

# CASE STUDY




## Sallie Tomato



### HOW PARACORE HELPED INTRODUCE A BRAND TO PAID ADS AND PRODUCE IMMEDIATE RESULTS

#### What challenge was Sallie Tomato looking to solve?

Prior to working with ParaCore, Sallie Tomato had never leveraged SEM to grow their business and instead relied solely on their strong organic presence. They knew there was more potential to capitalize on through PPC ads, but weren't sure how and needed to find the right partner.

Pain Points	ParaCore Solution	Results
 <ul style="list-style-type: none"><li>• Had no paid ad presence and unsure where to begin.</li><li>• Wanted to grow sales faster than SEO was allowing.</li><li>• Competitors were dominating ad placements.</li></ul>	 <ul style="list-style-type: none"><li>• Launched paid ads on Google &amp; Facebook.</li><li>• Tested several cold traffic audiences to reach new customers that weren't aware of the brand.</li><li>• Setup campaigns to target users at every stage of the buying cycle, putting a complete paid ad funnel in place.</li></ul>	 <ul style="list-style-type: none"><li>• Setup campaigns that averaged a 4.5:1 ROAS in first 90 days.</li><li>• Now running ads on four paid ad channels - Google, Facebook, Amazon &amp; Bing</li><li>• Increased website traffic by 72% in first full month of running ads.</li></ul>



"These guys have been great! Via and GC have delivered fantastic results from the first month and have never disappointed. I look forward to continuing to grow my business with them."

#### JAMIE SILVA

Part Owner, Sallie Tomato

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