



CASE STUDY

Scaling a Global Book Retailer With Explosive Growth and Sustainable Profitability

300% Growth. Zero Compromise.

awesomebooks



The company has a simple mission:
to save perfectly good books from landfill and give them a second life.

Client Overview

Awesome Books is one of the UK's leading online book retailers and a pioneer in sustainable bookselling. Starting from reselling discarded books online, Awesome Books has grown into a global operation, now processing over 250,000 books every day.

With an inventory of **20 million+** new titles and **5 million** second-hand books, they serve customers worldwide while championing environmental and social impact.



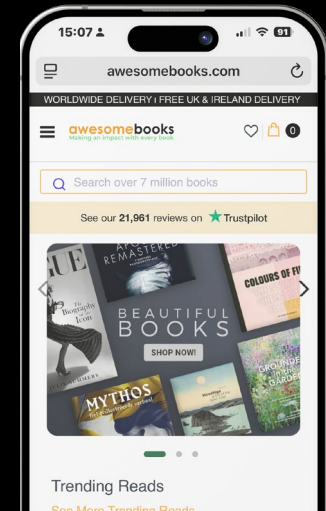
The Challenge

Awesome Books, one of the UK's leading book retailers, came to us with a **bold ambition** — to **accelerate growth without sacrificing profitability**. The task was clear but complex: **scale sales at speed while maintaining a strict target ROAS** and **drive new customer acquisition without pushing CPA beyond pre-set limits**.

The scope was vast. With **millions of titles in inventory** spanning both new and second-hand books, and a **global customer base**, the challenge wasn't just about running ads — it was about **orchestrating a high-performing, multi-channel strategy** that could thrive across multiple countries and platforms.

The Challenge Continued

On top of that, we needed to ensure **no opportunity was left untapped** — from **quickly capitalising on high-converting, low-hanging fruit** to **laying the groundwork for sustainable, long-term market leadership**. This meant every decision, every campaign, and every optimisation had to deliver against both **immediate sales targets** and the **brand's wider growth vision**.



The Strategy



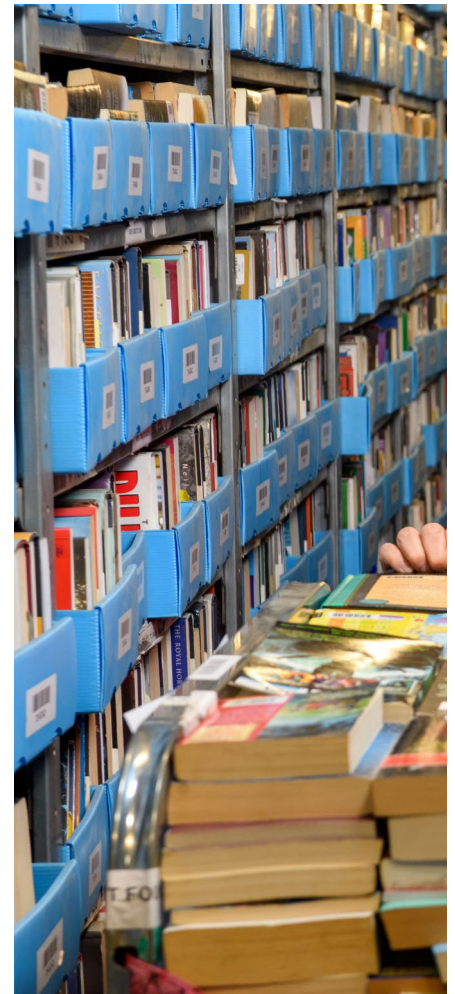
We started with a **deep audit of historical data and business metrics**, mapping out performance drivers and identifying where **ad spend was being wasted**. Every **"leaky bucket"** was plugged before a single pound was scaled.



We then **unified data across all channels**, turning fragmented campaigns into a **connected paid media ecosystem** where each platform amplified the others. This allowed us to **move beyond a channel-by-channel approach** and orchestrate growth holistically.



To unlock the full value of Awesome Books' **vast inventory**, we applied **data-driven feed optimisation**, ensuring **millions of titles** were surfaced to the **right audiences** in the right markets. Alongside this, **advanced customer segmentation** enabled tailored messaging and offers for **maximum relevance**.



Making an Impact with every book

Finally, we implemented a full-funnel structure — capturing audiences from **first touch to repeat purchase** — ensuring every campaign contributed to both **immediate revenue targets** and sustainable long-term growth, all while **keeping ROAS and CPA firmly on track**.



The Results

- 01 **Delivered a 300% uplift in sales** within the first six months while **maintaining target profit margins and CPA**.
- 02 **Scaled campaigns to manage millions in ad spend** efficiently across multiple paid media channels.
- 03 **Implemented a data-driven inventory strategy**, enabling the **effective promotion of millions of used and new books** across all markets.
- 04 **Built a global full-funnel paid media ecosystem**, ensuring **complete visibility and synergy** across all advertised countries and territories.
- 05 **Consistently achieved and exceeded target KPIs**, including **ROAS and CPA**, while driving **sustained growth at scale**.



Turning Pages into Profits — at Global Scale

Featured Highlights



+300%

sales uplift in 6 months while maintaining ROAS & CPA.



Millions

in global ad spend managed across multiple paid media channels.



Data-driven

inventory strategy utilising and advertising millions of titles worldwide.



Global full-funnel

paid media ecosystem delivering visibility & synergy across markets.



Consistently exceeded all KPIs,

driving sustained, profitable growth.

Ready to scale? Let's talk

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