

greyturtle

# Case Study

Built on Trust, Driven by Data: How a Deeper Partnership Tripled ASL's Ecommerce Revenue Again

Adaptation Supplies Ltd × Greyturtle

AT A GLANCE

## The Headlines

3×

### Monthly Revenue

Ecommerce revenue tripled – for the second consecutive year

#1

### SEO Rankings

Number one rankings achieved for many key product terms

10×

### ROAS

Every pound of PPC spend returned ten in revenue – regularly

12mo

### Timeframe

Phase two of an ongoing partnership, delivered over 12 months

**Client:** Adaptation Supplies Ltd (ASL)

**Sector:** Mobility & bathroom adaptation equipment

**Sells:** B2B and B2C via Shopify and eBay

**Service:** Ecommerce content strategy, SEO, PPC management, range development, business analysis, freelance resource management



## The Context



This is the second chapter of Greyturtle's work with Adaptation Supplies Ltd. In year one, we focused on the foundations – fixing product data, optimising the Google Shopping feed, and integrating Shopify with eBay. Revenue tripled.

ASL's owner had seen what consistent, expert work could achieve, and he was ready to move faster. With trust established and results on the board, the conversation shifted from fixing problems to building something bigger.

The goal for year two was growth – not incremental improvement, but a step change in the scale and quality of ASL's ecommerce operation.

THE APPROACH

# Content & SEO: Earning the Sale

Mobility and bathroom adaptation equipment is not an impulse purchase. Customers – whether trade buyers or individuals purchasing for a family member – need to be confident they're choosing the right product. Generic descriptions and basic specifications simply weren't enough.



## In-Depth Product Content

Greyturtle worked through ASL's top-selling product lines in depth – adding detailed dimensions, technical specifications, and installation guides to help buyers make confident decisions.

## 1

## Landing Page Optimisation

Key pages were restructured as properly optimised landing pages, improving both user experience and search visibility. ASL achieved number one rankings for many of their most important product terms.



## Review Management

Greyturtle set up a review management system to help ASL collect, display, and act on customer feedback systematically – turning social proof into a genuine conversion driver at the product level.

THE APPROACH

# Range, Operations & PPC: Building Something Bigger

With content and SEO gaining traction, the scope of work expanded significantly – into the product range itself, the commercial operation, and paid performance.



## Range Expansion

ASL identified alternative suppliers, and Greyturtle supported the development of a budget-friendly own brand line – opening up a new segment of the market.



## Resource Management

Greyturtle took on responsibility for managing a freelance product manager working three days a week on ASL's behalf – co-ordinating quality and keeping the project moving.



## Business Analysis

A thorough analysis of ASL's sales data across online and offline channels, followed by cost and margin reporting across the product range – giving leadership the visibility to make better decisions.



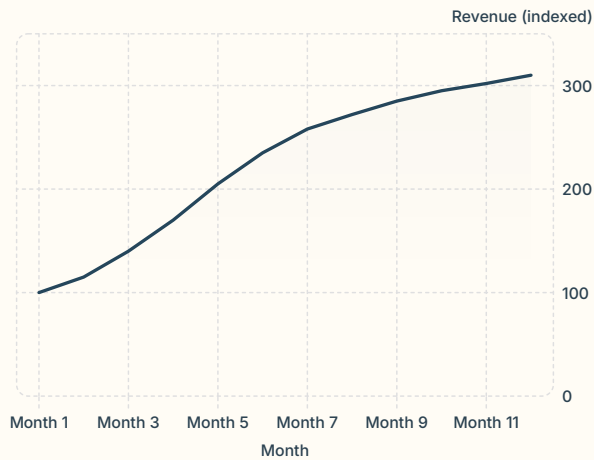
## PPC at ROAS 10

With stronger content and better rankings in place, ASL increased PPC investment. Greyturtle managed the campaigns and regularly achieved a ROAS of 10 – every pound returning ten in revenue.



# Measurable Results That Speak for Themselves

For the second year running, ASL's monthly ecommerce revenue tripled — meaning the business had grown its online sales to nine times what they were when Greyturtle first got involved.



Illustrative trajectory of monthly ecommerce revenue growth over the 12-month engagement (indexed to Month 1 = 100).

## Revenue Tripled (Again)

Monthly ecommerce revenue grew 3× over 12 months — the second consecutive year of tripling, taking online sales to 9× the original baseline.

## Number One SEO Rankings

ASL achieved top positions for many of their most important product search terms — delivering consistent, sustainable organic traffic that compounds over time.

## ROAS of 10 Regularly Achieved

Increased PPC investment delivered exceptional returns — every pound of ad spend generating ten in revenue, with strong organic rankings amplifying the effect.

## A More Robust Operation

Better content, a broader range, a functioning review programme, clear margin data, and a team that knew exactly where the business stood commercially.



CLIENT TESTIMONIAL

## What the Client Said

“

*"Amazing service. Cath has been integral to the growth of our online sales. I feel she is part of the team."*

**Andrew Wood**

Owner, Adaptation Supplies Ltd

”

From a marketing supplier fixing product data, Greyturtle had become a genuine business partner — managing resource, analysing the full operation, and helping shape strategic decisions alongside the leadership team.



## Ready to Talk?

### The Best Agency Relationships Don't Stay in Their Lane

When trust is established and results are on the board, the most valuable thing a partner can do is help you think bigger — about your content, your range, your data, and your commercial model.

Greyturtle works this way by design. We're not here to manage a retainer. We're here to help your business grow.

No hard sell. No long-term commitment.

If you're ready to move beyond fixing problems and start building something bigger, we'd love to have that conversation.

Email Us

01928 391 273

Greyturtle is a Cheshire-based digital marketing agency serving ambitious businesses across Manchester, Liverpool, the Wirral, and beyond.

