

**\$4.43M revenue,
\$456K spend,
30 days**



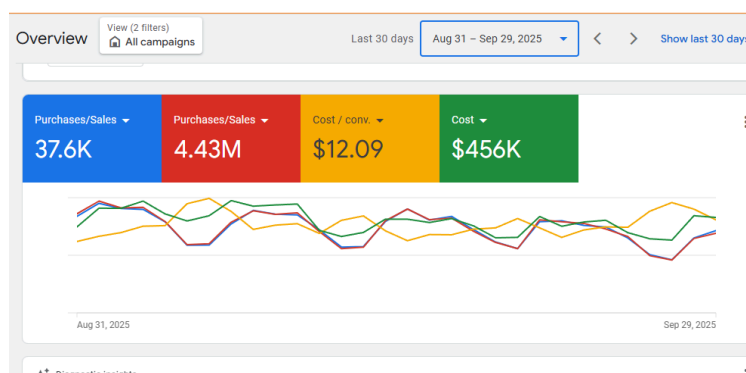
**Jackson
Blackledge**

Founder,
Echelonn

Last month, a single DTC brand achieved a level of scale that few ever reach:

- **Google Ads Revenue:** \$4.43M
- **Ad Spend:** \$456K
- **Total Purchases:** 37.6K
- **Cost per Sale:** \$12.09

Our friends at **Echelonn** recently shared this case study with us. As a brand leader, I felt these insights were too valuable not to share with the Chronos community.



The Story: Dominating "Search Gaps"

Most brands struggle to scale past plateaus because they avoid hyper-competitive terms. This brand did the opposite. They went head-to-head with industry giants for brutal keywords like **"collagen," "protein powder,"** and **"creatine"**.

On top of that, by using a strategy Echelonn calls **"search term stacking,"** they:

- Claimed top spots for both Search and Shopping simultaneously
- Appeared 2 or 3 times in the same search result
- Captured informational terms like **"benefits of creatine"** and **"best time to take supplements"** to own the full funnel

Their secret? Identifying **"search gaps"**—high-volume terms your competitors are currently burying you on—and filling them with optimized product feeds and title variations.

Closing the "Search Gaps"

After reviewing over 200 accounts this year, Jackson (of Echelonn) noticed a pattern that likely affects your brand, too: **Search Gaps**.

Right now, your potential customers are searching for terms you don't appear for.

These are high-volume, high-intent keywords where your competitors are currently burying you.. To capture that "missing" revenue, Echelonn follows a specific three-step process:

1. **Uncover New Opportunities:** Running regular keyword research to find what's being missed.
2. **Feed & GMC Optimization:** Aligning product feeds with how people actually search.
3. **Title Variations:** Building multiple product feed sets with different titles to capture more search volume and increase the chances of appearing multiple times.

Why Lifecycle Marketing is the Force Multiplier

Driving 37.6K purchases in 30 days is an incredible feat of acquisition. But for a DTC brand, that's just the beginning of the revenue story.

When you scale Google Ads spend this aggressively, **lifecycle marketing** is what protects your bottom line. While ads wins the click, your lifecycle strategy (Email, SMS, and Retention) ensures those 37,000+ new customers don't become "one-and-done" buyers.

By turning that high-intent traffic into repeat customers, you **maximize your LTV** and ensure that the \$456K spend **continues to pay dividends for months to come**.

Identify Your Gaps

Echelonn's ultimate goal is simple: ensure no relevant search term slips through the cracks.

Because we work closely with their team, they've offered to provide a **Google Ads audit** to a few selected accounts to identify your specific search gaps.

If you want to see where you're leaving money on the table on the front end, grab a spot here:

[Get a Free Google Ads Audit from Echelonn](#)

Let's make bank this Q1,

Josh