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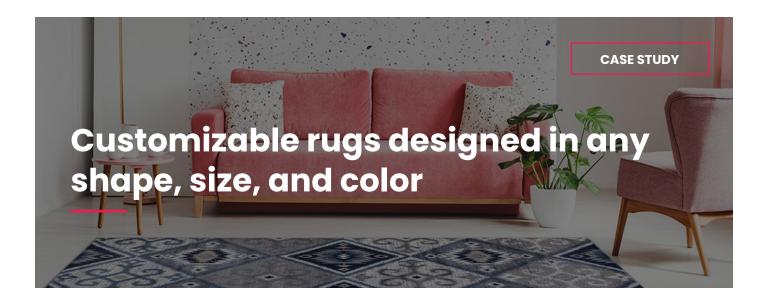
CASE STUDY

From Loss-Making to $20M+ Revenue in the Global Rugs Market

From 2.5x to 4.5x ROAS in 4 Months

Daloun

Customizable rugs designed in any shape, size, and color

Client Overview

A **leading online rugs retailer** operating under several brands across the **North American and European markets**, including Daloun and multiple rug outlets in several countries.

With its ability to ship internationally at **highly competitive prices**, the company serves a broad customer base across multiple categories.

By combining **product variety, design flexibility, and strong operational capability**, it has positioned itself as a **trusted global retailer in the home décor and furnishings sector**.

The business manages a diverse portfolio, stocking

tens of thousands

of SKUs ready to ship, alongside a wide range of **custom-made and washable rugs** tailored to different home needs.

From Loss-Making to Profitable Growth in 3 Months

The Challenge

The business approached us while **facing serious financial pressures**, as low campaign performance was leading to **sustained losses**. **With a ROAS of only 2.5x (250%)**, cash flow and overall financial health were being heavily impacted, making it impossible to achieve their target KPIs.

Our task was twofold: first, **to stabilise performance and bring the business back to break-even**, and second, to **develop a scalable growth model** that would allow the retailer to profitably expand beyond that baseline.

Building a Smarter Path to Profitability

The Strategy

We began by **assessing historical data** to understand product-level sales performance and evaluate the effectiveness of each paid media channel in isolation. This included analysing **demographic trends** such as sales by location, gender, and age to identify the strongest growth opportunities.
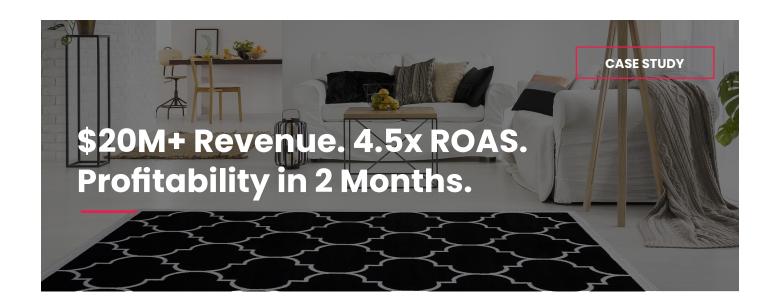
Next, we identified and closed all **"leaky buckets"** in the campaigns, cutting wasted media spend and **reallocating budget into the highest-performing areas**.

With a stronger foundation in place, we designed a f**ull-funnel, multi-channel strategy** that ensured both potential and existing customers experienced the brand's **ever-present visibility** across search and social platforms.

Finally, **we synchronised all data points**, introducing **advanced customer and audience segmentation** and deploying **proven attribution models,** supported by time-tested tracking frameworks. This approach provided **clear feedback loops** and enabled continuous optimisation at scale.

$20M+ Revenue. 4.5x ROAS. Profitability in 2 Months.

The Results

01   **Managed $4.4M+ in ad spend** across paid media channels for a leading UK eCommerce furniture & rugs business.

02   **Returned the business to profitability within 2 months** while maintaining sales volume.

03   **Increased ROAS from 2.5x to 4.5x within 4 months,** delivering a significant uplift in efficiency and margins.

04   Generated **$20M+ in revenue,** driving both **top-line growth and sustainable profitability.**

05   **Achieved full-funnel visibility across channels,** strengthening brand presence in competitive home décor markets.

Driving Growth Through Smarter Spend

Featured Highlights

$4.4M+ ad spend
managed across paid media channels with improved efficiency.

Profitability restored
within 2 months while maintaining sales volume.

ROAS increased
from 2.5x to 4.5x in 4 months, boosting margins.

$20M+ revenue
generated, delivering growth and profitability.

Eliminated wasted
spend, budgets redirected to high-performing SKUs.

Scalable campaign
model established to support growth across 10,000+ SKUs.

Ready to scale? Let's talk

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