionable insights using advanced analytics and dynamic dashboards.

0.09 → 6.78

DIRECT SALES ROAS

From losing money on every click to a peak of 6.78, and still climbing.

6 → 297

MONTHLY LEADS

Lead volume sustained between 150 and 250 a month, peaking at 297.

-96%

COST PER LEAD

A 96% drop in cost per lead, even while monthly spend more than doubled.

These results were achieved while increasing spend by almost 250% within the first 12 months.

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01

PERFORMANCE MARKETING

Unlocking *high-value growth.*

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01 · ROAS BREAKTHROUGH

From 0.09 to a *peak of 6.78.*

When we began in May 2022, BlastOne's direct sales ROAS was only 0.09, meaning the company was losing money on its ad spend. By June 2025, direct sales ROAS peaked at 6.78, a 7,400% increase while increasing spend by nearly 250% within the first 12 months.

MILESTONE || After just 12 months (by May 2023), with spend increased by almost 250%, ROAS had already improved, climbing from 0.09 to 3.70.

KEY STRATEGIES THAT DROVE GROWTH

Restructured campaigns

Tight segmentation by product type and customer intent.

Value-based bidding

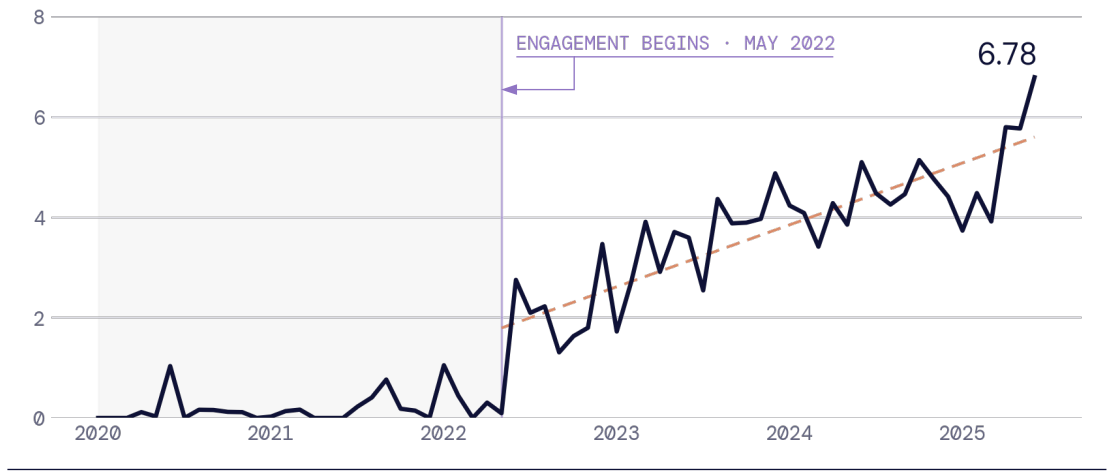
Target ROAS and Maximize Conversion Value.

Advanced targeting

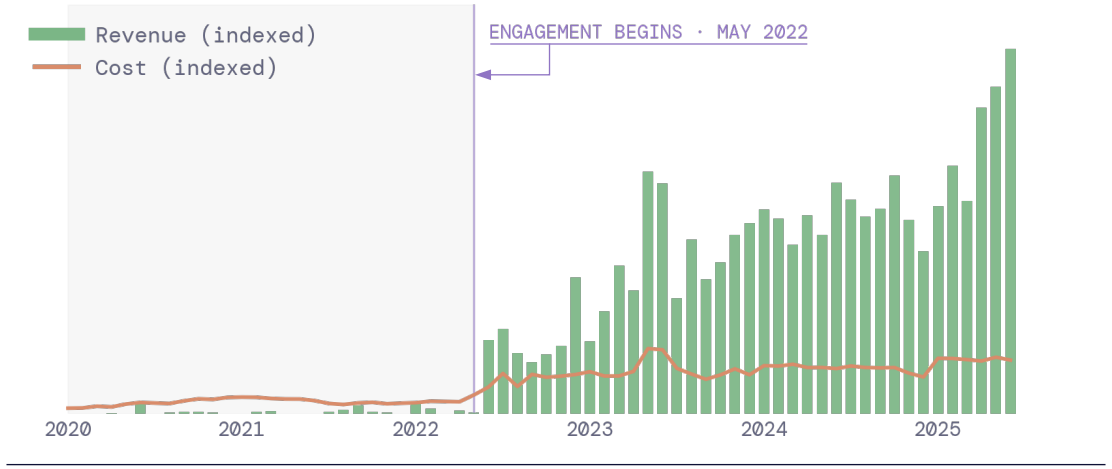
Intent-based segmentation and lookalike audiences.

Creative testing & optimization

Refined messaging and visuals continuously.



Direct sales ROAS, monthly

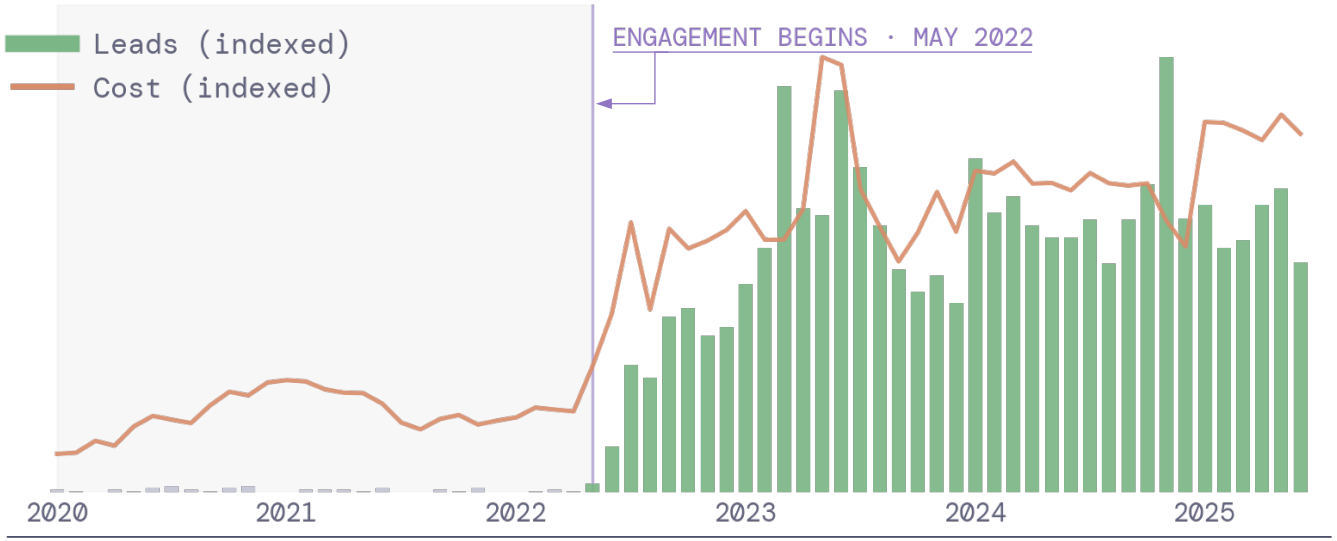


Direct sales revenue vs cost, monthly, indexed

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Lead generation for *quote-only products.*

Alongside direct sales, lead generation for quote-only products was critical, particularly BIS leads representing high-ticket projects. BlastOne's lead generation engine underwent a complete transformation. In May 2022, the company generated just 6 leads. By March 2025, monthly leads peaked at 297, a 4,850% increase while dropping the cost per lead by 96% from the baseline.



Monthly leads, indexed, with cost overlay

MILESTONE || After 12 months (by May 2023), with spend increased by almost 250%, leads had grown by 3,050%, climbing from 6 to 189 leads per month while dropping the cost per lead by 89%.

WE ACHIEVED THIS BY

- Building custom audiences based on historical data and user intent.
- Creating ad copy variations to address pain points across key segments.
- Implementing predictive lead scoring to refine campaign targeting.
- Continuous Optimization: Regularly adjusted bids and creatives to maintain lead volume without increasing CPL.

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03 · COST EFFICIENCY

More leads, *less spend.*

Cost efficiency was a core focus of the engagement. In May 2022, the cost per lead was unsustainable for long-term growth. Within the first 10 months, CPL dropped by 96%, even while monthly spend more than doubled.

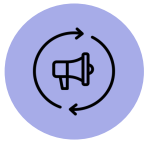
KEY STRATEGIES THAT DROVE GROWTH



Switching to automated bidding models like Target ROAS and Maximize Conversion Value.



Continuous creative and placement testing to improve ad relevance.



Dynamic remarketing campaigns to re-engage high-intent audiences efficiently.

KEY RESULTS AT A GLANCE

Metric	Baseline	12 Months	Peak	% Change
ROAS	0.09	3.70	6.78	+7,400%
Monthly Leads	6	189	297	+4,850%
Cost Per Lead	High	-89%	-96%	-96%

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02

ANALYTICS TRANSFORMATION

From guesswork to *data-driven insight.*

Inaccurate tracking and reporting made it difficult to evaluate performance or optimize spend.
We rebuilt the measurement foundation from the ground up.

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A measurement framework *built to last.*

We deployed a technical analytics framework for revenue and lead-value attribution, centered on three pillars.



GOOGLE TAG MANAGER (GTM)
For seamless event tracking across lead forms and calls.

CUSTOM LOOKER DASHBOARD
Real-time visibility into performance metrics for the team.

GOOGLE ANALYTICS 4 (GA4)
For deeper user journey analysis and conversion attribution.

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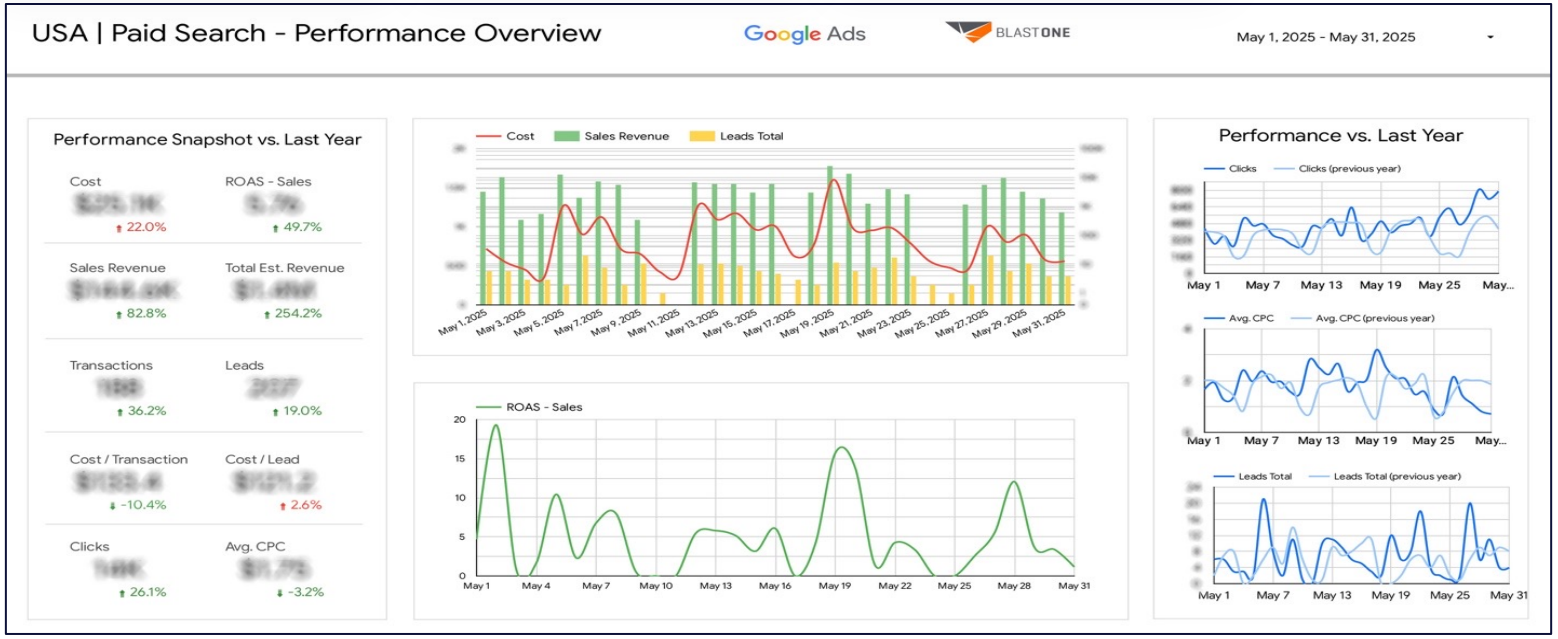
One dashboard, *the whole picture.*

A fully automated, dynamic Looker dashboard became the centerpiece of BlastOne's analytics ecosystem. This dashboard provides real-time insights into:

- ROAS and sales performance.
- Leads for quote-only products.
- Cost-efficiency metrics such as cost per lead and cost per transaction.
- Geographic and device-level performance.

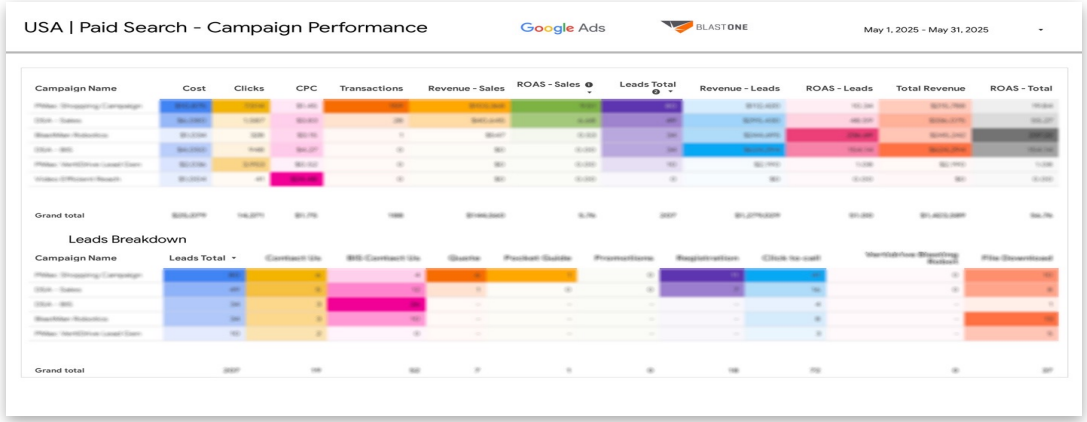
By integrating lead value into performance tracking, we uncovered the total estimated revenue generated from ads (Sales + Leads) and the True ROAS of our advertising campaigns.

BlastOne's team no longer relied on outdated manual reports. Instead, our dynamic Looker dashboard provided real-time insights into ROAS, lead generation, and cost efficiency. As seen in the screenshot below, the dashboard allowed them to gain real time insights into the paid advertising performance by campaign, product, device, and geography.

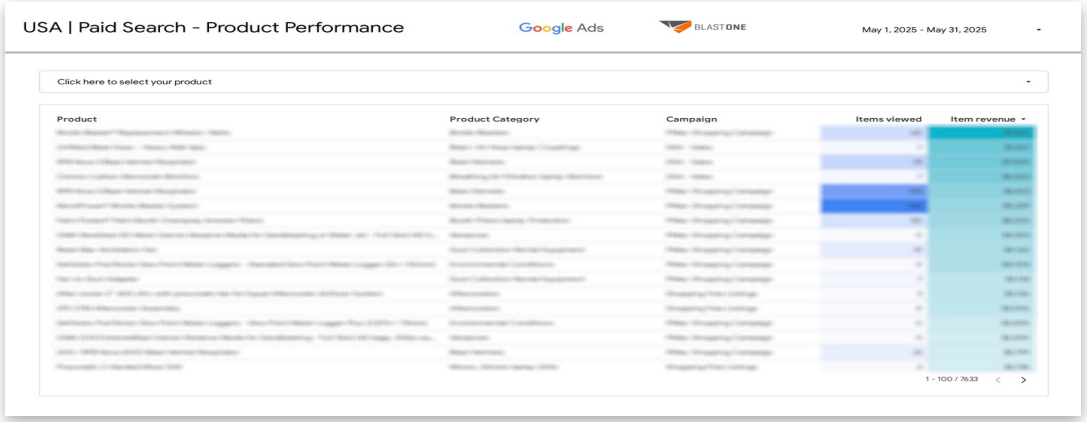


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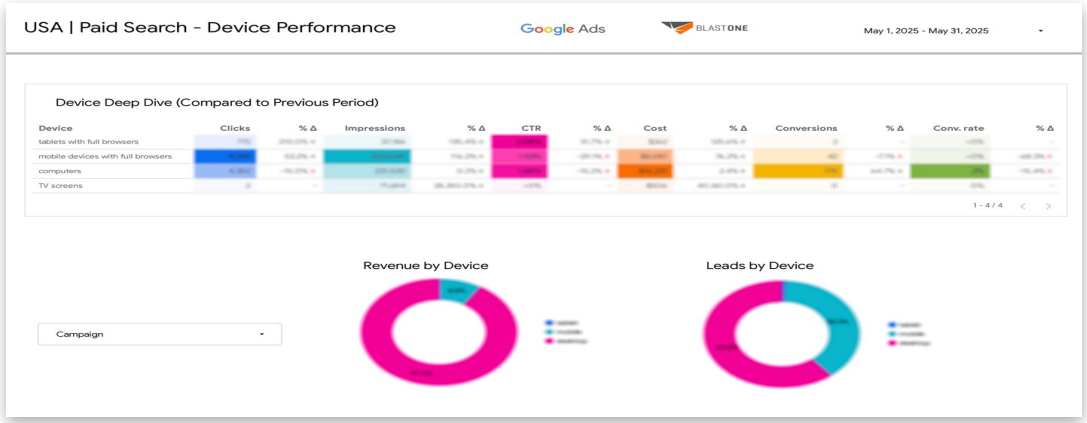
Granular visibility, *every dimension.*



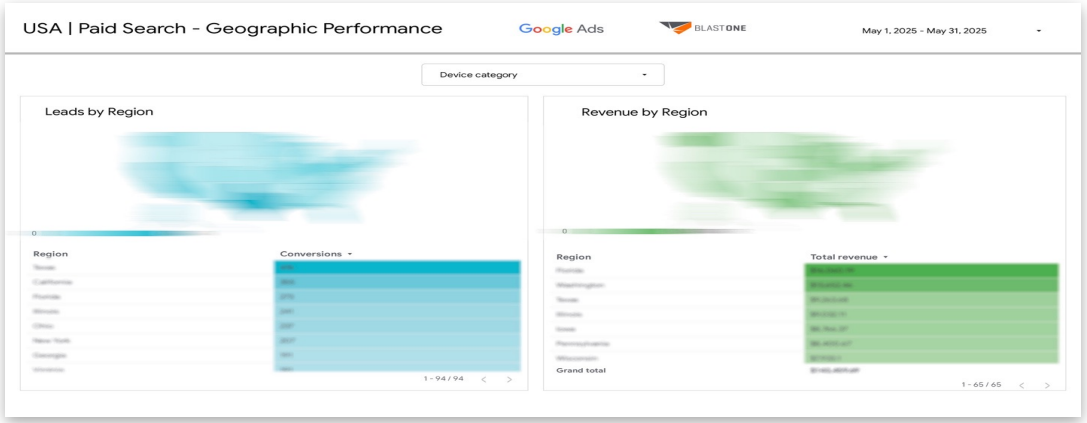
Campaign performance



Product performance



Device performance



Geographic performance

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STRATEGIC INSIGHTS

What drove *the success.*

01
Tailored campaigns drive results

Shifting focus to segmentation by intent and product type put spend toward the most profitable opportunities.

02
Scaling smartly with performance-based budget allocation

Real-time ROAS tracking let us shift budget to top performers, scaling spend ~250% without sacrificing efficiency.

03
Data-driven decision making

The dynamic dashboard enabled BlastOne to make faster, more informed decisions. This reduced lag time in identifying underperforming campaigns and reallocating resources.

04
Predictive lead scoring

Introducing lead value calculations helped differentiate and optimize campaigns for different lead categories.

05
Long-term scalability

Advanced analytics infrastructure positions BlastOne for future growth. The ability to track and attribute value to leads enables BlastOne to optimize for efficiency and impact.

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CONCLUSION

Smart marketing for *complex sales.*

BlastOne's transformation wasn't just about fixing ads, it was about turning performance marketing into a profit-driving machine. By combining smart campaign structures, high-value lead tracking, and a powerful analytics engine, we helped BlastOne shift from wasted spend to scalable revenue.

Their success proves that the right strategy doesn't just drive growth, it drives business transformation. With a data-driven foundation in place, BlastOne is now poised to scale further, exploring AI-driven bidding strategies and predictive modeling to drive even greater efficiency.

Note: *Sensitive revenue and spend figures have been omitted to protect client confidentiality.*
All growth percentages and performance metrics remain unchanged and accurately reflect the results achieved.

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GET IN TOUCH

Let's build *your performance engine.*

Toumana Consulting builds performance marketing that compounds. We restructure the campaigns, sharpen the targeting, and scale the spend that actually returns, with the measurement underneath to prove every dollar.

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