



# **PROFIT** ENGINE

**STOP CHASING ROADS, START GROWING  
PROFIT**

**ECOMMERCE TEAMS  
TODAY ARE UNDER  
ENORMOUS PRESSURE.**

**THEY ARE SPENDING  
MORE ON PAID MEDIA BUT  
MAKING LESS PROFIT.**

# WHY?

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01

CPCs is rising and so is CAC.

02

Competition is intensifying, and leveraging new tech

03

Finance teams want clearer answers on profit, not on clicks or ROAS (Return on Ad Spend).

# MOST DIGITAL STRATEGIES FOCUS ON:

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**RETURN-ON-AD-  
SPEND (ROAS)**



**REVENUE**



**CLICKS**



**CONVERSIONS**

# MOST DON'T ACCOUNT FOR:

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WHICH PRODUCTS  
MAKE MONEY



WHICH SKUS  
DESTROY MARGIN



WHERE SHIPPING,  
RETURNS &  
DISCOUNTING  
ERASE PROFIT



WHERE SEO & PPC  
CANNIBALISE  
EACH OTHER

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Many marketing teams simply don't have the time, technology or data needed to understand which products create margin – and which silently erode it.

**That's why profit falls even when ROAS is up.**

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# SOME AGENCIES COMPOUND THE PROBLEM.

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ROAS is the metric their agency uses.

Charge a percentage of media spend.

Incentivised to spend more and chase ROAS, not POAS

# THE PROFIT ENGINE SOLVES THIS.

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Not by spending more, but by applying a more intelligent commercial model with the very best technology.

And a more ethical way of charging our clients – based on time and performance.

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# THE PROFIT ENGINE COMBINES:

## CUTTING-EDGE TECH

Our own proprietary tech combined with the best AI tools globally

## COMMERCIAL STRATEGY

Profit-first, SKU-level decisioning, full funnel optimisation, LTV focus, and POAS

## WORLD-CLASS EXPERTS

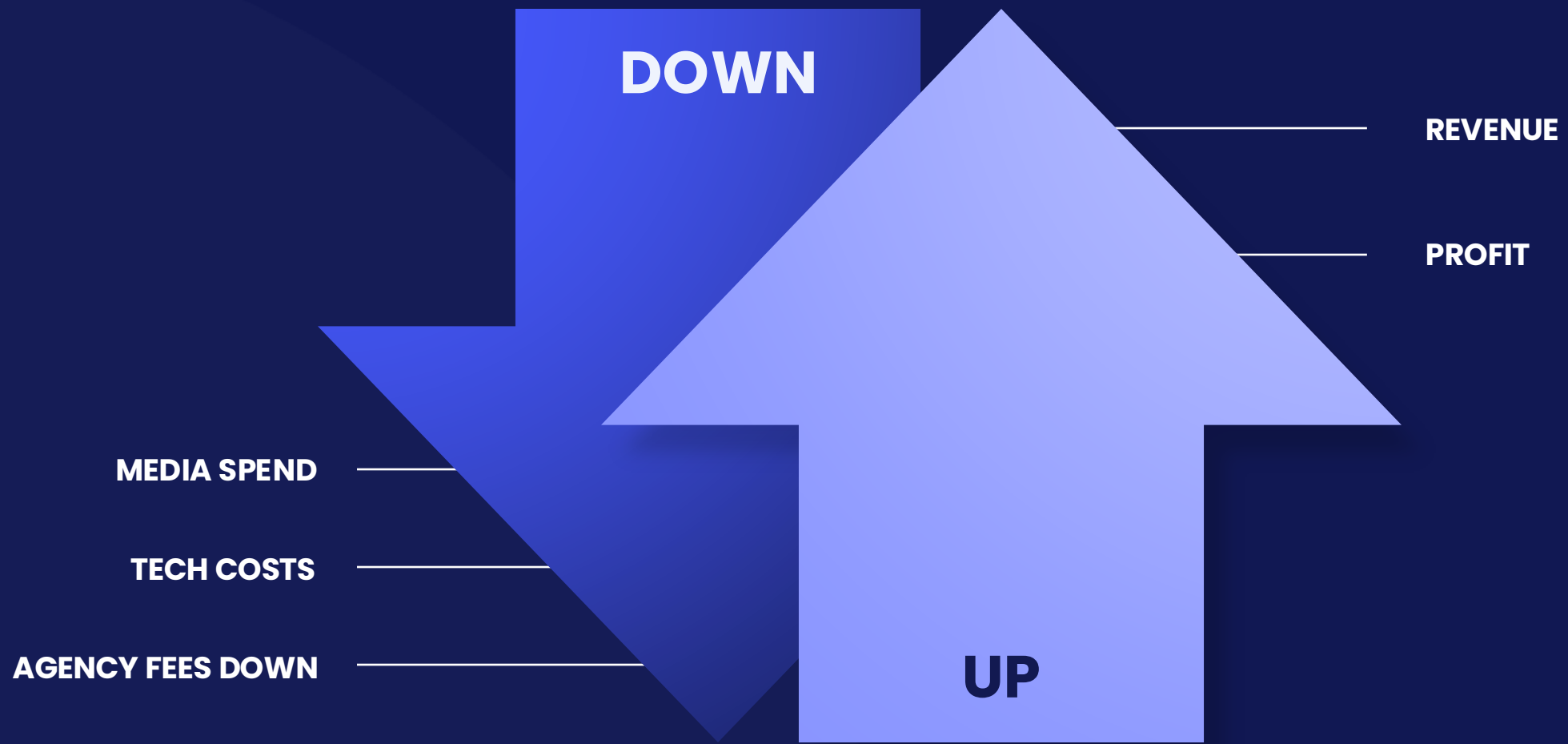
Google's Global award-winning performance experts

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The **compound** effect of all of these gets remarkable results.

These combine to turn paid media from a **rising cost centre into a profit machine.**

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# IMMEDIATE RESULTS

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Delivering 5% – 15% more profit in 30 days by:

01

Aligning strategy with profit instead of platform metrics.  
POAS not ROAS

02

Reducing media spend – and lowering fees to manage it

03

Providing clear SKU-level visibility on margin, waste, and opportunity.

# ALL POWERED BY OUR OWN TECHNOLOGY.

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**PROFIT** ENGINE

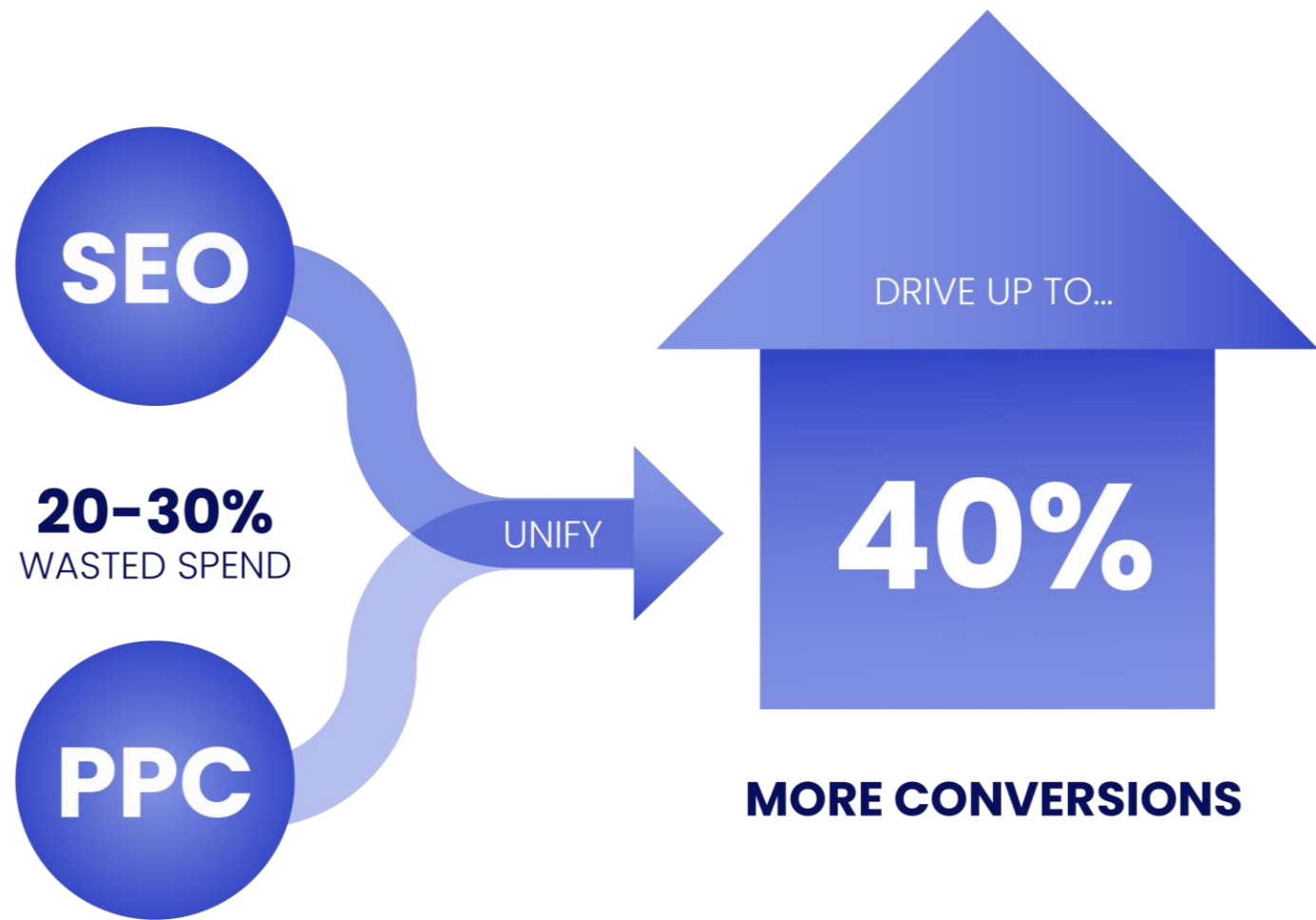
# Take OneSearch for example.

It can **save up to 30%** of your Google Ads spend right away...

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# TURN SEARCH OVERLAP INTO GROWTH

Unify SEO & PPC to  
reallocate 20–30% of  
wasted spend and  
drive up to 40% more  
conversions.



**01**

Align spend  
to real profit

**02**

Identify unprofitable  
channels, products  
and campaigns

**03**

Shift budget  
toward the highest  
incremental return

**04**

Create clear,  
commercially  
grounded optimisation  
decisions

**01**

Track competitor pricing and benchmarks.

**02**

Predicts which SKUs are unlikely to convert.

**03**

Directs pricing and visibility to maximise efficiency.

**04**

Creates market competitiveness at scale.

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**We combine our own tech with the very best in the world.**

Ensuring you minimise wasted spend – and maximise conversions at every stage.

Driving even more profit.

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# QUESTIONS TO ASK ANY RETAILER.

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01

Is Google Shopping and Search among your main channels for driving sales?

02

Does your agency charge a percentage of media spend to manage the Google Ads?

03

Does your agency only focus on ROAS, not POAS?

**IF THEY  
ANSWER  
YES  
TO ALL 3  
QUESTIONS**

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We can start saving them tens of thousands of pounds, dollars, or euros within days by:



**CHARGING LESS**



**SPENDING LESS**



**DRIVING MORE REVENUE**



**MAXIMISING PROFIT**

# THE OUTCOME

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Make more profit



Spend less on paid media



Lower your agency management fees



Still hit your growth targets



Confidence you have the best tech stack in your industry

# TOOLSTATION

CASE STUDY

**IN 2025 TOOLSTATION EU CAME TO  
FOUNTAIN BECAUSE 2 OF THEIR REGIONS  
WERE MAKING BIG LOSSES.**

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## CASE STUDY

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### FOUNTAIN RAN A PROFIT AUDIT, WE FOUND:

- Media spend **+42% YoY**, profit **-46%**
- Paid Search drove ~50% of revenue but was **unprofitable**.
- ROAS optimisation was hiding profit leakage.

We took over the paid media, added our software and tools.

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**PROFIT** ENGINE



## RESULTS

Turned paid media  
**profitable within 14 days**

**Revenue +12%**

**Spend -16%**

**€1.7m additional  
annual profit**  
(€4,678 per day)



**BOOK A 121 TO LEARN MORE  
ABOUT THE PROFIT AUDIT.**

# OUR CLIENTS

SOME OF THE BRANDS WE'VE DELIVERED COMMERCIAL IMPACT FOR:



VISA



Perrigo®



FORTNUM  
& MASON  
EST 1707



KPMG



CASIO



PROFIT ENGINE

# TRUSTED BY THE GREATS

WE HAVE WRITTEN  
GOOGLE ADS FOR:

The Google logo is displayed in its characteristic multi-colored font: blue 'G', red 'o', yellow 'o', blue 'g', green 'l', and red 'e'.

AND PROVIDED  
CONSULTANCY FOR:

The Gartner logo is shown in a white, bold, sans-serif font with a registered trademark symbol (®) at the end.



Fountain's team was able to not only take this massive challenge, which many agencies in the UK & US got scared of, but also deliver it on time and with brilliant quality. The product of our collaboration is now widely used as a critical feature of Google Ads and serves thousands of customers around the world, helping them grow their business online.

Not only the work itself was of solid quality and quantity, but the account management and visibility into the progress ensured us that the project will arrive on time.

**MICHAL LAPOWSKI**  
PRODUCT MARKETING MANAGER AT GOOGLE

The Google logo in white, set against a dark blue background of a modern glass skyscraper. The logo is in its classic sans-serif font.

# WINNERS OF GOOGLE'S GLOBAL PREMIER PARTNER AWARD FOR GROWING BUSINESSES ONLINE.

**1,150**

AGENCIES

**58**

COUNTRIES

**8**

FINALISTS

**1**

WINNER



# OUR AWARDS.

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## WHY WE WON OUR GLOBAL AWARD FROM **GOOGLE**.

Fountain Partnership distinguished themselves by investing in tech, developing talent, remaining detail-orientated and most importantly, producing results for their clients.

They are a wonderful agency to work with and we are delighted to see them take the regional and global title for growing businesses online.

**HELENE AMBIANA**

HEAD OF GOOGLE PARTNERS EMEA

A photograph of the Google logo on a building facade. The logo is in white, and the letters 'g', 'l', and 'e' are in blue, red, and blue respectively. The background is a dark blue sky.

Google

# OUR AWARDS

But we've also won recognition elsewhere:





Google Partner

PREMIER 2025

We're recognised in the...

**TOP 3%**  
**OF ALL UK AGENCIES**

for our expertise, strategic  
advice and consultancy.

# SO, IN SUMMARY...

## WHAT MAKES US DIFFERENT?

### FORECASTING

Great digital marketing is made in a spreadsheet.

We help start-ups and established brands crunch their numbers and validate strategy long before it's executed.

If it's not viable, we won't waste your time or money.

### ROI OBSESSED

Our marketers think like chief revenue officers.

We are goals driven and focussed on helping you hit your revenue goals in the most profitable way forward.

We take ownership for the full funnel and optimise at each stage to get you results.

### FULL-FUNNEL

We measure your entire funnel and all activity across sales and marketing.

This allows us to prioritise your most profitable customers based on lifetime value.

There's no guesswork about how to spend your resources, just targeted action where we know it'll drive profitability.

### FUTURE FOCUSED

We're obsessed with changes in the industry and the how they'll give you an edge of your competitors.

Our aim is to give you the best Tech Stack in your industry.

Beyond AI and Tech, we put the health of people and the planet at the centre of our decision-making.

We're an official Norwich Pride ally and open about our gender pay gap – 0.2% in favour of women.

**PROFIT** ENGINE

**THANK YOU**