

Shoe Carnival

Managing 9 competing brands across \$10M+ annual paid media
— without any brand cannibalising another's audience.

Meta Ads

Google Shopping

TikTok

DV360

CM360

5x

ROAS delivered

+14%

CTR improvement

9

Brands managed

~40%

Faster test cycles

THE CHALLENGE

Nine distinct brands running simultaneously — Nike, Adidas, Skechers, Crocs, HEYDUDE, Converse, Vans, New Balance, and Under Armour. Each with a different audience, price point, seasonal hook, and creative language. The challenge: run all 9 without audience overlap destroying ROAS, across a 12-month retail calendar on multiple channels.

“

The complexity isn't budget management. It's audience architecture. Running Nike and Skechers simultaneously means the same person never sees both — and each brand speaks a completely different language.

BRAND STRATEGY — SEGMENT BY SEGMENT

Premium athletic

- › Nike — Target ROAS 8:1. Google Shopping 60%, Meta 30%, YouTube 10%. Urban fitness 18–45.
- › Adidas — Target CPA \$45. Meta 50%, Google Shopping 40%. Premium metros, higher-income zip codes.
- › HEYDUDE — Target CPA \$35. TikTok 40%, Instagram 40%. Casual lifestyle 20–50. Coastal, college towns.
- › Converse / Vans — Youth culture, couple targeting. Instagram-first with TikTok amplification.

Comfort & casual

- › Skechers — Maximise conversions. Facebook 60%. Ages 35–65, comfort seekers. Suburban geo-targeting.
- › Crocs — Target ROAS 6:1. Meta 70%. Healthcare workers, service industry, parents.
- › Under Armour / New Balance — Sport-specific segments with athlete-interest layering.
- › All brands: separate campaigns, budgets, audiences — zero overlap by design.

SEASONAL ARCHITECTURE + TRACKING

12-month calendar

- › New Year Fitness (Jan) — Nike + Adidas \$22K combined. Fitness resolution targeting.
- › Valentine's Day (Feb) — Converse + Adidas gifting. Couples 18–35. Buy 2 get 20% off.
- › Tax-Free Weekends (Jul) — Alabama & Mississippi state-specific rapid activations.
- › Back to School (Jul–Sep) — Multi-brand simultaneous. School-dense zip codes.
- › Black Friday / Holiday — Full portfolio. Sequential awareness → deal capture. DV360 layer.

Attribution stack

- › Full CM360 + DV360 integration across every campaign.
- › Dynamic click trackers on all Meta placements + UTM tagging on every URL.
- › View-through conversion mapping for cross-device journeys.
- › GA4 + Looker Studio: real-time pacing and weekly brand-level reviews.
- › AI-assisted creative experimentation via Microsoft Cortex — ~40% faster testing cycles.

RESULTS

5x ROAS Delivered consistently across the full portfolio	+14% CTR vs baseline across all channels and brands
9 brands managed Simultaneously — zero audience cannibalisation	\$10M+ annual Paid media budget managed end-to-end
~40% faster Creative testing cycles via AI experimentation	Full attribution CM360 + DV360 + GA4 + Looker Studio

THE LESSON

At this scale, the job isn't running campaigns — it's running a system. Audience architecture, brand separation, seasonal timing, and a testing framework fast enough to apply learnings within the same campaign flight. The AI experimentation layer was the operational lever that made iteration across 9 brands in 12 seasonal cycles actually manageable.