

Nutcracker Agency Drives £70K+ Revenue for UK Manufacturer with Profit-Focused Google Ads Strategy

Case study reveals 130% ROI, £279 cost per acquisition, and consistent month-on-month profitability from disciplined paid media execution



London, United Kingdom Apr 13, 2026 ([IssueWire.com](https://www.IssueWire.com)) - Nutcracker Agency Delivers £70K+ Revenue Growth for UK Signage Manufacturer Through Revenue-Driven Google Ads Strategy

B2B marketing firm proves paid advertising ROI with 130% return on investment and consistent month-

to-month profitability

Nutcracker Agency, a B2B marketing firm specialising in revenue-driven acquisition strategies, has published a detailed case study demonstrating how a UK-based signage manufacturer generated £70K+ in revenue through a disciplined Google Ads methodology.

The client, Universal Graphix, achieved a 130% ROI and acquired 120 customers at a cost of just £279 per acquisition, with a payback period of one month. Performance remained consistent across three consecutive months, with ROI ranging from 117% to 185%.

"Most B2B companies treat Google Ads as a gamble," said Jenny Knighting, CEO of Nutcracker Agency. "They spray budget at generic campaigns and hope something sticks. Working with Universal Graphix we did the opposite. We focused on tracking revenue, understanding margins, and optimising for profit instead of activity. That's what turned paid advertising into a predictable growth engine."

The strategy centred on segmenting services by buyer problem rather than product category. Different buyer personas received targeted messaging aligned to their specific commercial concerns, which improved relevance scores, reduced acquisition costs, and increased conversion rates to 6%+, more than double the B2B industry average of 2-4%.

Key performance metrics

- Revenue generated: £70K+
- Customer acquisition cost: £279 (vs. B2B average of £300-£500)
- Conversion rate: 6%+ (vs. B2B average of 2-4%)
- ROI: 130% (vs. B2B average of 50-100%)
- Payback period: 1 month (vs. B2B average of 3-6 months)
- Customers acquired: 120

"The breakthrough came when we moved from testing whether this works to running it as a predictable revenue generator," Knighting explained. "By February 2025, the data was so consistent we increased ad spend by 50% with confidence."

Nutcracker Agency has worked with 40+ UK B2B service businesses to build revenue-tracked acquisition strategies. The methodology relies on four commercial fundamentals being in place: understanding margins, tracking customer journeys from click to conversion, operating in markets where buyers are actively searching for solutions, and optimising decisions based on profit rather than vanity metrics.

"If your business sells defined services, has clear margins, and wins work from inbound enquiries, you likely have the commercial dynamics to make this work," Knighting said. "We're not reinventing paid advertising, we're just applying commercial discipline to it."

The full case study, including month-to-month performance breakdown and benchmarking against B2B averages, is available on the Nutcracker Agency website.

About Nutcracker Agency

Nutcracker Agency is a B2B marketing firm based in London and Ipswich, specialising in content marketing, paid acquisition strategies, and revenue-driven campaign design across all industry sectors. The agency works with ambitious businesses to build long-term, profitable marketing systems rather than short-term campaign wins.

For more information, visit www.nutcrackeragency.com

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Notes for editors

- The case study focuses on a UK signage manufacturer and covers a 24-month period
- All figures are revenue-tracked and attributed directly to paid advertising activity
- Performance data spans December 2025 through February 2026
- The methodology applies to any B2B service business with defined pricing, clear margins, and inbound commercial enquiries
- High-resolution case study available at: <https://www.nutcrackeragency.com/our-work/universal-graphix-from-zero-ads-to-76854-in-revenue/>



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