



# Rollersnakes boosts purchases 122% and revenue 128% with Performance Max

## rollersnakes

Omnichannel footwear, clothing, and skate accessories  
EMEA - United Kingdom • [rollersnakes.com](https://rollersnakes.com)

Agency Name: Everything Digital



## The Challenge

Rollersnakes is an omnichannel skatewear and skate accessory retailer with over 10,000 SKUs and different product margins across many categories. The goal for Rollersnakes in 2023 was complex. It wanted to find a scalable solution while simultaneously driving incremental revenue and efficiency in the UK, EMEA, and its recently launched US market.

## The Approach

Having had success with Performance Max but with scaling revenue a pain point, Unit Economics Calculation was discussed and Rollersnakes split its Performance Max campaigns across brands by margin. Incremental revenue impact was immediate across markets with Rollersnakes being able to serve ads across Google properties in a more effective way leading to profitable growth across the brands categories.

**Partnering with Everything Digital:** Everything Digital used in-house expertise and knowledge of Performance Max to deliver strong results across Rollersnakes' campaigns.

## The Results

By implementing Performance Max and splitting campaigns by product margin, Rollersnakes was able to grow revenue across Google Ads networks and capture incremental sales. Performance Max drove a 128% increase in revenue and a 122% increase in transactions from H2 2023. Following these results Rollersnakes has put Performance Max at the center of its 2024 strategy and made it a key component for export to the US market.

“The implementation of Performance Max by Everything Digital based on new user acquisition and the introduction of Demand Gen ads has meant a whole new audience and level of transactional customers are now being exposed to Rollersnakes online.”

*Paul Haynes, Owner, Rollersnakes*



## Primary Marketing Objective

- Grow Online Sales

## Featured Product Area

- Performance Max (with product feeds to drive online sales)

Everything Digital Google Ads