

HOW RIA EYEWEAR BOOSTED GOOGLE SEARCH WITH A PAID SOCIAL CAMPAIGN



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Brand Background

RIA Eyewear is an emerging performance eyewear company, founded in 2020 to meet the needs of athletes in motion, notably pickleball players and golfers. They are in a crowded field of legacy sunglass brands - ex. Oakley, Costa del Mar, Ray-Ban, Maui Jim, Blue Otter, Wiley X, etc.

And carving out brand equity with avid golfers comes at a steep cost because players have so many options & golf endorsement deals don't simply lead to sales.

But RIA has some things going for them - namely incredible reviews by customers and a total commitment to enhance your vision and protect your eyes.

The Challenge

Establish RIA as the eyewear of choice for avid golfers in a mature market.

RIA needs ad engagement to outpace industry benchmarks - particularly in top-of-funnel exposure metrics - to stretch ad budgets & generate mass golf player awareness. Sunglasses are a semi-regular purchase for most people buy new, high end sunglasses every 1-2 years. This means it's critical to serve RIA ads consistently to serious golfers in order to generate brand awareness and drive sales.

RIA Eyewear has been running paid social campaigns with their videos & images with customers sharing how they see the ball better, squint less, and zero bounce fit.

THE EYEWEAR BATTLE - RIA VS LEGACY BRANDS



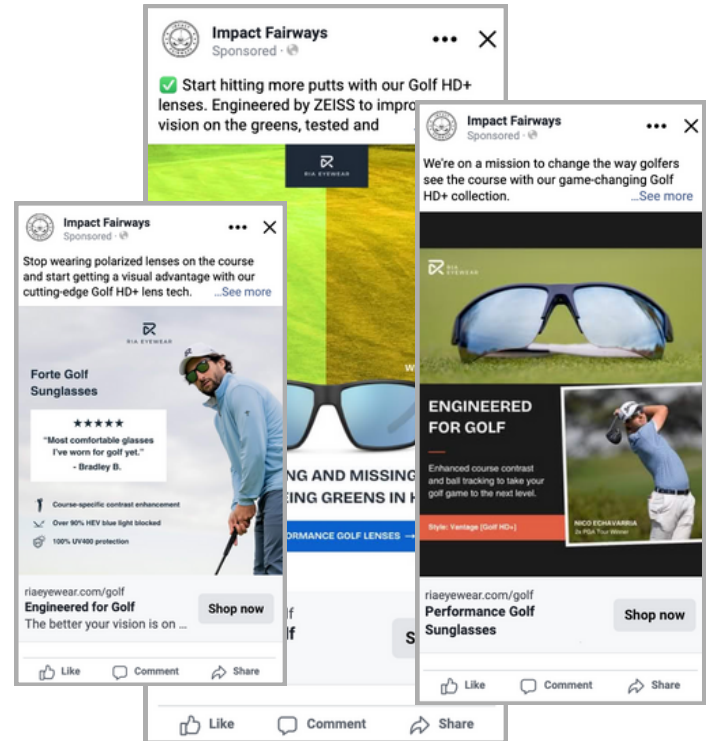
HOW IT STARTED - WHAT WE DID - HOW IT WENT

The Impact Fans Strategy

After researching the current RIA paid social strategy, we utilized existing ad creative as displayed in the Meta Ad Library. Ads contained clear product shots and imagery, strong text & copy, as well as direct destination links.

A 10-day paid social media campaign was launched on Meta - *but no interest targeting was used.*

Instead, RIA ads were shown from an Impact Fans account (Impact Fairways) to the followers of golf creators who have enrolled in our program. This connected RIA ads directly to the followers of select golf creators ensuring audience connection + high intent = *Intelligent Golf Network.*



THE IMPACT FANS PLAYBOOK

We Used Their Ads

Using existing ad creative allowed for before/after comparison benchmarking.

We Used Creator Followers

Golf creators and publishers enrolled in our program were utilized, allowing us to run ads from our account directly to those golf fans. Their followers were targeted with RIA ads.

We Measured Everything

Top line metrics like CPC and CPM and CTR, as well as performance for each ad. Additionally - technology demographics were reported (FB vs Meta) and user demographics (male vs female by age).

THE RESULTS

230%
better CPM

Lower Cost Exposure

The cost per 1,000 ad impressions means more golfers were reached with RIA ads.

20%
better CPC

Lower Cost Traffic

The cost per click translates to increased total click traffic from golfers to RIAeyewear.com.

19%
better CTR

Better Ad Engagement

The engagement with RIA ads proves the audience seeing the ads is golf focused, high quality, & high intent.

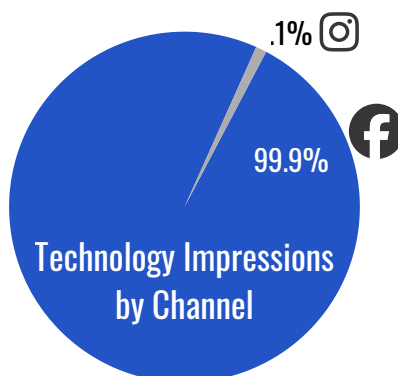
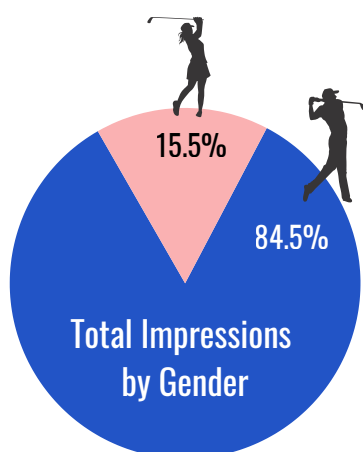
* Campaign actuals compared against Triple Whale, Meta benchmark study, Sporting Goods, Sept 2025



DEMOGRAPHIC & TECHNOLOGY PERFORMANCE

TRIAL CAMPAIGN - Results

We put our \$ to work with our Intelligent Golf Network. We utilized active RIA ads, sourced word for word from the Meta Ad Library, mimicking our strategy of using active client ads. This ensures creative control with RIA and allows for benchmarking & comparison.



Men on Facebook

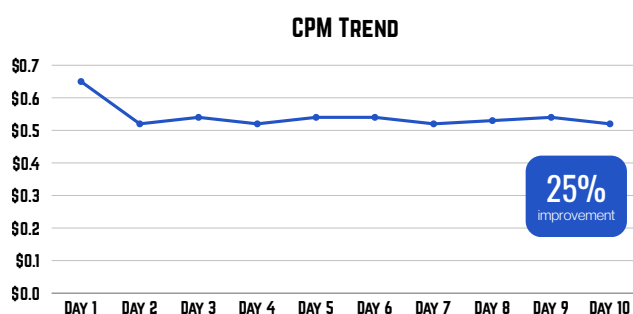
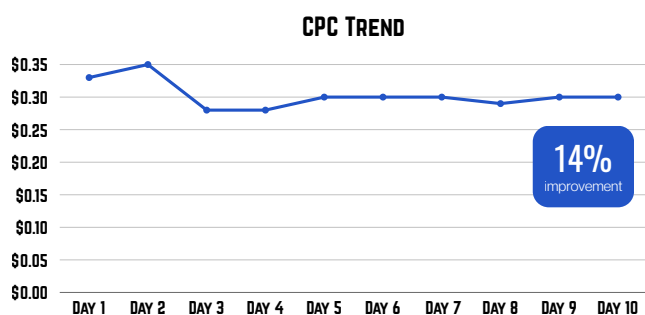
The data clearly shows that men on Facebook is the gender and channel mix that produces the most exposure for this brand.

Advertiser Strategy

Putting this data to work - RIA should generate ads focussing on gaining attention from male Golfers and focus those ads on Facebook.

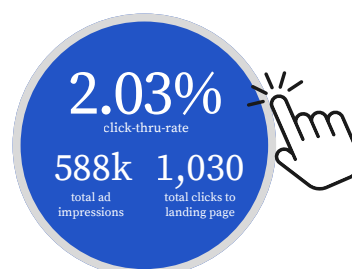
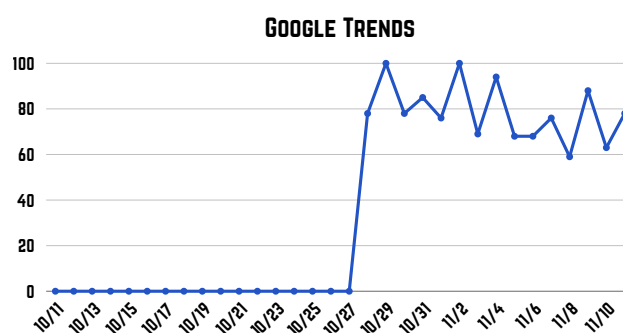
Performance Analysis

The cost-per-click (CPC) and cost-per-mille (CPM) quickly improved dramatically and quickly. These rate improvements can be attributed to targeting the right audience - people who subscribe to Golf content & follow Golf creators.



Search Impact

Google Trends is clearly showing the day after our campaign began you see the dramatic increase in popularity for RIA searches on Google. This is correlated to the exposure campaign targeting Golf followers & fans.



Blended Campaign Strategy
Exposure Campaign - mass impressions, powerful CPM
Traffic Campaign - mass site traffic, efficient CPC & CTR



LESSONS & TAKEAWAYS

Intelligent Golf Network

By showing the same ads to a focused, high-intent, highly-engaged golf network - RIA experienced tremendous performance in critical KPIs.

The top-of-funnel benchmarks are important to review to determine response & ad engagement.

By connecting RIA ads with followers of golf publishers, golf content creators, and pro golfers - they experienced results that go far beyond the standards in sporting good performance.

Now, golfers are searching for their brand.



ABOUT IMPACT FANS

Impact Fans connects you with the followers of creators without traditional influencer marketing (or hassle and expense).

We work with creators in specific categories to build high-intent audiences to run supremely efficient paid social campaigns. By eliminating the waste found in traditional “interest-based” targeting, clients experience a more efficient paid social campaign and greater ROI.

Scheduled your consult with the Impact Fans team today!

info@impactfans.com