

# DISRUPTIVE case study



## THE PROBLEM

We were meeting goals—10x while maximizing revenue, but things were getting stagnant. We weren't seeing amazing growth, so things were 'fine.'

## THE SOLUTION

We built out multiple new search campaigns using the keywords planner—one with competitor terms, one with very broad 'sports card' terms, and we segmented our Performance Max campaign by sports versus all products.

## THE RESULTS

In February 2022 compared to the prior month, we were able to spend \$14k at a 27k ROAS with an all-time high of \$381k in revenue! Sports Card Zone was nervous to keep increasing budgets but we saw such a large increase in volume, and they had the best month ever.

Sports Card Zone allowed us to have a more variable budget after this which has done a number of things including upgrading to Facebook and Amazon.

## PRODUCTS




PPC

# \$381k

generated in  
revenue

## CLIENT TESTIMONIAL

 "Disruptive and specifically Sarah go above and beyond for us and are irreplaceable."

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## SOCIAL ADS



**\$500  
GIVEAWAY**  
ENTER YOUR EMAIL FOR A CHANCE  
TO WIN A \$500 GIFT CARD

SCZ  
Topps PANINI



SPORT'S  
SCZ  
CARD ZONE

GET THE  
**NEWEST RELEASES**  
ON SALE NOW

Topps PANINI Fanatics



**NEW RELEASES  
JUST IN**  
BIGGEST DROPS OF THE YEAR

SHOP NOW



SPORT'S  
SCZ  
CARD ZONE

**LIVE BREAKS  
WEEKLY**

MONDAY - WEDNESDAY AND FRIDAY  
11:30 AM CT ON YOUTUBE

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## MOTION ADS

JUST IN **NEW** RELEASES



2021 STAR WARS MASTER SERIES

Your favorite Star Wars characters and creatures are back!

1. 100 Per-Kilobits, 4 Mini-Bosses Per Master Box  
2. Autographs per Master Box with 100 Card Autographs guaranteed

Available exclusively in Hobby Shops December 2021



SHOP  
BEST SELLERS  
& NEW RELEASES



15  
20-21  
10



**NEW PRESALE**  
AVAILABLE NOW



**DIAMOND KINGS**

2022 DIAMOND KINGS BASEBALL

100 PLAYERS TRADING CARDS - ROOKIE



**NEW RELEASE**



15  
2  
2 AUTOGRAPHS!

**AVAILABLE NOW**