CASE STUDY

2nd Swing Golf: $170K to $45M in Online Revenue Over 9 Years

+59%	**35x**	**+11%**
Revenue YoY	**ROAS in 2025**	**Ad Spend**
$28.4M to $45.0M (2024 to 2025)	Up from 24x in 2024	Revenue grew 5x faster than spend

Client	2nd Swing Golf
Industry	E-commerce, Sporting Goods, Omnichannel Retail
Services	Paid Search, Google Shopping, Performance Max, YouTube, Demand Gen, Display, Local Inventory Ads
Engagement	9-year ongoing partnership (2016 to present)

Background

2nd Swing Golf is one of the largest new and used golf equipment retailers in the U.S., operating physical stores alongside a growing e-commerce business. Their catalog spans new clubs, pre-owned equipment, and trade-in services in a category where competition includes major OEMs and national big-box retailers.

When Evergreen PMG took over their paid media in 2016, online revenue was $170K annually. Channel coverage was fragmented, ROAS was inconsistent, and visibility against larger competitors was limited. The brief was to scale online sales efficiently while building presence across every stage of the golf shopper's journey.

The work

Phased channel expansion, sequenced to compound

We started with Paid Search in 2016 and introduced new channels only after the previous ones stabilized, each with a defined role in the customer journey. Shopping came next, then Performance Max as Google rolled it out, then upper-funnel channels like Demand Gen, YouTube, Display, Gmail, and Local Inventory Ads once the conversion engine was predictable.

Sequencing is what separates account growth from account drift. Layering brand awareness channels before lower-funnel conversion mechanics are stable is one of the most common reasons paid media accounts plateau. Each channel we added made the existing ones more efficient rather than competing with them for the same conversion credit.

Shopping became the dominant revenue engine

Shopping revenue grew 845% year-over-year, from $1.4M in 2024 to $13.3M in 2025. The lift came from rebuilding the product feed with granular segmentation: irons, drivers, putters, pre-owned versus new, brand tier, and price band each had their own bidding logic. This gave us control over which inventory surfaced for which queries instead of relying on the algorithm to guess.

For e-commerce brands with significant SKU depth, Shopping tends to outperform Search and PMax once the feed is treated as a strategic asset rather than a static export.

Performance Max budget was reallocated deliberately

PMax revenue dropped from $12.3M in 2024 to $8.5M in 2025. That was an intentional shift. As Shopping segmentation matured, we identified meaningful query overlap between PMax and our refined Shopping campaigns. Budget moved to Shopping, where we had product-level bidding control and clearer attribution. Net account ROAS climbed from 24x to 35x as a direct result of that reallocation.

Demand Gen launched at 16x ROAS in its first year

2025 was the launch year for Demand Gen on the account. Campaigns targeted in-market golf shoppers and existing customer lookalikes, contributing to both direct revenue and assisted conversions across the rest of the account. Launching a new channel at 16x ROAS in year one is the payoff for having a well-instrumented account ready to absorb incremental traffic.

Continuous bid strategy testing across campaign types

We run ongoing experiments with target ROAS, target CPA, and maximize conversions to identify the most efficient bidding posture for each campaign type. Budget gets reallocated monthly based on incremental ROAS, not last-click attribution. This is the discipline that turns a healthy account into a compounding one.

Results

2024 vs. 2025

Metric	2024	2025	YoY Change
Revenue	$28.4M	$45.0M	+59%
ROAS	24.4x	35.0x	+43%
Ad spend	$1.16M	$1.29M	+11%
Conversions	174,397	276,715	+59%

Revenue grew 59% while ad spend grew 11%. That gap is the efficiency story: years of compounding optimization across Search, Shopping, and Performance Max showing up simultaneously in a single year of results.

Channel performance, 2025

Channel	Revenue	2025 ROAS
Paid Search	$22.9M	46.8x
Shopping	$13.3M	26.9x
Performance Max	$8.5M	34.4x
Display	$114K	3.7x
Demand Gen	$56K	16.1x
Video	$9.5K	0.5x

Note on Video: Video runs as an upper-funnel brand awareness channel. Last-click ROAS understates its contribution because the assisted conversion value lands downstream in Search and Shopping.

The long view (2016 to 2025)

Online revenue grew from $170,166 in 2016 to $44.9M in 2025. ROAS climbed from 8.7x to 35.0x over the same period. This kind of compounding is what a long-term agency partnership enables: each year's work builds on the last, channel expansion happens at the right pace for the account, and decisions that only make sense with multiple years of data become possible.

What this engagement demonstrates

Full-stack Google Ads expertise for e-commerce

Search, Shopping, Performance Max, YouTube, Demand Gen, Display, and Local Inventory Ads each managed as a distinct channel with a defined role. The mix evolves as the account matures and as Google releases new inventory types.

Channel sequencing that compounds rather than cannibalizes

Most accounts don't fail because they're missing channels. They fail because channels were added before the foundation was ready. We sequence expansion based on data quality, attribution clarity, and where the account has room to absorb new traffic without diluting performance.

Long-term partnership value

Most of 2nd Swing's biggest efficiency gains came from optimizations that only made sense after years of data: Quality Score improvements, audience seed list refinement, feed segmentation, bidding calibration. None of those land in a 6-month engagement.

Work with Evergreen PMG

Evergreen PMG runs paid media for growing e-commerce brands across Search, Shopping, Performance Max, and full-funnel Google Ads. We work on a flat monthly fee with no media markups and no long-term contracts.

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