

SUCCESS STORY

Organic Basics Achieves 146% YoY Revenue Increase and 24% YoY ROAS Uplift, leveraging Performance Max for Rapid Market Expansion



The challenge

Organic Basics, a digitally native sustainable apparel company, faced a period of significant transition. Following acquisition by Delta Galil Industries in 2023, Organic Basics needed to restructure its growth strategy, set ambitious revenue targets, and efficiently expand into new markets.

The approach

Organic Basics partnered with the agency Searchmind to manage its Google Ads campaigns and collaborated with the Google Shopping team to achieve its revitalized goals. The approach focused on:

- **Performance Max (PMax) for Revenue Growth:** Leveraging PMax campaigns was central to driving revenue and achieving the ambitious targets set for 2023, and subsequently doubled for 2024.
- **Strategic Market Expansion:** The partnership focused on expanding from 5 to 20 markets, utilizing PMax to capture demand in these new territories.
- **Multi-Channel Synergy:** A coordinated approach combined PMax campaigns (set to maximize conversion value and target high-intent customers) with brand-focused Search campaigns (set to 'maximize clicks') to build awareness. This created a full-funnel strategy.
- **Granular Campaign Structure:** As growth was established, PMax campaigns were refined, becoming more granular by segmenting based on clothing categories.

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Working with Searchmind and the Google Shopping team has been an absolute pleasure. Their expertise, professionalism, and proactive approach have been key drivers of our success at Organic Basics. Thanks to their strategic management and collaborative mindset, we've achieved record-breaking growth with our Performance Max campaigns.

Mads Fibiger Rasmussen,
Founder & CEO, Organic Basics

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Working alongside the Google Shopping team enabled us to elevate our PMax strategy, embracing a multi-channel approach. Thanks to actionable insights and creative optimization guidance, we were able to fine-tune our campaigns and over-achieve Organic Basics' revenue goals.

Aske Warming,
Director of Paid Media, Searchmind
(Organic Basics' marketing agency)

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146%
revenue increase,
driven by PMax
campaigns in Google
Ads, YoY

24%
Return on Ad Spend
(ROAS) increase,
YoY

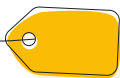




The results

The strategic partnership and multi-faceted approach yielded exceptional results:

- **Significant Revenue Growth:** Overall revenue driven by Google Ads, with PMax playing a critical role, increased by 146% year-over-year.
- **Improved Profitability:** Return on Ad Spend (ROAS) increased by 24% year-over-year, demonstrating improved efficiency alongside growth.
- **Successful Market Expansion:** Organic Basics successfully expanded its presence from 5 to 20 markets within one year, demonstrating the scalability of the PMax-driven strategy.



Looking forward

Organic Basics aims to build on this impressive growth trajectory. Further expansion is already underway, with testing in new markets being carried out primarily using Performance Max to drive initial penetration. Supported by analysis and insights from the Google Shopping team, Organic Basics is also updating assets across all Performance Max campaigns with new collections to enhance relevance and efficiency during this expansion phase.

About Organic Basics

Founded in 2015, Organic Basics is a digitally native, sustainable apparel company. At Organic Basics, we believe in comfort and sustainability for all. We make our basics to be both Earth- and people-friendly — carefully choosing materials and fabrics that care for our environment, only partnering with factories that consider their impact too, and designing all the basics for all bodies.

What is Google Shopping?

Google Shopping is Google's CSS and a Premium CSS Partner that helps businesses grow by selling more and better across Europe, delivering outstanding Google quality service. A Comparison Shopping Service (CSS) is a website that collects product offers from online retailers and then sends users to the retailers' websites to make a purchase. Merchants need to work with at least one CSS to begin placing shopping ads.