



GaN Chargers

Discover Zyron was able to achieve a magical 700% increase in sales revenue through Brand Marketing in just 30 days.

OVERVIEW

Zyron, the GaN charger brand, launched in the Australian market in April 2022 with a game-changing product.

With a huge market potential and low competition, Zyron was already swimming in the money poll.

No competitor was running PPC, leaving a huge market opportunity for a smart seller with good PPC skills.

CHALLENGES

However, when Zyron started running PPC without our live support, they could only reach \$10k in monthly sales.

The issue was that they were marketing all their products in a single auto campaign.

SOLUTION

That's when Zyron turned to us for PPC management in September 2022 to scale up its brand and increase sales.

We optimized previous campaigns and launched brand campaigns to build a strong foundation for the brand name.

Ranked in **top 3**
brands from nowhere.

With killer graphics, the brand had all the ingredients for success.

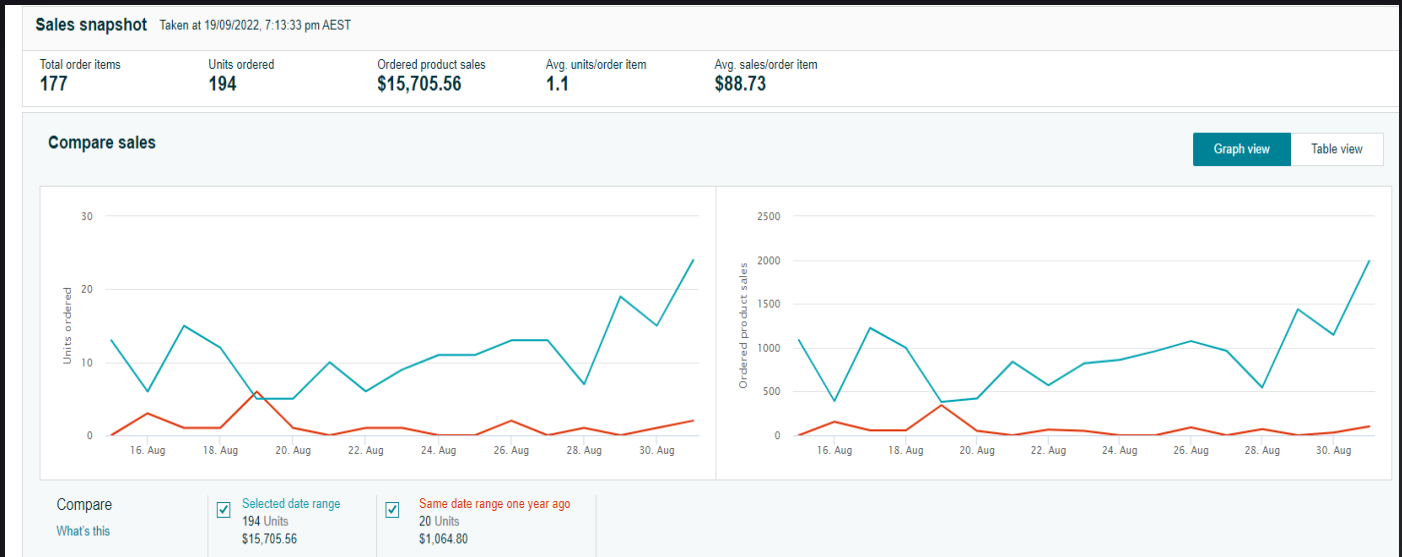
By doing proper branding, Zyron's sales by a whopping 700%, making it one of the top three brands in its category.



RESULT

In just 30 days, we could sell 800+ units and generate \$70k in revenue, with \$52,800 from organic sales and \$14,600 from PPC.

Comparing the last 15 days of August with the first 19 days of September, Zyron only sold 194 units, while we sold 412 units.



SUMMARY

Through our brand building and targeted approach, Zyron achieved a magical increase in sales revenue in just 30 days. So, if you want to take your brand to the next level, you know who to call!

- 700% boost in sales in 30 days.
- Ranked in top 3 brands from nowhere.
- Generated \$14,607.40 in revenue through PPC at 5.06% ROAS in 30 days.
- Generated \$52,898.63 from organic orders after powerful brand awareness in 30 days.

Our strategy was simple but effective: focus on brand building and target the right audience.