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Stop Flushing Ad Spend:

How Bidetlity Scaled Revenue by 55% at an 18% Higher ROAS

Paid Media Case Study



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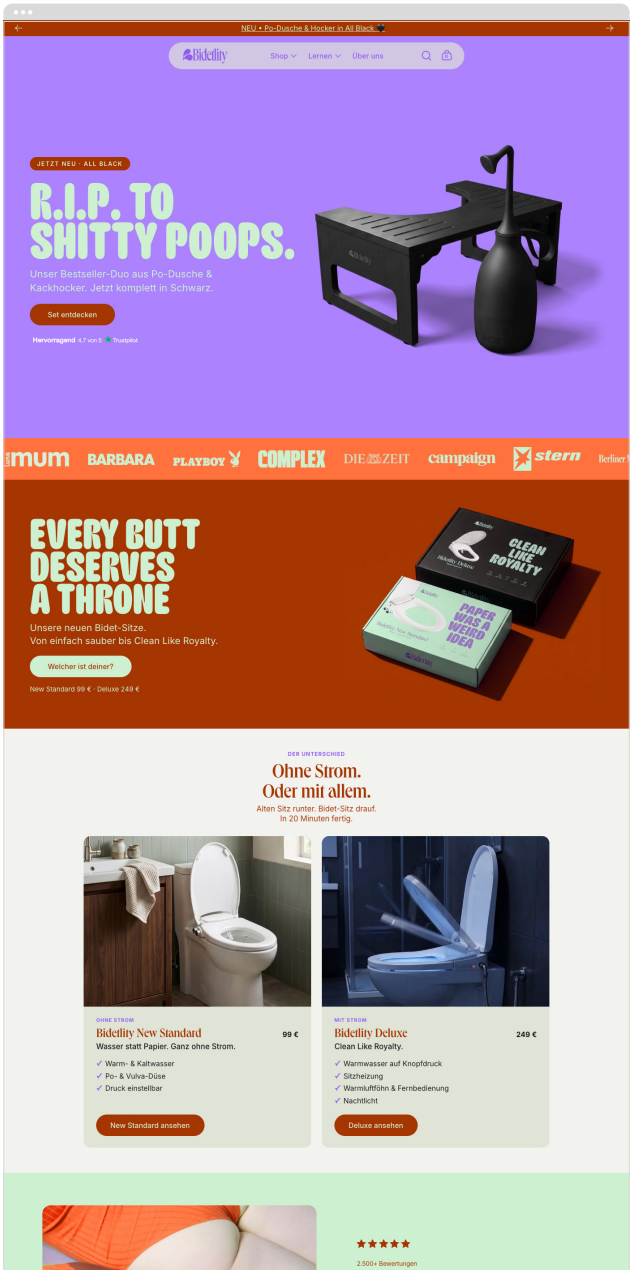
From Platform Silos to Predictable Growth:

How Full-Funnel Attribution and High-Impact Creative Drove a 55% Revenue Lift and an 18% Boost in ROAS

Bidetlity is a German direct-to-consumer personal hygiene brand modernizing bathroom routines through sustainable, water-based alternatives to toilet paper.

Their product line spans portable travel bidets, ergonomic toilet stools, and mechanical and electric retrofit bidet seats, including their flagship "New Standard" and "Deluxe" models. Beyond replacing single-use paper and wet wipes, the brand explicitly targets specific wellness needs: postpartum recovery, menstruation, sensitive skin, and proctological conditions.

Having already established clear product-market fit, Bidetlity reached a critical inflection point in their growth journey. While initial traction was solid, aggressive scaling began eating into contribution margins. They sought an agency partner at this exact moment to professionalize their media buying, overhaul their channel architecture, and build an attribution foundation capable of supporting profitable, long-term growth.





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The Challenge

Overcoming channel inefficiencies from ground zero.

The core bottleneck holding Bidetlity's growth back was not product demand, but channel efficiency and data visibility. Paid Search and Paid Social were running in functional silos, with no single source of truth connecting ad spend to actual customer acquisition paths.

To achieve sustainable, scalable growth, Bidetlity needed to resolve several critical obstacles.

Attribution Blindness:
Platform-reported metrics were double-counting conversions, making it impossible to determine the true marginal return of an additional euro spent on Meta versus Google.

Paid Search Inefficiencies:
Ad spend on Google was diluted across broad Performance Max setups that blended high-intent brand traffic with low-converting generic search terms.

Ad Fatigue on Meta:
Creative production lacked a structured testing process. High-performing ads burned out quickly, driving up customer acquisition costs.

Depressed Unit Economics:
Customer acquisition cost (CAC) remained too close to initial order value, leaving little room for sustainable margin expansion.

Core Objectives & Scope

- Eliminate double-counting attribution errors and establish a single source of truth for revenue and contribution margins.
- Rebuild paid search structures to segregate brand traffic and protect high-margin SKUs.
- Implement a systematic creative testing pipeline on Meta to combat ad burnout and lower CAC.
- Increase Average Order Value (AOV) and conversion rate across the e-commerce funnel through structured testing.

Services Delivered:

- Search Engine Advertising (SEA / Google Ads, Google Shopping, PMax, Microsoft Ads)
- Paid Social (Meta Campaign Management and Creative Testing)
- Attribution Infrastructure and Data Integration (Klar-Setup and MMM)
- Conversion Rate Optimization (CRO, Funnel and Bundle Architecture)



Our Solution

We executed a four-part strategy
designed to separate real demand capture from demand generation, ground every euro of spend in bottom-line contribution, and turn creative into a reliable growth engine.







Key Tactical Actions Implemented

1. Attribution Foundation via Klar

Before reallocating budget, we integrated Klar to connect Shopify store data directly with platform spend. We moved management focus away from in-platform ROAS and toward blended marketing mix modeling (MMM) and multi-touch attribution. This revealed the actual customer journey, stopped channel cannibalization, and gave the team confidence to scale spend based on real profit margins.

2. Search Engine Restructure

We rebuilt Google Ads from the ground up to ensure ad spend followed actual product profitability.

Brand and Non-Brand Segregation: Separated brand search from generic queries across Search and Shopping to stop paying premium rates for users already looking for Bidetlity.

Performance Max Refinement: Stripped out wasted inventory, using negative keyword lists and strict asset group controls to prioritize high-intent placements.

Custom Performance Labeling: Grouped products in Google Shopping feeds by historical conversion rate and margin tier.

Budget was automatically routed toward high-margin heroes and high-converting entry products, while low-margin or slow-moving SKUs were pulled back.

3. Systematic Creative Testing Framework

Paid Social was re-engineered as both an awareness driver and a high-margin conversion channel through a two-tiered structure.

Testing Lab: A dedicated sandbox campaign systematically tested distinct creative angles against specific, underserved audiences identified during onboarding.

Instead of running generic eco-messaging, we built targeted creative addressing specific use cases: postpartum care, proctological comfort, travel season, male hygiene, and non-German expat demographics.

Evergreen Scaling Engine: Creatives were designed to be bold, colorful, and humor-driven to demystify intimate hygiene. Only ads that hit verified efficiency thresholds in testing were graduated into the evergreen scaling campaign, eliminating creative fatigue.

4. Conversion Rate & AOV Optimization

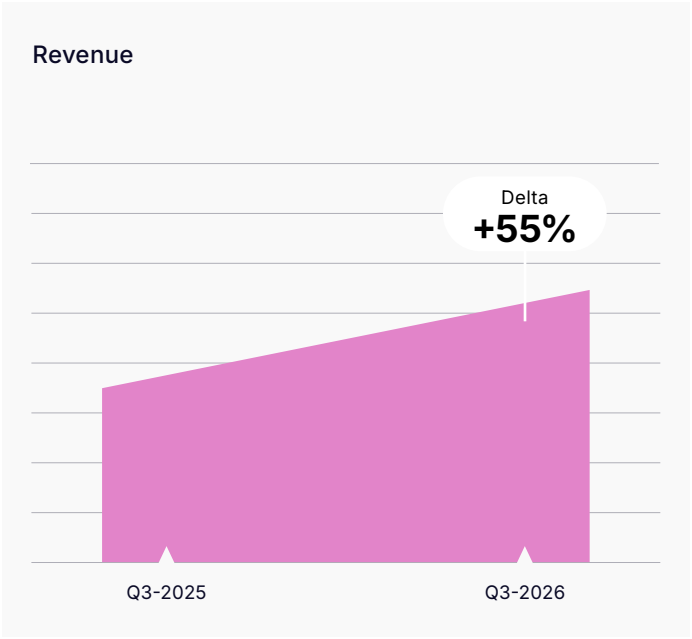
Driving qualified traffic addressed half the equation; the on-site experience needed to absorb it profitably.

We ran targeted A/B tests across primary landing pages, product pages, and the checkout funnel. The primary focus was testing bundle architectures, tiered volume discounts, and contextual cross-sells (such as pairing stools with bidet seats) to expand basket size before the order was placed.

Our results:
Growth and Efficiency up

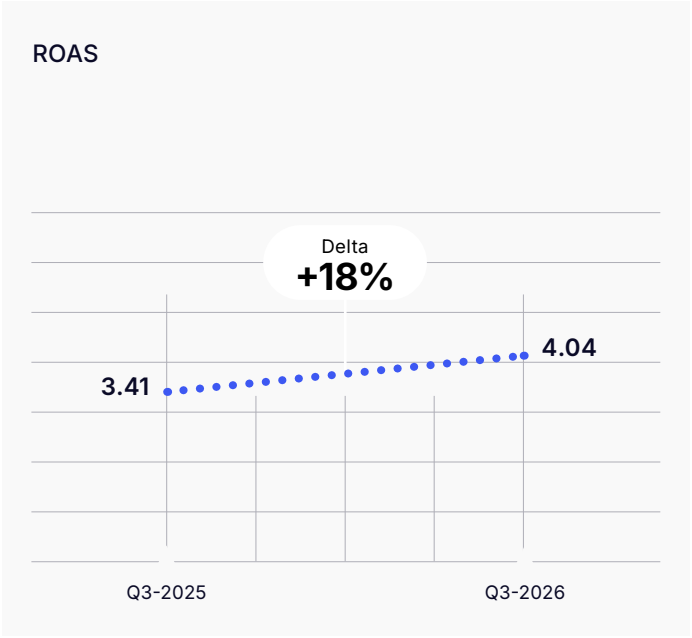
Comparing performance year-over-year between Q3-2025 and Q3-2026, the restructured acquisition engine resolved the standard direct-to-consumer trade-off by expanding volume while systematically improving efficiency.





+55% Revenue Expansion

Total revenue grew by 55% across the brand's six-figure quarterly baseline.

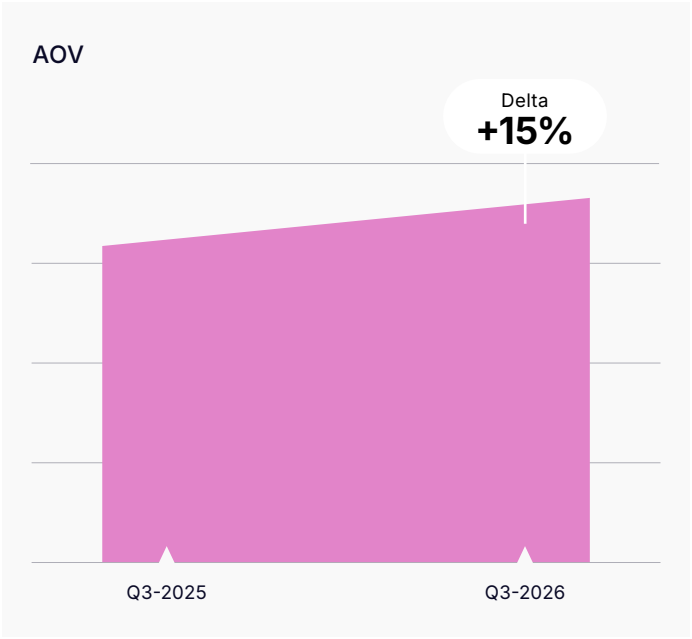


+18% Blended ROAS Increase

Blended ROAS climbed from 3.41 to 4.04 as attribution visibility eliminated wasted spend across underperforming search inventory and social audiences.

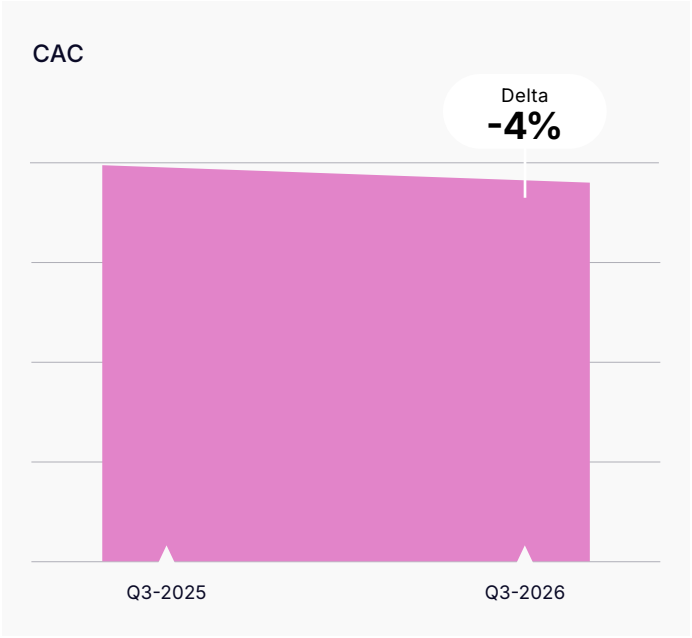
By linking reliable multi-touch attribution to disciplined search segmentation and structured creative testing, Bidetlity converted platform traffic into predictable, margin-conscious growth.





+15% Average Order Value (AOV)

On-site bundle tests, quantity breaks, and contextual cross-sells drove higher basket values across the storefront.



-4% Customer Acquisition Cost (CAC)

Proved that top-line scale could be achieved while lowering unit acquisition costs.

Who We Are

Based in Berlin, Muhlert Digital is a global digital marketing agency delivering exceptional results across the funnel.
With thousands of hours of international experience and a portfolio spanning continents, our team is a powerhouse of experts in Paid Search, SEO, Programmatic, Display, and more.

Our Mission

Here, there's no "junior" tier – every strategist, creator, and analyst at Muhlert Digital is a seasoned professional, united by a relentless drive to outperform expectations.
Our mission is simple: to drive impactful results and exceed your marketing goals.

Our POV

We are committed to transparency – about who we are, what we do, and what we've achieved.
Our extensive experience shapes our identity and guides every business decision we make.
We treat your growth like our own.

Who Trusts Us

Over the years, we've had the privilege of earning the trust of some of the world's most respected brands, partnering with them to achieve their most ambitious business goals.

Ranging from Fortune 500 giants to agile startups navigating uncharted business landscapes – below showcases a glimpse of our diverse client portfolio. Our growth has been entirely organic.

We've never relied on a sales team or outbound outreach. Instead, our clients come to us – and stay with us – because of our senior-only team, ensuring every project benefits from deep expertise and seamless execution.

























Our Team

Behind every campaign is a team of analysts, creatives, and strategists united by data and innovation.

We master paid media (Google, Meta, LinkedIn, Programmatic), organic SEO, and conversion-driven creative – seamlessly merging disciplines to fuel measurable growth. Case study-proven, we turn cross-channel synergy into your competitive edge.



Our team is made up exclusively of highly experienced marketing professionals who drive your campaigns with top-level expertise.

Our Services

We have assembled a team of online marketing experts dedicated to measurable business development. With extensive expertise in campaign management, strategy and creation – we convert clicks into customers at every stage of the sales funnel. Our strategic approach ensures that your campaigns achieve maximum impact and long-term success.

Strategy

- Market Analysis
- Audience Research
- Personalization Strategy
- Customer Journey
- Analytics & Attribution
- BI & Data Science
- Conversion Rate Optimization (CRO)

Campaign Management

- Paid Search (SEA)
- Organic Search (SEO/GEO)
- Paid Social
- Programmatic & Display Advertising
- Native Advertising
- CRM & Marketing Automation
- Affiliate Marketing
- Account Based Marketing (ABM)
- Google Marketing Platform

Creation

- UI / UX Design
- Website Development
- Conversion Rate Optimization
- Graphic & Motion Design
- Asset Creation
- Content Production & Localization

Want to build efficient digital growth for your brand?

Learn more & reach out to us at muhlertdigital.com

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