Democracy

How Democracy Grew Monthly Google Ads Revenue to Over $370k



Democracy Clothing's jeans are your all-fit, feel-great denim secret. They're made to hug every curve with trendsetting style and comfort. Democracy Clothing offers ideal fashion apparel with classic silhouettes perfect for the modern woman with an ageless mindset.

BACKGROUND

For years Democracy Clothing has maintained a Google Ads ROAS goal between 5 to 7x. In 2023, the emphasis shifted with a goal of driving more top-of-funnel brand awareness traffic. They also needed to stay competitive in the ever-changing denim and fashion apparel industry.

GOALS

- Achieve 42% YOY total revenue growth
- Drive a high volume of traffic with a goal of 12,000+ website visitors per day.
- Maintain a ROAS of 5x minimum.

VELOX

Growing Monthly Google Ads Revenue

Democracy.

OUR STRATEGIC APPROACH

$376k
Monthly Revenue Gained

As a Google Premier Partner, VELOX had the knowledge and tactical skills to enable a Performance Max campaign for Democracy Clothing, elevating their Google Ads account. Democracy Clothing was one of our earliest adopters of Performance Max, starting in the first quarter of 2022. This helped skyrocket revenue and results for their top-of-funnel audience goals in 2023. We were able to break out their campaign into branded and non-branded strategies.



> I really appreciate you and the entire VELOX team, hopefully it gets back to you how many references I do for VELOX because I value the relationship we have built.



Caren Lettiere
Founder and President

RESULTS

73% Increase
Monthly Google Ads Purchases

85% Increase
Monthly New Users from Google Ads

26% Increase
Monthly Google Ads Revenue

52% Increase
Clicks in 2023

29% Increase
Conversion Value in 2023

20% Increase
Google Ads Purchases in 2023

17% Increase
New Customers in 2023

$3.6 Million
Purchase Revenue from Google Ads

VELOX

WORKING WITH VELOX

VELOX is an award-winning, ROI-focused digital marketing agency that specializes in strategy, organic search marketing optimization, paid media, and web development. We take pride in working with our clients to build more productive and revenue-driving businesses.

PROVEN SUCCESS

As a full-service, revenue-focused digital marketing agency, VELOX is recognized as a Google Premier Partner—among the top 3% of agencies globally—because we consistently exceed client expectations. Our fully customized campaigns are tailored to achieve your growth goals and conservatively target 400-800% ROI.



HOW WE ACHIEVE RESULTS

1. Meet & Greet
2. Opportunities Research
3. New Revenue Potential Model
4. Easy Wins
5. Complete Campaign
6. Earn & Optimize

WHO WE ARE

Our team of experts is diverse, but they have one thing in common: a passion for helping digital businesses dominate their verticals. VELOX's team works together to give our clients unprecedented success. Whether this means discovering a profitable keyword group, optimizing existing ad campaigns, or more, we put the time in to deliver results.