Muhlert Digital. × Bidetlity

Stop Flushing Ad Spend:

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

Paid Media Case Study



© Idriss Chair via Unsplash

Cover: Chelsey Marques via Unsplash

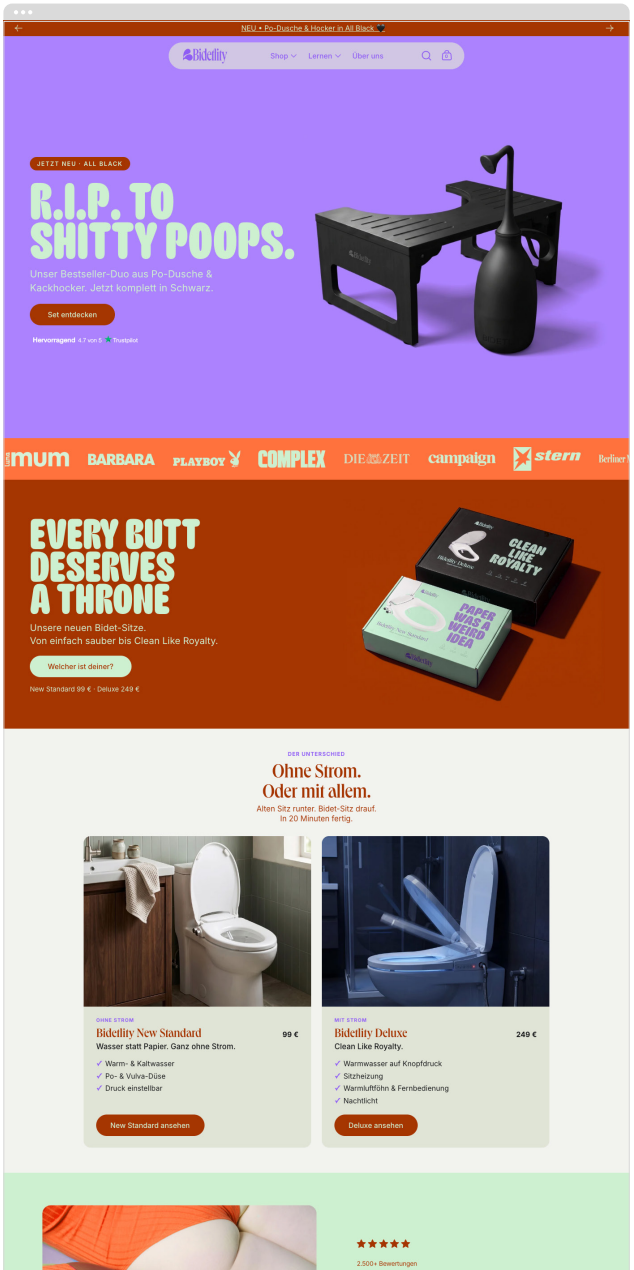
From Platform Silos to Predictable Growth:

How Full-Funnel Attribution and High-Impact Creative Contributed to 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 established clear product-market fit and a growing product range, Bidetlity brought in a paid media partner to scale ad spend efficiently, overhaul their channel architecture, and build an attribution foundation capable of supporting profitable, long-term growth.





© Nik via Unsplash

The Challenge

Overcoming channel inefficiencies.

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.
- Steer marketing budgets toward the most efficient products and campaigns.

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)



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 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 tested targeted creative addressing specific use cases: postpartum care, proctological comfort, travel season, male hygiene, and non-German expat demographics.

Evergreen Scaling Engine: Bidetlity's in-house team developed the creatives: 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. Budget Steering by Efficiency

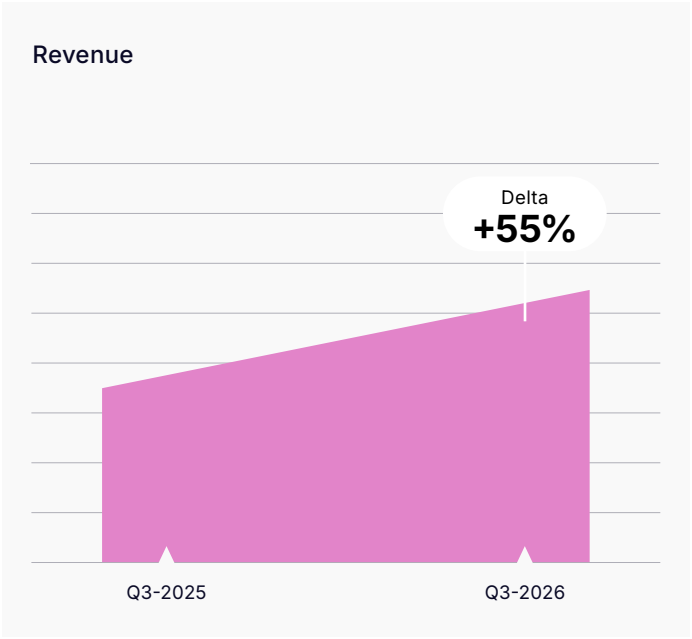
With business data connected in Klar, we steered spend against aMER targets: within the budgets Bidetlity set, we allocated spend across campaigns and products, pushing the more efficient ones and pulling back the others.

Occasionally, we also tested which of Bidetlity's landing pages converted paid traffic best.

Our results:
Growth and Efficiency up

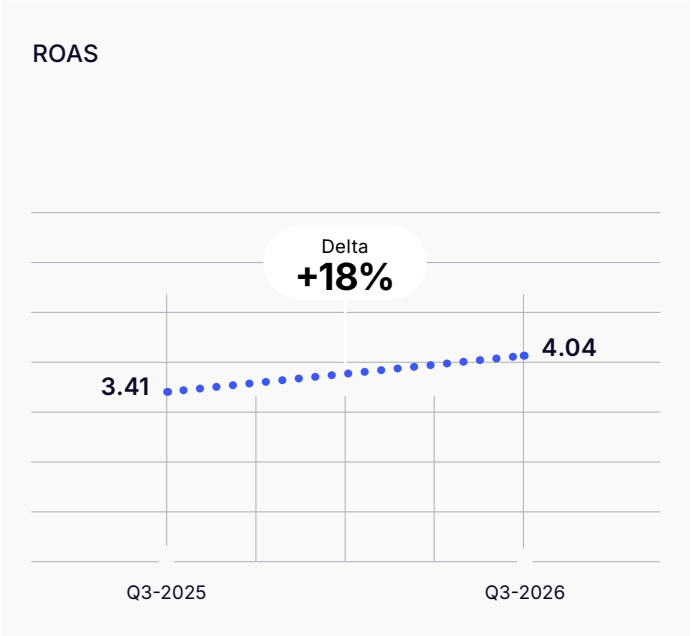
Alongside Bidetlity's own work on brand, creative and the launch of new products, the restructured paid engine helped turn the brand's growth into efficient growth.





+55% Revenue Expansion

Online store revenue grew by 55% year over year

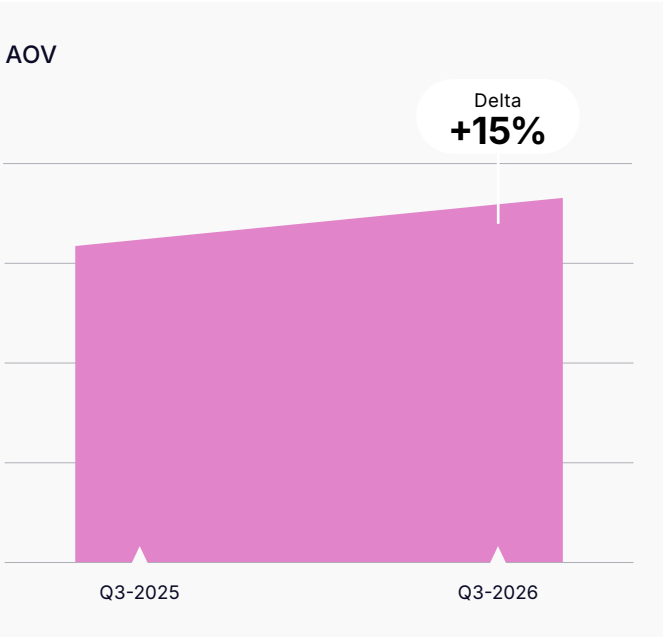


+18% Blended ROAS Increase

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

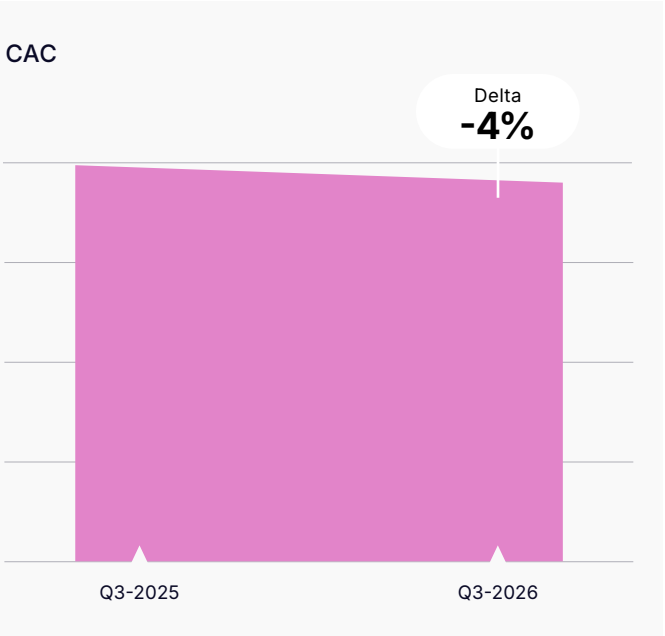
By linking reliable multi-touch attribution to disciplined search segmentation and structured creative testing, Bidetlity converted platform traffic into predictable, margin-conscious growth.





+15% Average Order Value (AOV)

Bidetlity's new product launches lifted basket values.



-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

© 2026 Muhlert Digital GmbH ‣ Gormannstr. 14, 10119 Berlin, Deutschland ‣ All rights reserved