

CASE STUDY 7

BEFORE

1-200 of 204			1 Jul 2024 - 31 Jul 2024
Columns: Custom			Breakdown
Amount spent ↑↓	Purchases conversion value ↑↓	Purchase ROAS (return on ad spend) ↑↓	
€16,991.77 Total Spent	€46,022.51 Total	2.71 Average	

5 MONTHS LATER

1-200 of 204			1 Dec 2024 - 31 Dec 2024
Columns: Custom			Breakdown
Amount spent ↑↓	Purchases conversion value ↑↓	Purchase ROAS (return on ad spend) ↑↓	
€1,072.81	€4,979.83	4.64	
€2,458.30	€9,812.00	3.99	
€1,244.08	€4,227.60	3.40	
€1,084.67	€645.00	0.59	
€2,245.50	€8,907.50	3.97	
€67,330.70 Total Spent	€286,237.22 Total	4.25 Average	

This cosmetic brand was profitable with ads but couldn't scale without ROAS dropping.

July 2024:

€16,991 spent → €46,022 revenue (2.71 ROAS)

We rebuilt messaging and campaign structure for predictable scaling.

December 2024:

€67,330 spent → €286,237 revenue (4.25 ROAS)

Revenue scaled from €46k/month to €286k/month in 5 months.