brandrocket

CASE STUDY

PREPARED FOR

Tile Tools

The Two-Channel Build That Doubled Year-Over-Year Revenue

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ACCOUNT SNAPSHOT

INDUSTRY E-Commerce - Tile & Masonry Tools	**BUSINESS MODEL** B2B + B2C E-Commerce
PLATFORM Google + Meta	**WEBSITE** tiletools.com

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1. The Client

Tile Tools (tiletools.com) is an e-commerce retailer serving professional tile installers, contractors, and serious DIYers in the U.S. tile and masonry trades. The catalog spans tile cutters, leveling systems, diamond blades, tile saws, wet-cutting equipment, and shower-system tools from leading manufacturers including Sigma, FloFx, Wedi, Raimondi, and Imer.

At a glance

- Category: Professional tile and masonry tools
- Brands carried: Sigma, FloFx, Wedi, Raimondi, Imer, and others
- E-Commerce platform: Shopify
- Customer profile: Professional installers, tile contractors, builders, advanced DIY
- Primary client contact: Mark Rocha, E-Commerce Manager

BrandRocket has managed Tile Tools' paid acquisition since January 2024. Google Ads from day one, Meta added in May 2025 -- a continuous two-and-a-half-year, multi-channel engagement.

2. What We Inherited and Rebuilt

When BrandRocket took over Tile Tools' Google Ads in January 2024, the immediate work wasn't scaling -- it was rebuilding.

The account had a working campaign structure but legacy conversion tracking that conflated multiple actions into a single inflated "purchase" event. That made every reporting decision suspect, because the data telling us what was working couldn't be trusted.

Year 1 (2024) was the foundation year. We migrated the account from the legacy URL-based purchase tracking into clean Shopify-integrated purchase tracking with proper de-duplication. We rebuilt the campaign architecture under a consistent naming convention. We added brand-specific Performance Max campaigns for the highest-volume manufacturers -- Sigma, FloFx, and Tile Cutters -- so each brand's catalog could be optimized independently. We layered in a high-margin Performance Max campaign for top-priority SKUs. We added remarketing display for cart abandoners.

By the end of Year 1, the account had clean data, a scalable structure, and a clear baseline for what Year 2 would build on.

3. The Scale Phase (Year 2)

With clean tracking and the new structure in place, Year 2 was the scale year.

Monthly Google Ads spend more than doubled from Year 1 to Year 2 as we expanded budgets on the campaigns that were performing best. Click volume grew in lockstep. And the combined paid program continued to produce a strong return throughout the year.

In May 2025, we added the second channel.

4. The Meta Channel Launch

The Meta launch was a from-scratch build. No prior Meta presence existed for Tile Tools before May 2025 -- we built the entire account from zero on top of the existing Shopify catalog and product feed. Campaign structure, creative production, audience targeting, Meta Pixel and Conversions API tracking -- all built in.

Meta performance in the channel's first year

Window	Return on Ad Spend
First 60 days after launch	Approximately 9x
Sustained over the first 13 months	High single digits to low double digits
Strongest single month	More than 15x

Meta is now a consistent contributor to the combined paid program -- not a small experiment, but a fully-built second channel that has earned its budget allocation through performance.

5. The Q1 Year-Over-Year Headline

The cleanest single-period comparison is Q1 2025 vs. Q1 2026.

In Q1 2025, the paid program ran on Google Ads alone (Meta had not yet launched). In Q1 2026, the paid program ran on both channels combined.

+121%
Q1 paid revenue growth year over year

3x
Combined spend scale (Q1 2026 vs Q1 2025)

~5x
Q1 2026 blended return across both channels

What the Q1 numbers tell us

Metric	Q1 2025 → Q1 2026
Combined paid spend	Tripled
Combined paid revenue	Grew +121% (more than doubled)
Combined blended return on ad spend	Held in the 5x range

Spend tripled. Revenue more than doubled. The blended return on the combined program held in the five-times range -- meaning the additional spend produced incremental revenue at roughly the same efficiency as the dollars before it. That is the structural property of a paid program that has room to keep scaling.

6. Where We Are Today

Across the trailing twelve months (June 2025 through May 2026), the combined paid media program -- Google Ads plus Meta Ads -- has returned approximately five dollars of revenue for every dollar spent.

Channel-level return across the last twelve months

Channel	Return on Ad Spend
Meta Ads	Approximately 9x
Google Ads	Approximately 4.5x
Combined program	Approximately 5x blended

This is what a steady, compounding paid media program looks like at scale: month after month of consistent return on increasing budget.

7. What BrandRocket Manages on the Account

BrandRocket has been the sole agency on Tile Tools' paid acquisition since January 2024. The scope has expanded as the account has scaled.

Google Ads -- since January 2024

- A portfolio of active campaigns under a consistent naming convention
- Campaign mix across Search, Standard Shopping, Performance Max, and Dynamic Search Ads
- Brand-specific Performance Max campaigns for Sigma, FloFx, and Tile Cutters
- High-margin Performance Max campaign for top-priority SKUs
- Remarketing display for cart abandoners
- Ongoing keyword build-out, negative keyword maintenance, and bid strategy management

Meta Ads -- since May 2025

- Full account build from scratch (no prior Meta presence existed)
- Campaign structure, creative production, and audience targeting
- Meta Pixel and Conversions API tracking implementation

Tracking and measurement infrastructure

- Migration of legacy URL-based purchase tracking to clean Shopify-integrated purchase tracking
- Conversion action hygiene across both platforms
- Multi-platform attribution monitoring

Merchant Center / Shopping feed strategy

- Ongoing audit and feed optimization work

8. What's Coming Next

The combined paid program is set up to keep absorbing additional budget at similar efficiency.

The **Meta channel** still has runway -- a year in, it has held a return in the high single digits to low double digits, which is well above the threshold where most accounts begin to dilute.

The **Google Ads program** continues to scale on Performance Max as the algorithms continue to improve on the catalog.

The **Merchant Center work in progress** will unlock additional Shopping volume once it's complete.

9. What This Means For The Business

After two and a half years of BrandRocket management:

- The paid program has gone from a single channel to two channels working together.
- Quarterly paid revenue has more than doubled year over year.
- The blended return across both channels has held steady in the five-times range even as spend has scaled.
- The Meta channel built from scratch in 2025 has paid back at roughly nine times the spend.
- The Google Ads account has a clean, scalable structure that supports continued growth without rebuilding.

The growth curve from Year 1 through 2026 is not the ceiling. It's the proof that the structure works.