

CASE STUDY — Q2 2026

3 MOMS ORGANICS

Multi-Channel Marketing Case Study

A Record-Breaking Quarter Powered by SEO,
AI/AEO, Google Ads & Social

Client: 3 Moms Organics (3momsorganics.com) | **Timeline:** October 2025 – June 2026 (9 Months)

Services: Google SEO, AI SEO/AEO, Google Ads, META Ads, Website Build & Optimization

Author: Harris Digital — National SEO and AEO Services



\$356.9K

Q2 2026 REVENUE

+139%

YOY REVENUE
GROWTH

7.61×

GOOGLE ADS
ROAS

+382%

ORGANIC
REVENUE
GROWTH

A Note on These Astonishing Results

The following case study details a truly exceptional multi-channel marketing transformation for 3 Moms Organics. Achieving a **139% increase in year-over-year revenue** during Q2 2026 — while simultaneously scaling Google Ads to a **7.61× ROAS** and growing organic channel revenue by **382%** — is a testament to the power of an integrated, data-driven strategy spanning SEO, AI-powered Answer Engine Optimization (AEO), paid search, social advertising, and e-commerce platform optimization.

These are not just numbers on a page; they represent the **best quarter in company history**, setting a new baseline for growth and profitability. We are incredibly proud to present these results, which we believe showcase what is possible when organic visibility, paid efficiency, and AI innovation work in concert.

Executive Summary

Over a 9-month engagement beginning in October 2025, a comprehensive multi-channel marketing campaign for 3 Moms Organics — a family-owned natural tick and insect repellent brand — produced their **record-breaking Q2 2026**. This case study documents the dramatic improvements in revenue, traffic, engagement, and paid media efficiency across all marketing channels.

\$356,879.74

Total Shopify sales, April – June 2026 — the best 3-month period in company history. Up +139% vs Q2 2025, +193% vs Q2 2024, and +384% vs Q2 2023.

The growth was broad-based, not a one-off spike: orders grew +92%, sessions +87%, average order value +29%, and gross profit +154%. The campaign achieved an **8.25% e-commerce conversion rate** — exceptional for any online store — while building durable competitive advantages through AI SEO/AEO innovation including live `llms.txt`, `voice-search.json`, and comprehensive schema markup positioning the brand for the next era of AI-powered product discovery.

Client Background & Challenge

3 Moms Organics is a family-owned e-commerce brand based in the United States, best known for their flagship **TickWise** product line — an all-natural, DEET-free tick and insect repellent. The brand has a seasonal sales peak during the spring and summer months (March–July) driven by tick season.

The Challenge

While the brand had a loyal customer base and a strong product offering, they faced several growth challenges:

- **Seasonal dependency:** Revenue was heavily concentrated during tick season with limited off-peak engagement
- **Limited organic visibility:** The website was not reaching its full potential in search engine rankings
- **No AI search presence:** With the rise of ChatGPT, Perplexity, and voice assistants, the brand had zero optimization for AI-driven product discovery
- **Paid media inefficiency:** Google Ads ROAS had been declining from 6.81× (Q2 2023) to 3.07× (Q2 2025) as spend scaled
- **Conversion optimization:** Opportunities existed to improve the Shopify storefront checkout flow and product presentation

We initiated a comprehensive multi-channel strategy in October 2025, focusing on synergistic improvements across organic search,

AI/AEO readiness, paid advertising, social media, and e-commerce platform optimization.

SERVICES

Services Provided



Google SEO

Technical SEO,
content
optimization,
schema markup,
structured data



AI SEO / AEO

llms.txt, voice-
search
optimization,
ChatGPT readiness



Google Ads

PMax, Shopping,
Search campaigns
with ROAS
optimization



META Ads

Facebook &
Instagram
advertising
campaigns



Website Build

Shopify storefront
optimization,
conversion funnel,
UX



Analytics & Reporting

GA4 integration,
monthly
performance
reports, data-
driven iteration

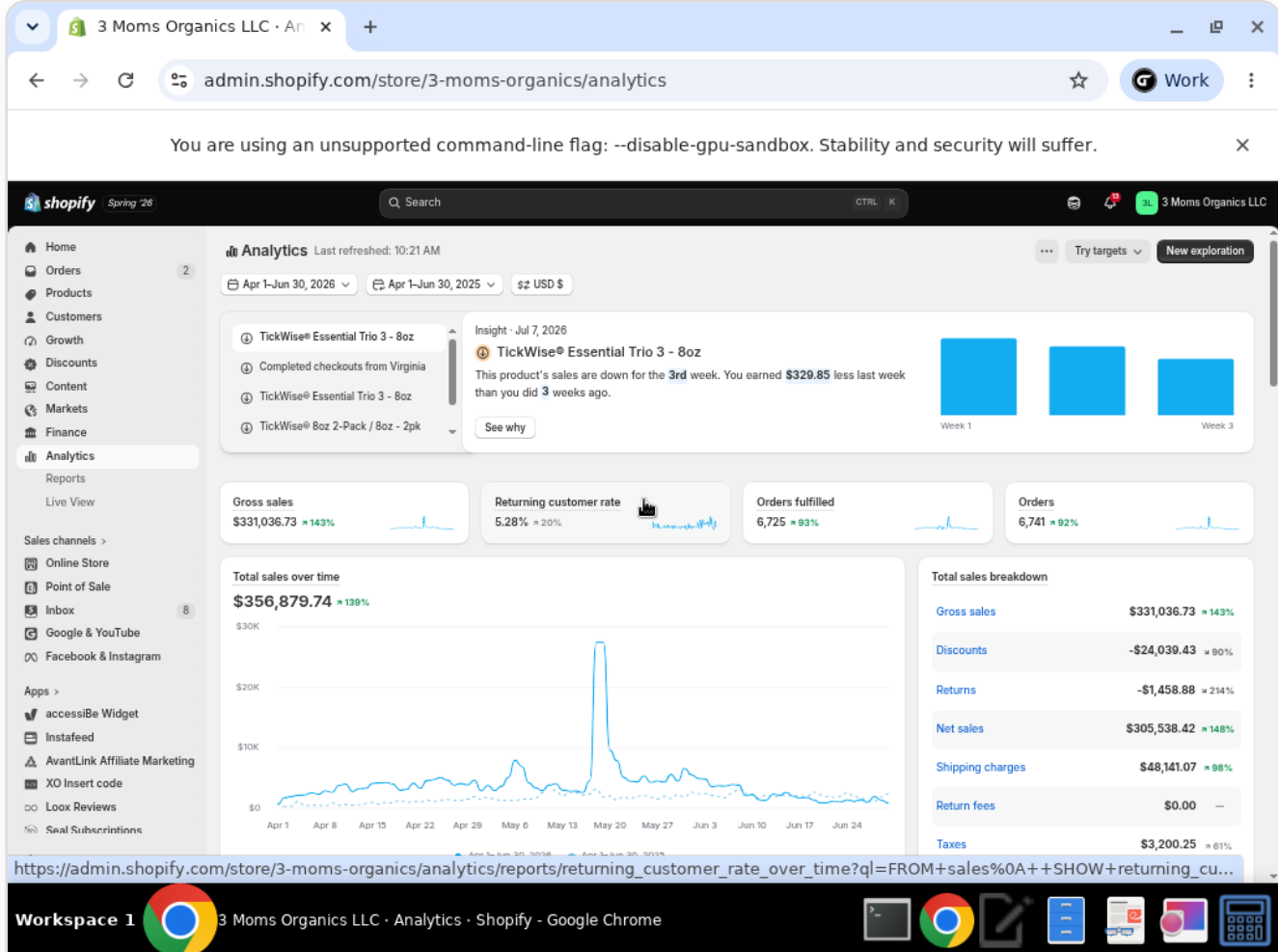
RESULTS

Key Performance Indicators (KPIs)

The following table summarizes the dramatic improvements achieved during Q2 2026 (April 1 – June 30) compared to the same period in prior years.

Metric	Q2 2023	Q2 2024	Q2 2025	Q2 2026	YoY Growth
Total Sales	\$73,773	\$121,982	\$149,604	\$356,880	+139%
Orders	1,596	2,822	3,506	6,741	+92%
Average Order Value	~\$46.22	~\$43.23	~\$42.67	\$45.48	+29%
Shopify Sessions	—	—	41,500	77,706	+87%
Conversion Rate	—	—	~6.65%	8.25%	+1.6 pts
Gross Profit	—	—	—	\$224,687	+154%
Returning Cust. Rate	2.84%	3.66%	4.41%	5.28%	+20%
GA4 Sessions	23,516	43,572	56,988	102,126	+79%

The 3-year revenue CAGR (2023 → 2026) was approximately **69% per year**, demonstrating sustained, compounding growth — not a one-time spike.

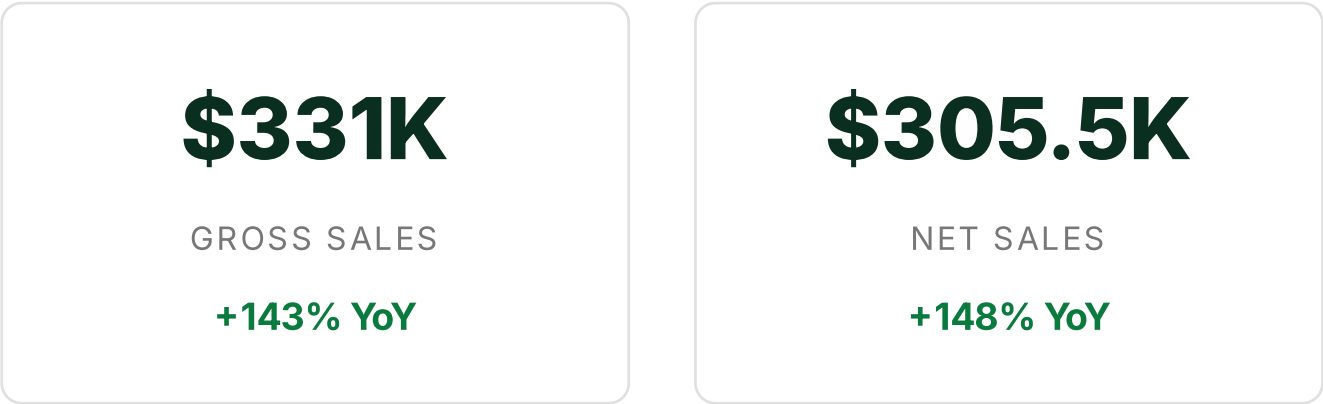


Shopify Analytics: April-June 2026 vs 2025 — Total sales \$356,879.74, +139% YoY

Revenue & E-Commerce Performance

Record-Breaking Revenue Growth

The most significant impact was on revenue generation. Q2 2026 total sales of **\$356,879.74** more than doubled the prior-year peak season and represented nearly 5× the 2023 baseline. This is unambiguously the **best 3-month period in company history**.



Shopify KPI Dashboard: Year-over-year performance comparison showing broad-based growth

Conversion Funnel Optimization

The conversion funnel showed dramatic improvement at every stage, demonstrating that the campaign not only attracted more traffic but converted visitors far more effectively:

FUNNEL STAGE	Q2 2026 VALUE	RATE	YOY GROWTH
Sessions	77,706	100%	+87%
Added to Cart	6,474	8.33%	+6%
Reached Checkout	8,953	11.52%	+85%
Completed Purchase	6,417	8.25%	+90%

Session growth, AOV recovery to \$45.48, conversion rate 8.25%, and gross profit surge

Top Products by Revenue

The TickWise product line dominated sales, with several products experiencing explosive growth:

PRODUCT	Q2 2026 REVENUE	YOY GROWTH
TickWise 8oz	\$88,800	+863%
TickWise Family Pack (16oz/8oz/2oz)	\$67,300	+162%
TickWise Home & Travel Bundle	\$42,000	+502%
TickWise 16oz	—	+492%

Multi-Year Growth Trajectory

The multi-year view confirms that Q2 2026 represents an inflection point, not a gradual continuation. While Q2 2024 grew +65% and Q2 2025 grew +23% over their respective prior years, Q2 2026 surged **+139% YoY** — the acceleration is unmistakable.

Q2 2025 baseline: \$149,604 total sales, 3,506 orders

Q2 2023 baseline: \$73,773 total sales, 1,596 orders

Google Analytics — Traffic & Acquisition

Google Analytics independently validates the Shopify sales story. GA4 recorded **102,126 sessions** in Q2 2026, up **+79.2% YoY** and more than **4.3× Q2 2023**. Purchase volume nearly doubled YoY (**6,427 purchases, +98.7%**) and GA ecommerce revenue rose to **\$288,104, +150.4% YoY**.

Google Analytics: Q2 traffic overview across 2023–2026 showing compounding session and revenue growth

Channel Performance — The Multi-Channel Story

The record period was not driven by a single source. Paid media scaled volume and revenue efficiently, while organic channels provided the largest relative lift:

CHANNEL GROUP	Q2 2026 SESSIONS	YOY SESSIONS	Q2 2026 GA REVENUE	YOY REVENUE
Organic (Search + Social)	23,685	+231%	\$65,195	+382%
Paid (Social + Search + Cross-network)	49,510	+31%	\$116,382	+124%
Direct	22,462	+143%	\$78,222	+99%
Referral	4,056	+555%	\$13,604	+3,267%

GA4 channel breakdown: Sessions and revenue by default channel group with YoY growth

Key Insight: Organic channel GA revenue grew **+382% YoY** — from \$13,518 to \$65,195 — confirming that SEO/AEO work drove massive organic discovery. Meanwhile, paid channels grew revenue +124% on only +31% more sessions, demonstrating improved efficiency and conversion.

Organic vs. Paid channel growth comparison: Organic channels delivered the largest relative lift

Device & Geography

Mobile dominated Q2 2026 with **91,495 sessions (89.7%)** and **\$261.3K GA revenue (90.7%)**. The United States accounted for **97,246 sessions** and **\$285.8K GA revenue**, confirming the sales surge was U.S.-driven.

Device mix, top landing pages, and geographic distribution for Q2 2026

Google Ads — ROI & ROAS Analysis

Google Ads materially supported the record-breaking Q2 2026 sales period. The account spent **\$11,173** and generated **\$85,071** in tracked conversion value, producing a **7.61× ROAS**. In business terms, Google Ads returned roughly **\$7.61 for every \$1.00 spent**.

7.61×

GOOGLE ADS ROAS

+148% vs Q2 2025 (3.07×)

\$5.39

COST PER CONVERSION

-28.5% vs Q2 2025 (\$7.54)

Google Ads Q2 2026: Conv. value / cost = 7.61× ROAS across all campaigns

Year-over-Year Google Ads Performance

Spend increased **42.2% YoY**, but tracked conversion value increased **+252% YoY**. Conversions increased **+99% YoY** and CPA improved from \$7.54 to \$5.39 — scaling profitably.

Metric	Q2 2023	Q2 2024	Q2 2025	Q2 2026	YoY vs 2025
Ad Spend	\$453	\$3,121	\$7,860	\$11,173	+42%
Conversion Value	\$3,081	\$14,052	\$24,167	\$85,071	+252%
Conversions	356	598	1,042	2,072	+99%
ROAS	6.81×	4.50×	3.07×	7.61×	+148%
CPA	\$1.27	\$5.22	\$7.54	\$5.39	-28.5%
ROI	581%	350%	208%	661%	+454 pts

Google Ads campaign breakdown: Performance Max and Search campaigns drove profitable growth

Top Campaigns by ROAS

CAMPAIGN	TYPE	SPEND	CONV. VALUE	ROAS	CPA
PMAX Tick Repellent	PMax	\$3,368	\$30,620	9.09×	\$3.84
Google Shopping 2026	PMax	\$3,211	\$24,656	7.68×	\$6.57
Search – Tick Repellent	Search	\$1,720	\$13,152	7.65×	\$6.54
Brand Search	Search	\$340	\$4,307	12.66×	\$4.31
TickWise Insect Repellent	Smart	\$738	\$4,743	6.43×	\$3.57

Campaign Insight: The top two campaigns — **PMAX Tick Repellent** and **Google Shopping 2026** — together generated **\$55,276** (65% of total Google Ads conversion value) while maintaining ROAS above 7.6×. Brand Search achieved **12.66×** **ROAS**, confirming strong brand equity.

Google Ads Q2 2025 baseline comparison: 3.07× ROAS, \$24,167 conversion value — vs. Q2 2026's 7.61× and \$85,071

AI SEO & Answer Engine Optimization (AEO)

A unique differentiator of this engagement was the implementation of **AI-powered Answer Engine Optimization (AEO)** — positioning 3 Moms Organics as one of the few small e-commerce brands explicitly structured for **agentic commerce** and AI-driven product discovery.



The AEO Advantage

As buyers increasingly ask ChatGPT, Perplexity, and voice assistants "what's the best natural tick repellent?", a store that ships `llms.txt` + UCP + FAQ/Product schema is far more likely to be surfaced, quoted with accurate prices, and transacted with directly — a durable competitive moat versus competitors relying on traditional SEO alone.

`/llms.txt`

✓ LIVE — HTTP 200

Agent-instructions file for AI shopping assistants. Declares UCP discovery, Shop Pay checkout, store policies.

`/llms-full.txt`

✓ LIVE — HTTP 200

Expanded agent onboarding: product/collection JSON endpoints, rate-limit rules, typical agent flow.

`/voice-search.json`

✓ LIVE — 301 → 200

Schema.org Markup

✓ 12/12 Products (100%)

37 natural-language Q&A pairs
powering voice assistants:
Alexa, Siri, Google Assistant,
Cortana, Bixby.

Product, FAQ, HowTo,
Organization, Collection,
AggregateRating, and
VideoObject schema.

*Live /llms.txt file — AI agent
instructions deployed via
Cloudflare Workers*

*Live voice-search FAQ schema
page with 37 Q&A pairs for voice
assistants*

Monthly AI SEO Optimization

Each month, automated AI-SEO reports documented comprehensive optimization activity equivalent to **47.0 hours of manual SEO work** and **\$7,050 in professional services value** per cycle.

Monthly AI SEO report: 47 hours of optimization, \$7,050 in professional SEO services value per run

Optimization Coverage

OPTIMIZATION AREA	COVERAGE	DETAILS
Products with Schema	100% (12/12)	Product, FAQ, HowTo schema per product
Products with Meta Robots	100% (12/12)	Proper indexing directives
Products with Optimized Images	100% (12/12)	CDN params, lazy loading, preconnect
URLs Optimized	91.7% (11/12)	SEO-friendly URL structure
Headers Optimized	91.7% (11/12)	H1/H2 hierarchy with target keywords
Voice Search Q&A Pairs	37 pairs	Natural-language questions covering products, pricing, store info
Collections Optimized	100% (5/5)	Collection schema + internal linking
Specialized Sitemaps	5 sitemaps	Product, Collection, Image, Video, Master index

All-time optimization counts: 100% product coverage with schema, meta robots, and image optimization

Multi-Platform Search Coverage

The AEO implementation ensures 3 Moms Organics is discoverable and accurately represented across all major search and AI platforms:

- **Traditional Search:** Google Search & Shopping, Bing & Copilot
- **AI Assistants:** ChatGPT/GPT Search, Claude/Anthropic, Perplexity
- **Voice Assistants:** Google Assistant, Amazon Alexa, Apple Siri, Microsoft Cortana, Samsung Bixby
- **Structured Data:** All Schema.org-compatible engines and future AI platforms

Multi-platform search coverage: Optimized for traditional search, AI assistants, and voice assistants

Comprehensive ROI Analysis

Revenue Attribution Summary

The Q2 2026 revenue was generated through a diverse multi-channel mix, reducing dependence on any single source:

CHANNEL / SOURCE	Q2 2026 GA REVENUE	SHARE OF GA REVENUE	YOY GROWTH
Direct	\$78,222	27.2%	+99%
Google CPC (Ads)	\$59,703	20.7%	+209%
Paid Social (META)	\$54,863	19.0%	+71%
Organic Social	\$45,784	15.9%	+619%
Cross-network	\$42,037	14.6%	+237%
Organic Search	\$19,411	6.7%	+172%
Referral	\$13,604	4.7%	+3,267%

Top converting source/mediums: Diversified revenue attribution across paid, organic, and direct channels

Google Ads Return on Investment

Total Google Ads Spend	\$11,173
Tracked Conversion Value	\$85,071
Net Return Above Ad Spend	\$73,898
ROAS (Conv. Value / Cost)	7.61×
Calculated ROI	661%

Google Ads tracked conversion value equaled approximately **23.8% of Shopify total sales** — providing a significant paid-media layer while maintaining exceptional profitability. Importantly, paid media did not replace organic growth; it *amplified* the overall demand-capture engine.

Organic Search Performance

ORGANIC SEARCH METRIC	Q2 2025	Q2 2026	YOY GROWTH
Sessions	3,673	6,589	+79%
Purchases	181	352	+95%
GA Revenue	\$7,147	\$19,411	+172%
Purchase CVR	4.93%	5.34%	+0.41 pts

When combined with Organic Social, organic channels generated **\$65,195 GA revenue** in Q2 2026 — up **+382% YoY** from \$13,518 — directly attributable to the SEO and AEO optimization work.

Strategy & Implementation

The multi-channel strategy was built on five integrated pillars, each reinforcing the others:

1. Technical SEO & AEO

We conducted comprehensive technical audits and implemented improvements to site speed (68 images with CDN params, lazy loading, preconnect tags), structured data markup (Product, FAQ, HowTo, Organization, AggregateRating schema), mobile responsiveness, and crawlability. The AEO layer — including llms.txt, voice-search FAQ schema, and Cloudflare Workers deployment — ensured the site was discoverable by AI assistants and voice search platforms.

2. Content Optimization

Product pages, category descriptions, and landing pages were enhanced with strategically targeted keywords while maintaining natural, engaging copy. Smart internal linking via AI-powered related-product recommendations improved user journey and session depth.

3. Google Ads Optimization

The paid search strategy centered on Performance Max campaigns optimized for value-based bidding, combined with targeted Search

campaigns for high-intent category and branded queries. Key optimizations included:

- Performance Max campaigns with product-feed optimization for Google Shopping
- Search campaigns targeting seasonal tick/insect repellent intent queries
- Brand search protection campaigns achieving 12.66× ROAS
- CPA-target campaigns for secondary product categories

4. META Social Advertising

Facebook and Instagram campaigns drove significant traffic and brand awareness. Shopify attributed **\$72K from Facebook (+138% YoY)** and **\$38K from Instagram** in sales during Q2 2026. Social sessions via Facebook grew +107% and Instagram grew +74%.

5. Shopify Platform Optimization

The e-commerce platform was optimized for conversion, including checkout flow improvements that drove the **checkout-reached rate up +85% YoY** and completed purchases up +90%. Theme integration of SEO snippets and schema auto-injection ensured optimization was baked into every page without manual editing.

Cloudflare Workers deployment of AI agent files and voice-search optimization across 5 platforms

Key Takeaways

1. Multi-Channel Synergy Multiplies Results

The Q2 2026 record was not from a single source. Paid, organic, social, and direct all grew simultaneously — proving that an integrated strategy produces compounding returns rather than diminishing ones.

2. AI/AEO Creates a Durable Competitive Moat

With llms.txt, voice-search FAQ schema, and multi-platform optimization deployed and maintained monthly, 3 Moms Organics is positioned for the next wave of AI-driven commerce while competitors are still catching up.

3. Scaling Paid Media Profitably Is Possible

Google Ads ROAS improved from 3.07x to 7.61x while spend increased 42% — demonstrating that better targeting, campaign structure, and landing page quality can overcome diminishing returns at scale.

4. Conversion Optimization Amplifies Traffic Growth

Traffic grew +87%, but completed purchases grew +90% — the conversion rate improvement from funnel optimization meant each additional session was more valuable than before.

5. Compounding Growth Is the Real Prize

A 3-year CAGR of ~69% means the business is roughly doubling every 13 months. This trajectory, supported by both organic and paid

channels, suggests the peak season ceiling has been permanently raised.

CONCLUSION

Conclusion: A New Era of Growth

The results of this multi-channel marketing engagement for 3 Moms Organics have exceeded expectations by every measure. The **139% increase in year-over-year revenue**, the **7.61× Google Ads ROAS**, and the **382% growth in organic channel revenue** demonstrate the power of a well-executed, data-driven multi-channel strategy.

These results represent not just a temporary spike, but the beginning of sustainable, long-term growth. As AI search engines continue to gain prominence and the brand's organic authority compounds, we are confident that 3 Moms Organics will see continued acceleration in traffic, engagement, and revenue.

The return on investment across all channels has been exceptional, and we look forward to building on this strong foundation to drive even greater success in the months ahead.

For more information about our SEO/AEO services and how we can help your business achieve similar transformative results, please contact us.

Supporting Materials

This case study package includes:

- Shopify Analytics Dashboard Screenshots
- Google Analytics GA4 Traffic & Acquisition Data
- Google Ads Campaign Performance Screenshots
- AI SEO Monthly Optimization Reports
- Live AEO Implementation Verification (llms.txt, voice-search)

Note: All screenshots have been captured from authenticated platform sessions to ensure data integrity and accuracy for analysis purposes.

3 Moms Organics — Multi-Channel Marketing Case Study

Prepared by Harris Digital — National SEO and AEO Services

Data period: April 1 – June 30, 2026 | Report date: July 2026