

**PUR**

# PUR Golf

## CASE STUDY



**PERFECT YOUR GAME**

Refine Your Stroke. Improve Accuracy. Sink More Putts.

[SHOP PUTTING AIDS](#)

**PUR GOLF**

The Client

**\$20,000+**

Revenue Generated  
Per Month

**50+**

Purchases  
Per Month

**3.3**

ROAS

## ABOUT PUR GOLF

PUR Golf is a golf equipment brand that makes precision putting training tools to help golfers improve their stroke, accuracy, and consistency. Their products—like the PUR Truth Trainer and PUR Truth Prepare—are designed to give real feedback, boost confidence on the greens, and are used by many instructors and players around the world.

## CHALLENGES

# **RISING CPR, SEASONAL INEFFICIENCIES, AND TARGETING ISSUES.**

- Rising CPR from high competition and inefficient ad spend during off-seasons.
- Overlapping audiences and keywords resulted in wasted ad spend and low conversion rates.
- Lack of creative testing on Meta Ads, missing opportunities to engage the target audience effectively.
- Difficulty tracking and attributing sales across multiple ad platforms, making it hard to measure campaign effectiveness.



## CAMPAIGN DEVELOPMENT

# **CLEAN SIGNALS, FULL-FUNNEL ALIGNMENT, AND A STRUCTURED CREATIVE SYSTEM.**

- Signal Quality: Clean segmentation (Brand, Non-Brand Core, Long-tail, Competitors), negative keyword hygiene, SKAG → intent clusters, enhanced conversion tracking.
- Funnel: Search for demand capture; YouTube/Discovery + Meta for demand creation; warm retargeting.
- Creative System: HOOK → Problem → Solution → Social Proof → CTA structure.

## PERFORMANCE OPTIMIZATION

# **SALES VIA GOOGLE, YOUTUBE, AND META ADS WITH TRACKING AND RETARGETING.**

The goal was to drive sales for PUR Golf products. Google Ads used Responsive Search Ads with high-converting keywords and Performance Max (PMax) campaigns optimized for Cost Per Revenue (CPR). YouTube In-Stream Ads highlighted product benefits and urgency to drive purchases. On Meta, CAPI v2 tracked sales with a 1-day click window, while Advantage+ placements optimized delivery. Website conversion ads and retargeting engaged users with promotions to boost conversions.

## RESULTS

# REVENUE GENERATED \$20,000+ PER MONTH

- Channels: Google Ads (Search, Performance Max, YouTube), Meta (Leads)
- Primary Goal: Drive sales for PUR Golf products at or below the target Cost Per Revenue (CPR).
- Secondary Goal: Grow social media presence and engagement to increase brand awareness and community interaction.

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## TECH

# GOOGLE & META ADS WITH GA4, CONVERSIONS, BOOKING TOOLS, AND DASHBOARDS.

Google Ads, GA4, Enhanced Conversions, Offline Conversions/CRM import, Facebook, Calendly/booking tool, Looker Studio dashboard.