

CASE STUDY 2

From losing money at a 0.8X ROAS to highly profitable at a 6.5X ROAS within 3 months



BEFORE

0.60	11
	Website purchases
0.74	1
	Website purchase
—	—
	Website purchase
0.36	1
	Website purchase
0.35	1
	Website purchase
—	—
	Website purchase
0.58	1
	Website purchase
0.32	1
	Website purchase
2.36	2
	Website purchases
0.87	13
0.78	46
Average	Website purchases

AFTER

Purchase ROAS (return on ad spend)	Results
3.33	1
	Website purchase
4.06	181
	Website purchases
7.58	1,382
	Website purchases
3.29	57
	Website purchases
6.46	1,621
Average	Website purchases