Collin Nelson

STRATEGY · STORYTELLING · IMPACT

CASE STUDY

From Chaos to Clarity

How Simplifying a Paid Strategy Led to a 73% ROAS Lift for AliveCor's Kardia Product Line

Restructuring a bloated ad account, refining attribution, and rethinking retargeting from the ground up.

BACKGROUND

AliveCor is a leading digital health company focused on personal ECG devices. When I joined, the company had recently changed advertising agencies and was preparing to overhaul its paid media strategy across Meta, Google, and Amazon.

The goal was clear: scale direct-to-consumer sales while improving return on ad spend (ROAS) and reducing waste across channels.

CHALLENGE

The previous agency had created dozens of campaigns and ad groups, resulting in a bloated and confusing account structure. Creative assets were inconsistent, attribution was misaligned with real customer behavior, and budgets were stretched thin across too many variables.

Despite strong product demand, paid media performance was underwhelming—leaving significant revenue on the table.

OBJECTIVES

- Improve ROAS across Meta, Google, and Amazon
- Streamline campaign structure to improve budget efficiency
- Increase alignment between ad creative and landing pages
- Establish a consistent testing framework for creative and copy
- Build a sustainable performance foundation for future scale

FROM CHAOS TO CLARITY

Designing a Better Experience

STRATEGY

1. Simplify campaign structure for clarity and control

Our new agency partner, P3, eliminated the cluttered account structure and rebuilt from scratch. We launched with just three campaigns (one per Kardia product) to maximize budget depth and focus performance analysis. From there, we slowly expanded based on performance signals.

2. Choose the right campaign types and bidding strategies

We started with manual CPC and tightly targeted campaigns to regain control and collect clean data. As performance stabilized, we tested into automated bidding strategies like Maximize Conversion Value (Google) and Advantage+ Shopping Campaigns (Meta). This layered approach helped us validate new strategies before scaling spend.

3. Calibrate attribution windows to match buyer behavior

We updated Meta's attribution model to 1-day view / 7-day click, better reflecting AliveCor's actual purchase behavior. This helped uncover conversions that had previously been missed in reporting.

4. Scale creative testing at high volume

Working with both our in-house and agency teams, I helped deliver 20–50 new ad assets monthly. We tested everything from static and video to UGC-style creatives, optimizing toward click-through rate (CTR) and ROAS benchmarks.

5. Explore advanced attribution modeling

I initiated discussions around building a Marketing Mix Model (MMM) to measure true cross-channel contribution. Although we didn't fully implement the tool during my time, the conversations helped our team think more critically about measurement beyond last-click.

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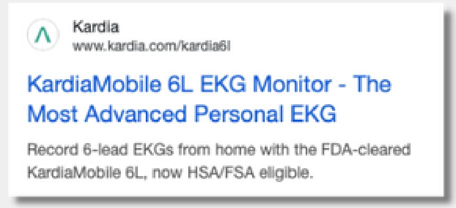
Bringing the Plan to Life: Part 1

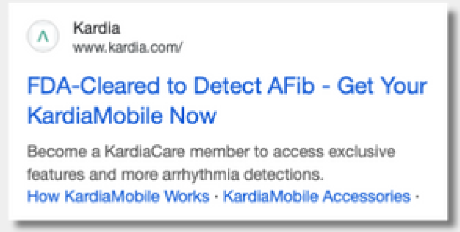
ACTION

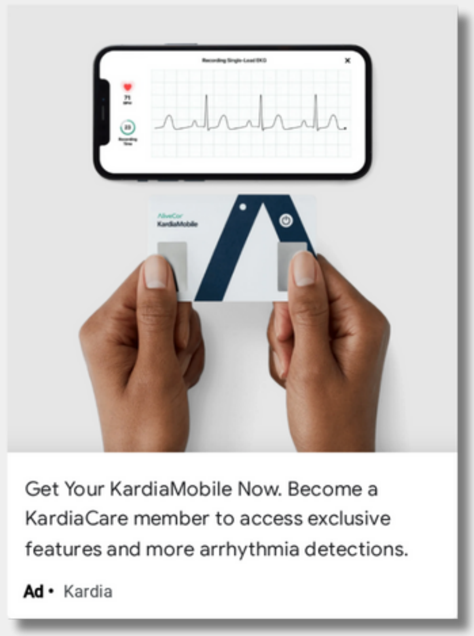
Google Ads

- Launched with manual bidding and narrow targeting to regain control
- Expanded to automated bidding strategies (e.g., Max Conversion Value) once campaigns proved profitable
- Used single-product campaigns initially, then tested broader campaign types and segmentation models

While Google was pushing us heavily toward Performance Max, we found that running both PMax and traditional Shopping campaigns in parallel gave us better overall performance and visibility. PMax delivered incremental reach and conversions, but Shopping provided the segmentation and reporting clarity we needed to optimize product-level bids and placements. Running both helped us balance automation with control.







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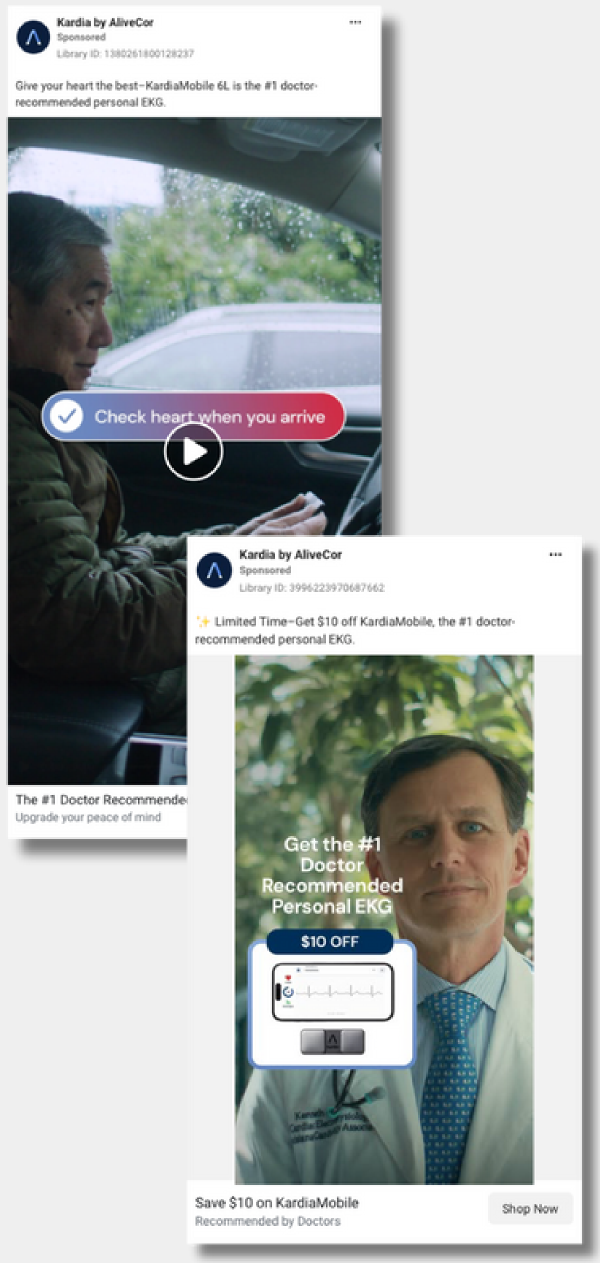
Bringing the Plan to Life: Part 2

ACTION

Meta Ads

- Focused heavily on A/B testing of ad creative and messaging
- Delivered and tested 20–50 unique ad assets monthly with variations in imagery, tone, and CTA strategy
- Used Advantage+ Shopping Campaigns and lookalike audiences for scalability
- Updated attribution window to 1-day view / 7-day click to better reflect real conversion timelines



Amazon

- Focused on keyword refinement and strategic product positioning
- Led PDP optimization (product detail page copy, images, value props)
- Resulted in 8.5+ ROAS, significantly outperforming category benchmarks

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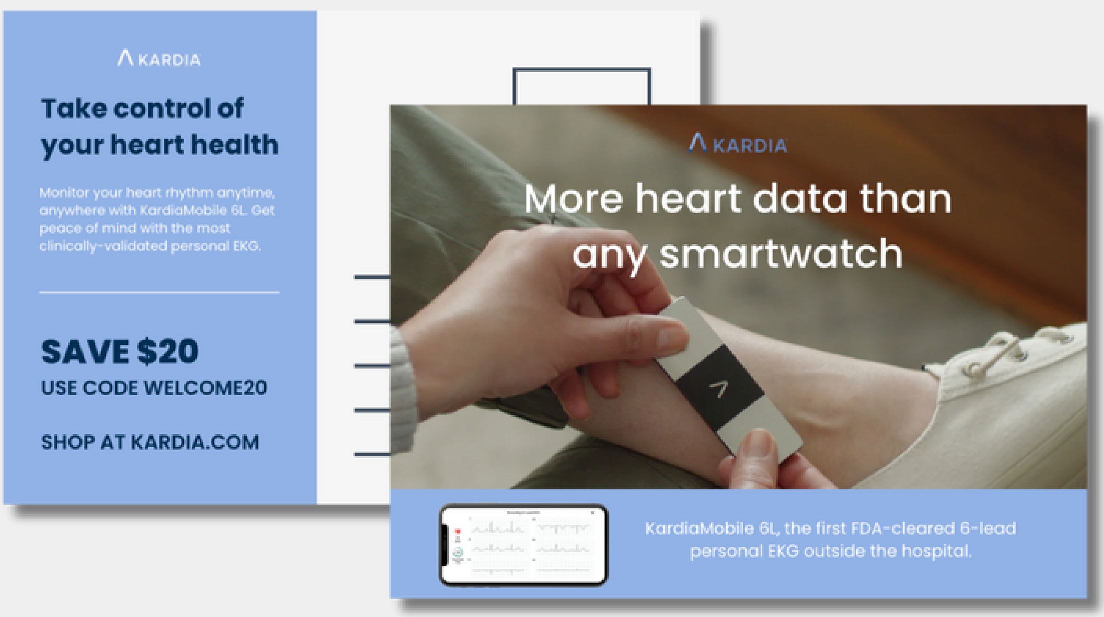
Bringing the Plan to Life: Part 3

ACTION

Identity Resolution Retargeting

I also led implementation of an identity resolution tool to match anonymous site traffic with real-world consumer data. I.e., we were able to identify anonymous website visitors.

Based on behaviors like cart abandonment or multiple non-converting visits, we launched direct mail campaignsoffering personalized discount codes. These efforts also powered new custom retargeting audiences for Meta.



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FROM CHAOS TO CLARITY

Measuring the Impact

RESULTS

- 73% ROAS improvement (0.85 → 1.47) across Meta and Google in 6 months
- $250K+ monthly budget managed across Meta, Google, Amazon
- 15% YoY ecommerce growth from landing page optimization and testing
- 8.5+ ROAS on Amazon, well above industry benchmarks
- Strategic Outcomes
- Paid media became a reliable, scalable growth engine
- Creative testing became a normalized, ongoing process
- Attribution reporting reflected true buyer behavior
- Offline and digital efforts became more coordinated

LESSONS & IMPACT

- Paid media became a reliable, scalable growth engine
- Creative testing became a normalized, ongoing process
- Attribution reporting reflected true buyer behavior
- Offline and digital efforts became more coordinated
- Collaborating closely with external partners helped align creative, audience targeting, and conversion strategy
- Balancing automation (PMax) with manual campaign control yielded both scale and insight
- Initiating exploration of advanced tools like MMM contributed to longer-term attribution planning

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