

PREPARED FOR

True Rescue

Rebuilding the Account and Unlocking a B2B Wholesale Channel

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ACCOUNT SNAPSHOT

INDUSTRY

Safety & Rescue Equipment

BUSINESS MODEL

E-Commerce + B2B Direct Sales

PLATFORM

Google + Meta

WEBSITE

truerescue.com

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1. The Client

True Rescue (truerescue.com), the consumer brand of Cubix Safety, is a U.S.-based supplier of Stop The Bleed kits, bleeding control kits, tourniquets, hemostatic gauze, chest seals, training products, and rescue cabinets. The company is an official Stop The Bleed licensee under the DoD / Defense Health Agency program.

CEO Brian Graddon is a former 15-year Firefighter Paramedic and SWAT Medic. The business is a hybrid model -- consumer e-commerce on Shopify alongside a B2B direct-sales operation that supplies institutional buyers: school districts, hospital systems, police agencies, and corporate facilities.

At a glance

- Category: Safety and rescue equipment
- Business model: Hybrid -- e-commerce plus B2B institutional sales
- E-commerce platform: Shopify
- Customer profile: Individual buyers, school districts, police and EMS agencies, hospital systems, corporate facilities
- Primary client contact: Adam Baczkowski (CC: Brian Graddon, CEO; Wilson Sandidge)

BrandRocket has managed True Rescue's paid acquisition since November 2023 -- two and a half years of continuous engagement across Google Ads (the full window) and Meta (launched October 2025).

2. What We Inherited and Rebuilt

When BrandRocket took over True Rescue's Google Ads in November 2023, the immediate work wasn't scaling -- it was rebuilding.

The account had a legacy structure that had not been producing a sustainable return. Conversion tracking was layered in ways that made the reporting unreliable -- multiple purchase tags were firing simultaneously, and the algorithm couldn't tell which signals to optimize against.

Year 1 was the foundation year. We migrated the account onto a consistent campaign architecture, replaced the legacy structure, and launched the foundational Performance Max - All Products campaign that has carried the bulk of e-commerce volume since. We laid the groundwork for the channel build-out that Year 2 would scale.

Year 1 closed with the account on a clean structural footing -- the prerequisite for the recovery that Year 2 would deliver.

3. Diagnosing and Fixing the Conversion Tracking

Across the engagement, two specific tracking issues were diagnosed and corrected by BrandRocket. Both had been suppressing the program's measurable performance.

Issue 1: Duplicate purchase tags

Two purchase tracking tags -- one from the Shopify Google channel app, one from Google Tag Manager -- had been firing simultaneously since at least May 2025, in a near 1:1 ratio. Both were treated as primary conversion actions. The bidding algorithm was effectively counting many real purchases twice, distorting its understanding of what was producing revenue.

We evaluated both tags, determined which was reporting more accurately against the Shopify order record, and switched the primary conversion to the more accurate one in January 2026. The other was demoted to secondary.

Issue 2: Inflated B2B inquiry conversion volume

The Wholesale Signup conversion action was firing far more often than actual qualified institutional inquiries warranted. This was contaminating the bidding signal for the B2B channel. We diagnosed the inflation, corrected the volume, and assigned a more accurate per-lead value that reflects the true close-rate economics of the B2B side.

With clean tracking in place, the bidding algorithm could finally optimize against accurate signals -- which is the prerequisite for everything else in this case study.

4. The B2B Wholesale Channel Unlock

True Rescue's B2B business -- selling Stop The Bleed kits and bleeding control equipment to school districts, hospital systems, police agencies, and corporate facilities -- has substantially higher average order value than the consumer e-commerce side. It is the actual profit center of the company.

But the prior Google Ads structure had no dedicated channel for capturing institutional inquiry.

What we built

In **August 2024**, we built a dedicated B2B Wholesale Search campaign. The campaign targets institutional buyer language -- the procurement-side searches school districts, EMS agencies, and corporate compliance teams perform when they're sourcing bleeding-control equipment in volume.

What it now produces

Tracked through True Rescue's internal opportunity tracker, the B2B Wholesale Search campaign now drives institutional inquiries that close at a **37% rate** -- meaning more than one in three institutional leads turns into a won deal. The average won deal sits significantly above the consumer e-commerce average order value.

The B2B Wholesale channel is profitable in its own right and represents the strongest path to overall paid-program ROI improvement. It did not exist before BrandRocket built it.

5. The Q1 Year-Over-Year Headline

The cleanest single-period comparison is Q1 2025 versus Q1 2026. Both quarters used the same campaign architecture; the difference is what the structure and tracking cleanup unlocked.

+255%

Q1 paid revenue growth
year over year

3.5x

Conversion growth
(Q1 2026 vs Q1 2025)

2.1x

ROAS improvement
(more than doubled)

Q1 2025 → Q1 2026

Metric	Growth
Paid spend	Grew approximately 67%
Conversions tracked	Grew 3.5x
Paid revenue	More than tripled (+255%)
Return on ad spend	Improved from approximately 1x to more than 2x

Spend grew by about two thirds. Revenue more than tripled. The blended return on ad spend more than doubled. That ratio -- revenue growing faster than spend, and ROAS climbing while spend climbed -- is the structural property of a paid program that has been rebuilt and is now compounding.

6. Where We Are Today

Across the trailing twelve months -- June 2025 through May 2026 -- the program has continued to scale. Conversion volume is materially higher than the prior year. Return on ad spend has stabilized above 2x and is climbing again on the most recent three-month window.

BrandRocket-era trajectory (Google Ads)

Year	Blended Return on Ad Spend
BrandRocket Year 1 (Nov 2023 - Oct 2024)	Sub-break-even -- foundation phase
BrandRocket Year 2 (Nov 2024 - Oct 2025)	Approximately 1.7x
BrandRocket Year 3 YTD (Nov 2025 - May 2026)	Approximately 2.2x
Trailing 12 months (Jun 2025 - May 2026)	Approximately 2.2x
Most recent 3 months (Mar - May 2026)	Approximately 2.4x

Year 1 was rebuild. Year 2 was recovery. Year 3 is the scaling curve in action -- and the most recent three-month window shows ROAS continuing to improve as the cleanup work compounds.

7. What BrandRocket Manages on the Account

BrandRocket has been the sole agency on True Rescue's paid acquisition since November 2023.

Google Ads -- since November 2023

- Account rebuild and consistent campaign architecture across the entire program
- Performance Max campaigns across the full product catalog and high-priority product families (Stop The Bleed Kits, Tourniquets, QuikClot, Cabinets, School / Law Enforcement)
- Standard Shopping campaigns for branded kits and personal-use SKUs
- Search campaigns: Brand, Exploratory, and the B2B Wholesale channel built in August 2024
- Remarketing: YouTube Video Views and Display Email List
- Ongoing keyword build-out, negative keyword maintenance, and bid strategy management

Meta Ads -- since October 2025

- Full account build from scratch on top of the existing Shopify catalog
- Catalog Sales campaign structure, creative production, and audience targeting
- Currently in early-stage volume; not yet a headline contributor

Conversion tracking infrastructure

- Diagnosed the duplicate purchase tag firing pattern; corrected the primary conversion in January 2026
- Diagnosed the inflated Wholesale Signup volume; corrected to clean signal
- Maintains multi-platform attribution integrity across Google Ads, Meta, GA4, and Shopify

Merchant Center and product feed

- Ongoing feed health monitoring
- Product disapproval triage and resolution

8. What's Coming Next

The combined paid program is positioned to keep compounding.

The **B2B Wholesale channel** is the strongest single lever for overall program ROI improvement. The current channel architecture captures inquiry at the top of the funnel; importing the won-deal outcomes from the internal opportunity tracker back into Google Ads as offline conversions would let the bidding algorithm optimize against actual won institutional deals -- not just inquiry volume.

The **Meta channel** is still early-stage. With the catalog feed clean and the audience-building phase mostly complete, Meta has runway to grow into a meaningful second contributor.

The **Merchant Center feed** work continues -- product disapproval triage and supplemental feed improvements remain an active workstream that protects Shopping volume.

9. What This Means For The Business

After two and a half years of BrandRocket management:

- The Google Ads account has been rebuilt from the ground up under a clean, scalable structure.
- Conversion tracking is no longer inflating the bidding algorithm's signal -- the program now optimizes against accurate data.
- Year over year, Q1 paid revenue more than tripled and ROAS more than doubled.
- A dedicated B2B Wholesale Search channel -- built from scratch in August 2024 -- now drives institutional inquiries that close at a 37% rate.
- Meta has been added as an early-stage second channel, ready to scale into a meaningful second contributor.

The rebuild is complete. The recovery is real. The B2B channel is open. The next phase is scaling the program from a 2x+ return into something higher -- on a foundation that is now structurally sound.