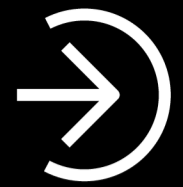




**BRIAN LASONDE**  
Founder & CEO @ PPC Boost



# HOW WE **INCREASED** **ROAS BY 37% FOR A B2B** **ECOMMERCE BRAND**





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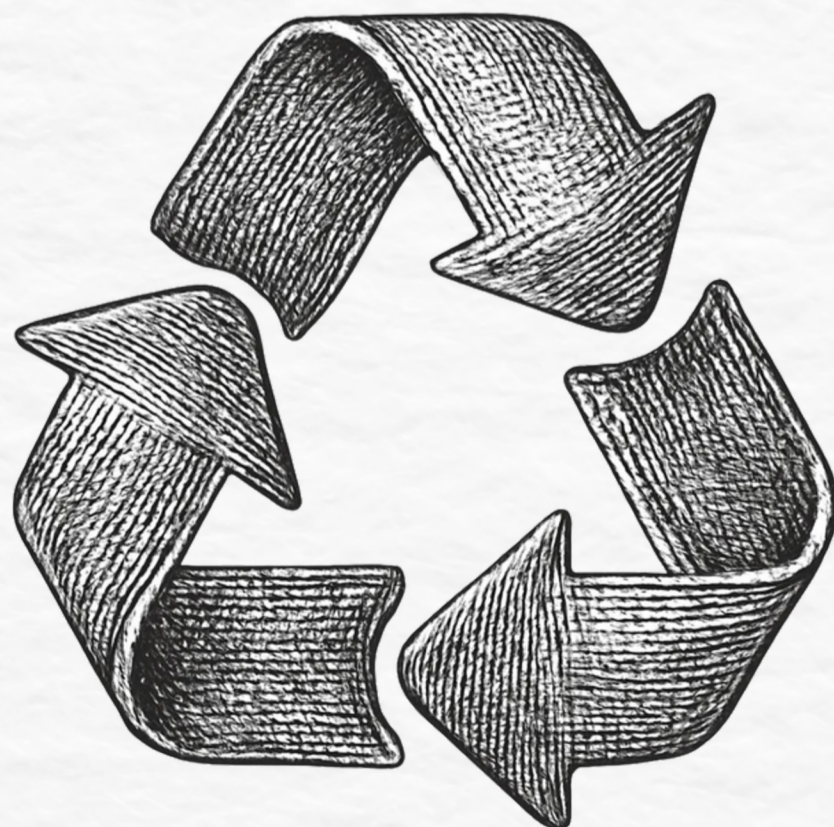


## **Client: Recycle Away**

Recycle Away is a B2B ecommerce brand selling commercial trash cans and recycling bins.

### **The challenge:**

- No clear visibility into PPC-driven revenue
- Budget wasted on B2C traffic instead of B2B buyers
- Difficulty scaling paid ads profitably





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## What we focused on:

- Built a custom report to track cart sales + quote revenue from PPC
- Used revenue data to guide budget allocation
- Optimized product feeds for high-intent B2B searches
- Shifted spend toward best-selling products





# How we scaled efficiently:

- Launched Performance Max campaigns around top products
- Created highly targeted Shopping & PMax campaigns
- Prioritized best-performing recycling bins & trash cans
- Reduced spend on low-intent, non-B2B traffic





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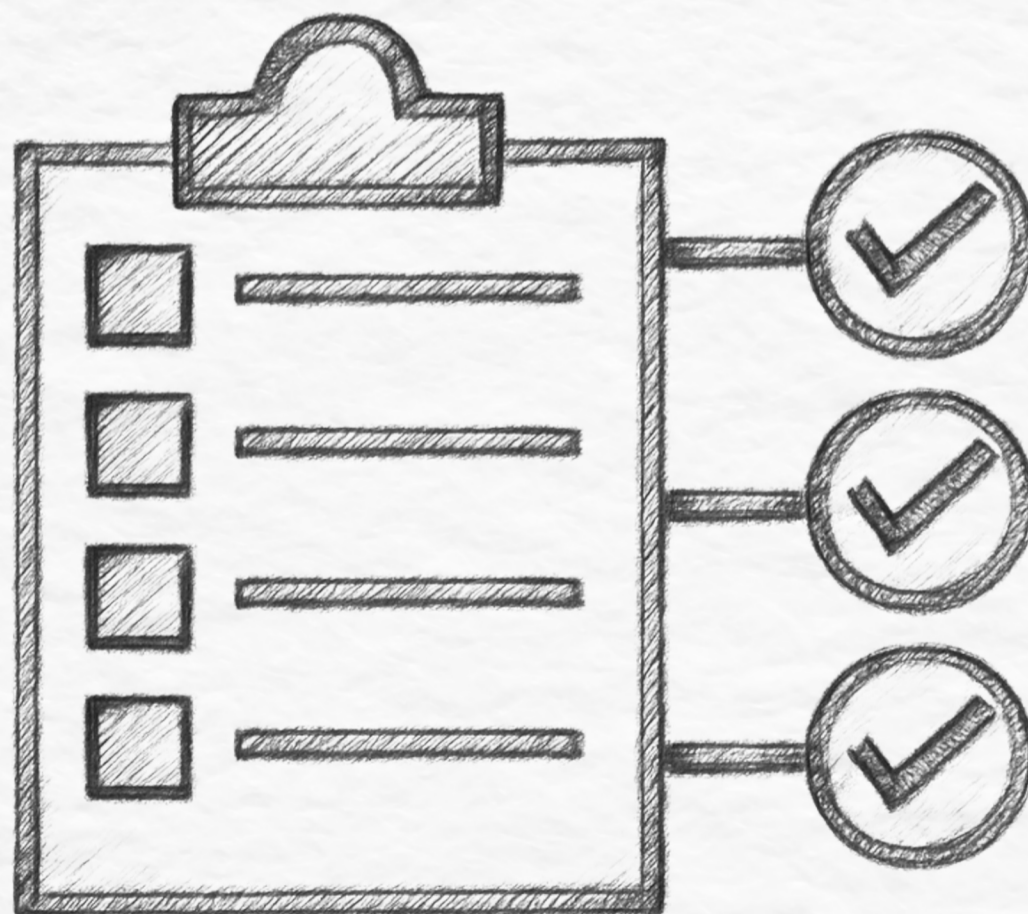
Founder & CEO @ PPC Boost



## The outcome:

- **+37% increase in ROAS**
- **+12% increase in revenue**
- **18% reduction in wasted ad spend**

Smarter tracking. Better targeting.  
Profitable growth.



WANT **RESULTS** LIKE THIS!

We help online stores  
grow sales with **simple and  
smart paid ads.**

**LET'S TALK.**



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