

# Driving PPC Revenue Growth by Prioritizing High-Profit Products



## F.W. Webb

F.W. Webb is a leading wholesale distributor serving the plumbing, heating, HVAC, and industrial supply markets across the Northeast. With a deep product catalog and strong regional footprint, the company supports professional buyers with complex, high-consideration purchasing needs. Despite this scale, paid search had not been fully activated as a growth channel.

### The Scenario

Initially, PPC investment was minimal, limiting the channel's impact and leaving incremental revenue untapped. As we looked to significantly scale the program, it was important that the increased investment drove incremental, profitable growth.

With a large and diverse product catalog (over 200,000 products), not all products had the same gross margins or contributed equally to profitability. Without clear prioritization, paid search risked over-investing in high-cost, low-margin products rather than driving incremental profit.

**The opportunity was clear:** validate PPC as a scalable growth channel by prioritizing high-margin products and partnering closely with F.W. Webb's marketing and analytics teams to apply business and profitability data directly to paid search decision-making.

### The Action Plan

**We rebuilt the PPC program around efficiency, margin contribution, and new customers.**

First, we expanded and diversified the campaign portfolio, testing multiple campaign types to identify top-performing products and campaign structures. This allowed us to isolate where paid media could drive the strongest returns and reduce investments in underperforming areas.

As performance patterns emerged, we selectively increased investment—scaling only in areas that maintained strong efficiency and profitability. Throughout the process, we provided ongoing consultation and hands-on support for product feed management to ensure high-margin products were consistently prioritized across campaigns. This approach ensured that growth was intentional, measurable, and sustainable.

### The Results

By prioritizing higher margin products, paid search became a significant, reliable driver of incremental revenue.

The refined strategy drove significant revenue growth (+399%) while improving efficiency (+21%), demonstrating how focused product prioritization can scale performance without compromising ROI.

**+399%**  
Revenue Growth

**21%**  
Improvement  
in ROAS

**+123%**  
New Customer  
Registration Growth

"Synapse quickly became an extension of our in-house marketing team. They don't just manage campaigns—they think strategically about our business. Their data-driven approach to paid media has helped us scale SQLs, improve efficiency, and uncover insights that have made our overall marketing smarter. They're also very professional, extremely responsive and highly specialized in B2B tech and performance marketing, making them an invaluable partner as we look to scale and evolve."

Jen Chestnutt  
VP of Demand Gen and Field Marketing



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