



ECOMMERCE PPC

Aligning paid media with product value and efficiency

How Nomatic used a connected Blue Rocket SEO growth program to create clearer, more durable marketing momentum.

THE CLIENT

Nomatic

**Efficient
acquisition**

for a product-led brand

The challenge

Nomatic needed paid media that could communicate product value quickly while protecting acquisition efficiency. The category required visual clarity, proof, and a strong connection between ad promise and shopping experience.

The Blue Rocket approach

Blue Rocket aligned campaign structure, creative learning, product intent, and landing-page fit. Spend moved around quality signals instead of surface-level clicks.

Why the case matters

The case is useful because it shows how strategy, implementation ownership, and measurement discipline work together. The exact result depends on market conditions, starting point, investment, and execution speed, but the operating pattern can guide similar teams.

Four connected workstreams

- 01 Campaign segmentation**
Separated prospecting, shopping, and retargeting by job.

- 02 Creative testing**
Tested product benefits, proof, and use cases across audiences.

- 03 Landing fit**
Matched messages to product pages and collection journeys.

- 04 Efficiency review**
Compared platform metrics with real customer value signals.

What the result made possible

- Prospecting, shopping, and retargeting had distinct jobs.
- Creative tests produced reusable learning.
- Paid media scaled best when merchandising and conversion learned with it.

How strategy moved into accountable execution

The Nomatic program was organized around a shared growth problem instead of disconnected channel activity. Specialists could see the customer, the constraint, the dependencies, and the evidence needed to make the next decision.

Phase 1: establish the baseline

Blue Rocket documented current visibility, page usefulness, technical constraints, proof gaps, measurement reliability, and the implementation resources available. That converted a broad growth ambition into a sequenced plan.

Phase 2: strengthen the foundation

The highest-impact work began across campaign segmentation, creative testing, and landing fit. Owners and dependencies stayed visible so recommendations could move into production without losing their strategic purpose.

Phase 3: learn and compound

Early signals were reviewed alongside customer quality and business context. The roadmap changed as evidence arrived, preserving what worked and redirecting effort where the next gain was more credible.

Governance that kept momentum

Weekly working sessions handled blockers and near-term delivery. Monthly reviews connected completed work to visibility, engagement, and qualified action. Quarterly planning revisited market pressure, investment, and the assumptions behind the strategy.

The result matters. The system behind it matters more.

The featured outcome - Efficient acquisition for a product-led brand - is presented with context. It reflects the conditions, investment, implementation, and starting point of this engagement and should not be treated as a universal forecast.

A useful measurement stack

Leading indicators showed whether the work was becoming visible and useful. Engagement signals showed whether the audience was finding relevant information and moving through the journey. Business outcomes connected qualified demand to pipeline, revenue, efficiency, appointments, or customer value wherever the data allowed.

Questions for a similar growth team

1. Which customer or commercial constraint is the program designed to remove?
2. What must be true about access, ownership, content, technology, and measurement for execution to work?
3. Which early indicators will signal progress, and which business outcomes will determine whether to scale?
4. How often will the team revisit assumptions and change the roadmap based on evidence?

Build your next growth story

Bring Blue Rocket the business challenge, the pressure behind it, and the outcome that matters. We will bring a clear point of view on what should happen next.

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Results are specific to the featured engagement. Individual outcomes vary by market, investment, implementation, and starting point.