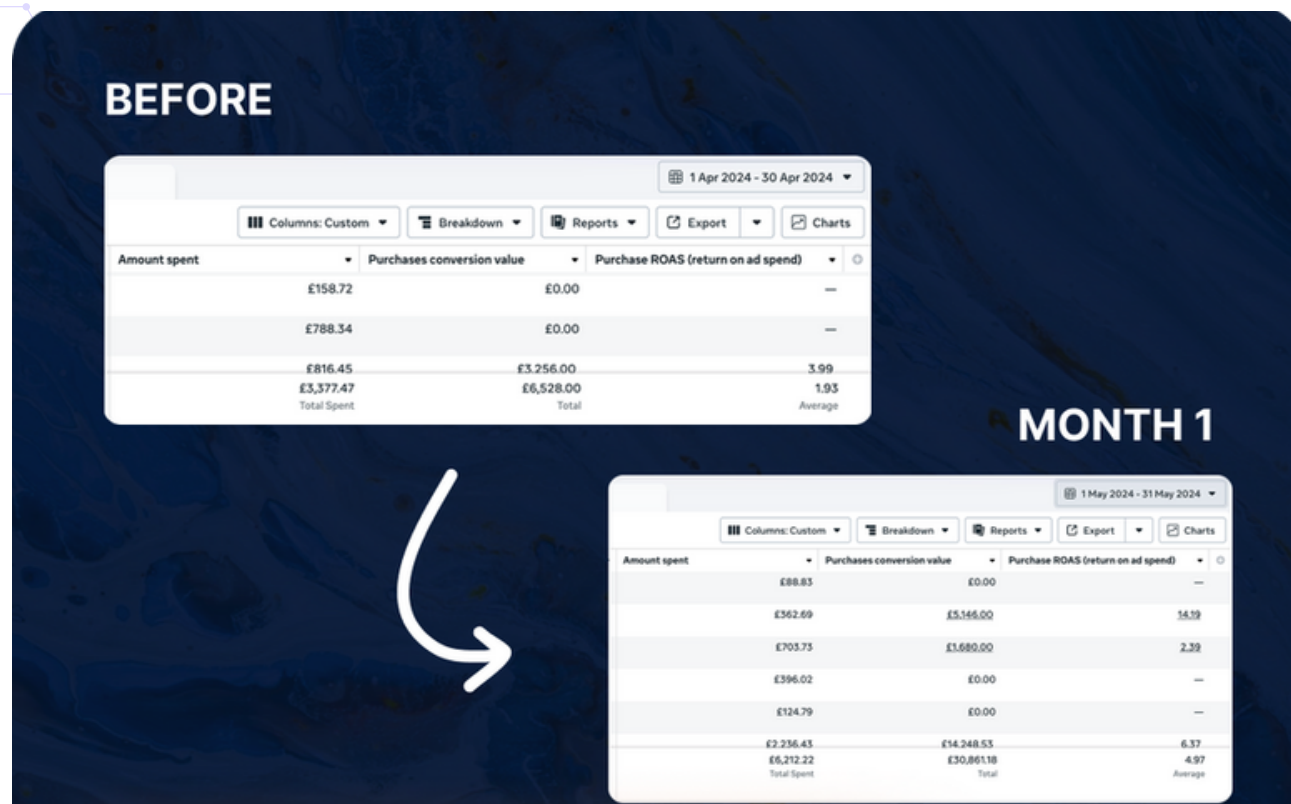


CASE STUDY 4



Richard had run ads before, but results were inconsistent and hard to scale. The issue wasn't ROAS it was repeatability.

What changed:

We built a repeatable scaling system-sharper messaging, a safe scaling structure, and a fast testing framework.

April 2024:

£3,377 spent → £6,528 revenue (1.93 ROAS) Some traction, but scaling felt risky.

May 2024:

£6,212 spent → £30,861 revenue (4.97 ROAS) Richard's first profitable, scalable month.