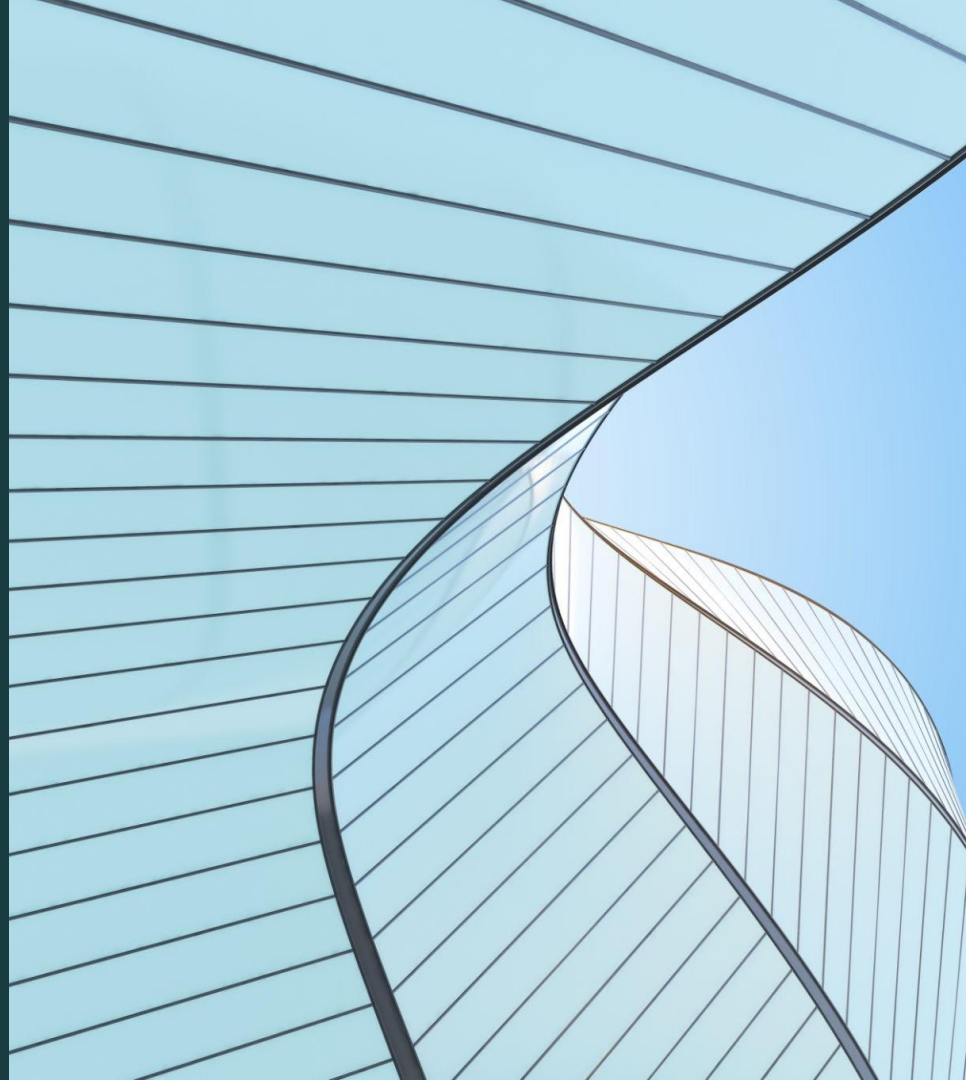


Prepared for Jump 450

A strategic review of SoundHaven's 2024 Google Ads performance, uncovering opportunities to improve efficiency, unlock scalable growth, and drive profitable revenue in 2025 while maintaining a 7.0x+ ROAS.



SoundHaven | 2024 Performance Audit

- SoundHaven generated \$4.93M in attributed revenue but finished below its 7.0x ROAS target in 2024. The clearest opportunities are improving PMax efficiency, restoring Shopping investment through controlled tests, and reducing inefficient Search spend.

Campaign type	Cost	Revenue	ROAS	CTR	CVR
Display	\$5,027	\$35,679	7.10	0.67%	0.60%
Performance Max	\$513,458	\$3,528,429	6.87	0.65%	1.04%
Search	\$177,931	\$801,940	4.51	4.67%	0.56%
Shopping	\$51,177	\$567,982	11.10	0.66%	1.36%
Grand Total	\$747,592	\$4,934,030	6.60	0.83%	0.94%

Total Ad Spend

\$747.6K

Attributed Revenue

\$4.93M

Blended ROAS

6.60x

Target: 7.0x+

Conversion Rate (CVR)

0.94%

Cost Per Acquisition (CPA)

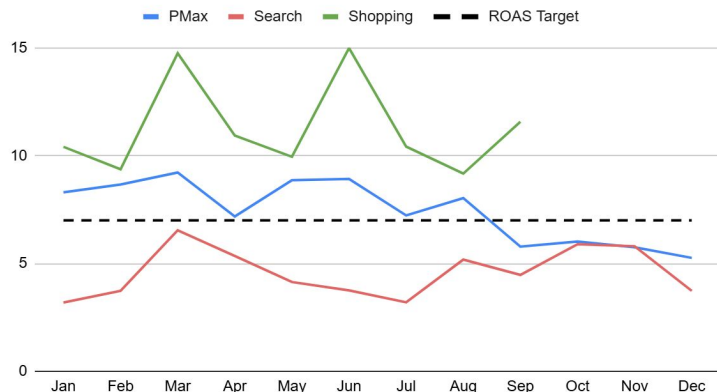
\$116.75

Average Order Value (AOV)

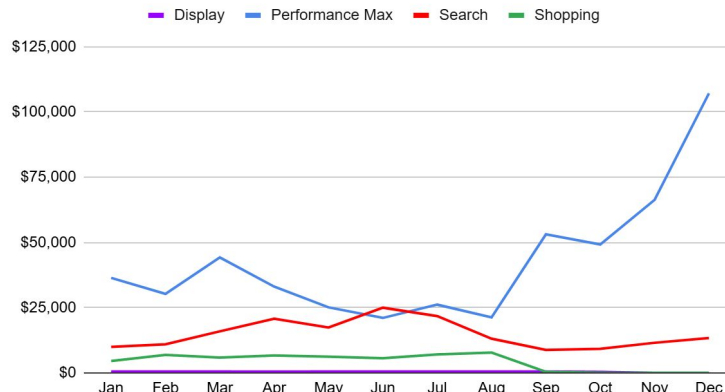
\$770.51

2024 Performance Trends | PMax Investment Increased as Efficiency Declined.

Monthly ROAS by Campaign Type | 2024



Monthly Spend by Campaign Type | 2024



- PMax spend surged in Q4, reaching \$107K in December, while ROAS declined from 8.30x in January to 5.26x in December.
- Missed Growth Opportunity: Shopping consistently exceeded the 7.0x ROAS target, yet investment was nearly eliminated after August despite strong historical performance.
- Search remained below the 7.0x target throughout 2024, highlighting an opportunity to improve efficiency through keyword and campaign optimization.
- Display: Minimal investment (\$5K annually), but remarketing delivered a 7.10x ROAS, slightly above target.

PMax | Optimize the Largest Revenue Driver

- **Largest Efficiency Gap:** New Products (\$169K spend, 5.18x ROAS) and All Products (\$78.7K, 5.65x) fall below the 7.0x target.
- **Top Performers:** Open Box (10.18x) and price-segmented campaigns (8.87x combined) demonstrate stronger efficiency.
- **Budget Reallocation:** Test shifting 15–20% of New Products' budget (~\$2.1K–\$2.8K/month) toward proven high-ROAS product segments, subject to available scale.
- **Bidding & Segmentation:** Test 900% tROAS on proven segments and use Merchant Center custom labels to separate high-performing SKUs from weaker products.

PMax: Campaign Performance Highlights			
Campaign	Spend	Revenue	ROAS
New Products	\$169.2K	\$876.9K	5.18x
All Products	\$78.7K	\$444.3K	5.65x
Focal	\$94.4K	\$631.5K	6.69x
Open Box	\$59.2K	\$602.2K	10.18x
Price-Segmented*	\$104.8K	\$929.2K	8.87x

Shopping | Restore a High-Performing Channel

- **2024 Results:** Shopping generated **\$568K** in revenue from **\$51.2K in spend**, achieving an **11.10x ROAS** and 1.36% conversion rate, making it the account's most efficient campaign type.
- **Product Strategy:** Prioritize proven high-ROAS products using Merchant Center custom labels and product-level segmentation.
- **Budget & Bidding:** Relaunch at \$5K/month (~\$165/day) with an initial 1,000% tROAS target.
- **Scaling Strategy:** Increase budgets by 15–20% when performance supports it, monitoring incremental revenue and maintaining $\geq 7.0x$ blended ROAS.
- Monitor incremental revenue, PMax overlap, and blended ROAS before expanding.

Shopping: Campaign Highlights			
Campaign	Spend	Revenue	ROAS
Shopping_Low_2 1000	\$17,305.22	\$229,120.14	13.24
Shopping_Low 980	\$33,871.97	\$338,861.41	10.00
Grand Total	\$51,177.19	\$567,981.55	11.10

Search | Reduce Inefficient Spend

- 2024 Results: **\$178K spend** generated **\$802K revenue** at **4.51x ROAS**, below the 7.0x target.
- **Competitor Campaigns:** Pause Competitor 2 (0.11x ROAS). If competitor visibility remains a priority, retain Competitor 1 (1.11x) with a reduced budget and strict performance limits.
- **Non-Brand DSA:** \$107K spend at **5.37x ROAS**. Audit search terms, add negatives, and exclude irrelevant landing pages to improve efficiency.
- Brand Search: 4.72x ROAS. Review broad-match targeting and prioritize proven high-intent terms, including soundhaven.com (18.83x ROAS).
- **Scaling Opportunities:** HiFiMan (10.87x) and Empire Ears (8.90x) exceeded the 7.0x target. Test modest budget increases while monitoring conversion volume and marginal ROAS
- Budget Reallocation: Test redirecting 70% of freed spend to Shopping and 30% to high-performing PMax segments, scaling only while protecting $\geq 7.0x$ blended ROAS.

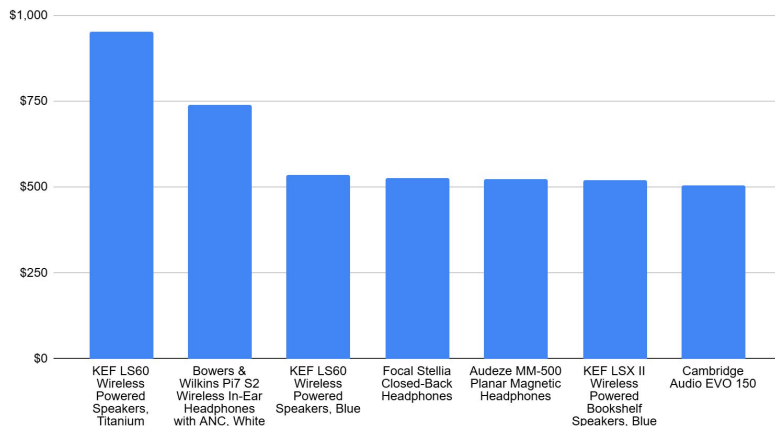
Search: Campaign Highlights

Campaign	Spend	Revenue	ROAS
HiFiMan	\$472	\$5,123	10.87x
Empire Ears	\$714	\$6,350	8.90x
Moondrop RLSA	\$122	\$903	7.39x

Product Performance: Scale Winners, Reduce Inefficiency

- **Top Revenue Driver:** Focal Clear generated \$162.6K at 11.15x ROAS, making it a strong scaling candidate.
- **High-Efficiency Winners:** Focal Elex (12.40x), Thieaudio Monarch MKIII (11.30x), and Bathys Open Box (11.01x) are priorities for additional investment.
- **Optimization Opportunities:** Bathys Dune (5.89x), Bathys Black (6.14x), and Focal Radiance (6.09x) generated meaningful revenue but missed the 7.0x target.
- **2025 Strategy:** Use Merchant Center custom labels to segment high-performing SKUs and test dedicated PMax/Shopping budgets with 800% tROAS targets.
- **Recommendation:** Review seven zero-revenue products (\$4.3K spend) for potential exclusions after validating attribution and conversion volume.

Non-Converting Products



Product	Revenue	ROAS
Focal Clear Dynamic Driver	\$162,605	11.15x
Focal Bathys Open Box	\$76,610	11.01x
Focal Bathys Wireless ANC — Dune	\$67,259	5.89x
Thieaudio Monarch MKIII	\$51,821	11.30x
Focal Elex Dynamic Driver	\$51,762	12.40x
Sennheiser HD 800S	\$49,432	7.97x
Focal Bathys Open Box — Dune	\$44,851	8.46x
Focal Radiance Limited Edition	\$43,518	6.09x
Eversolo DMP-A8	\$42,913	7.84x
Focal Bathys Wireless ANC — Black	\$42,395	6.14x

Keyword Performance | Improving Search Efficiency & Relevance

- Brand Efficiency Gap: SoundHaven broad (3.51x) and phrase (2.58x) significantly underperform the 7.0x ROAS target.
- Exact-Match Winners: SoundHaven exact achieved 30.52x ROAS (\$48 spend), while soundhaven .com exact delivered 18.83x (\$2.2K spend).
- Match-Type Optimization: Test prioritizing exact-match branded keywords while reducing inefficient broad and phrase exposure.
- 2025 Strategy: Audit search terms, add relevant negatives, and monitor impression share and ROAS to improve efficiency without sacrificing revenue.

Keyword	Match Type	Spend	ROAS
SoundHaven	Broad	\$14,211	3.51x
SoundHaven	Phrase	\$7,136	2.58x
SoundHaven	Exact	\$48	30.52x
soundhaven .com	Exact	\$2,162	18.83x
SoundHaven sale	Broad	\$2,059	3.73x

2025 Growth Strategy | Prioritized Action Plan

- **Performance Max | Optimize & Scale:** Reduce investment in New Products (5.18x) and All Products (5.65x). Prioritize Open Box (10.18x) and high-performing price-segmented campaigns (8.87x), using product-level segmentation and controlled budget shifts.
- **Shopping | Reintroduce & Test:** Restore Shopping with an initial \$5K monthly budget, prioritizing proven high-ROAS SKUs. Test a 1,000% tROAS target and scale based on incremental performance.
- **Search | Reduce Waste:** Pause the lowest-performing competitor campaign (0.11x), optimize high-spend DSA campaigns (5.37x), and refine brand match types. Redirect inefficient spend toward stronger-performing campaigns.
- **Display:** Reintroduce a small remarketing test, focusing on cart abandoners and engaged visitors. Expand only if it demonstrates incremental revenue.
- **Success Goal:** Grow revenue while maintaining $\geq 7.0x$ blended ROAS, with weekly performance reviews.
- **Measurement Plan:** Evaluate weekly blended ROAS, revenue, conversion volume, and marginal returns; expand budgets only when results support the 7.0x target.

2025 Budget Scaling Framework

Performance	
≥9.0x ROAS	Test scaling budgets 15–20%
7.0–9.0x ROAS	Scale cautiously 5–10%
6.0–7.0x ROAS	Maintain or optimize
Below 6.0x ROAS	Reduce inefficient spend 10–20%
Persistently below target	Consider pausing or restructuring

- **Scale Winners:** Prioritize Shopping and high-performing PMax segments with demonstrated conversion volume and room to grow.
- **Profitability-Driven Scaling:** Prioritize ad spend on product groups with higher profit margins, strong ROAS, and sufficient inventory.
- *(Budget adjustments are guidelines, subject to conversion volume, marginal ROAS, and overall account profitability.)*