

## BUSINESS CASE

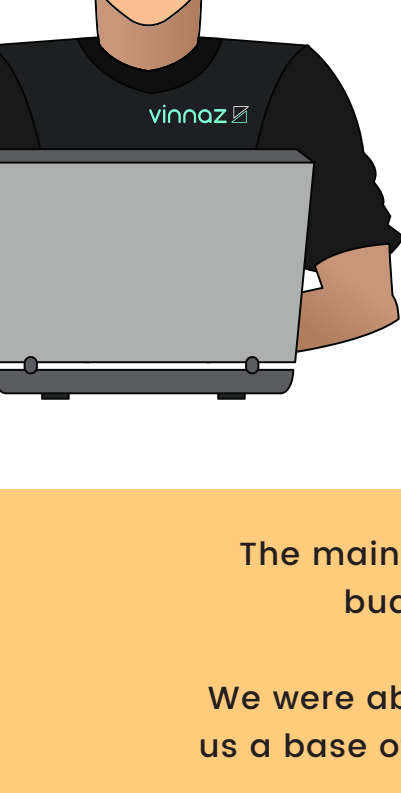
From a ROAS of 1 to a ROAS of 4 in 6 months.



The Sustainable Tomorrow is a brand that offers eco-friendly alternatives to our day-to-day home products.

In May 2021, Adrien decided to get help with paid advertising as he experienced a drop in sales and wasn't being profitable (ROAS below 1!)

We analysed his brand and built a marketing strategy to create ads and campaigns that would get the results he desired.



## Account Audit

### Positives:

- Previous data to analyse
- Account already set up with best practices
- Decent budget to run tests

### Limitations:

- Unorganised Campaign structure
- Limited choice of creatives and no videos available for ads
- No retargeting strategy

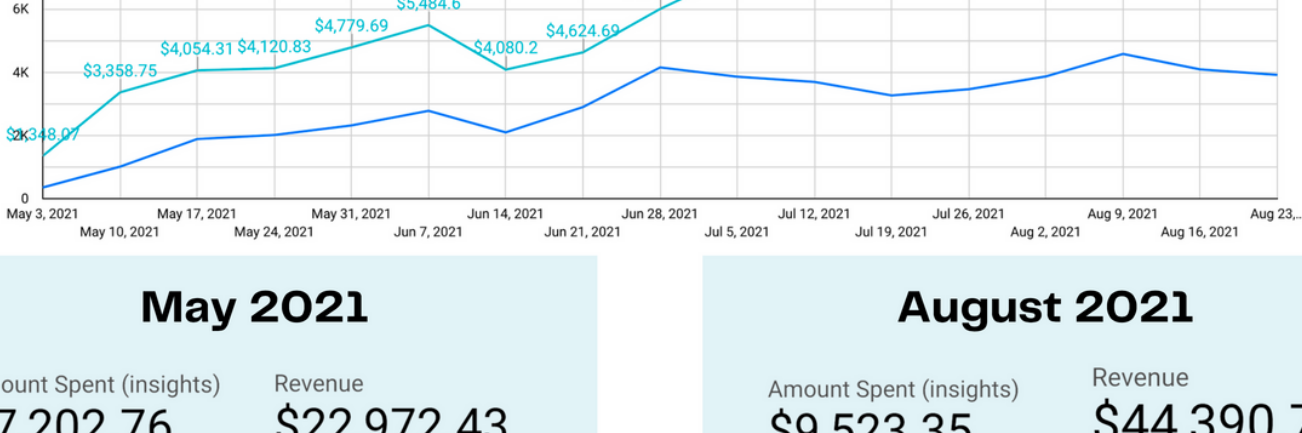
The main priority was to re-structure the campaigns and control the budget across the ad sets to be able to run proper tests.

We were able to immediately start testing creatives and ad copy, giving us a base of well-performing ads that we could use to test in other areas and understand our audience better.

The results started to speak for themselves

## Optimise and grow

Our first 3 months working together



### May 2021

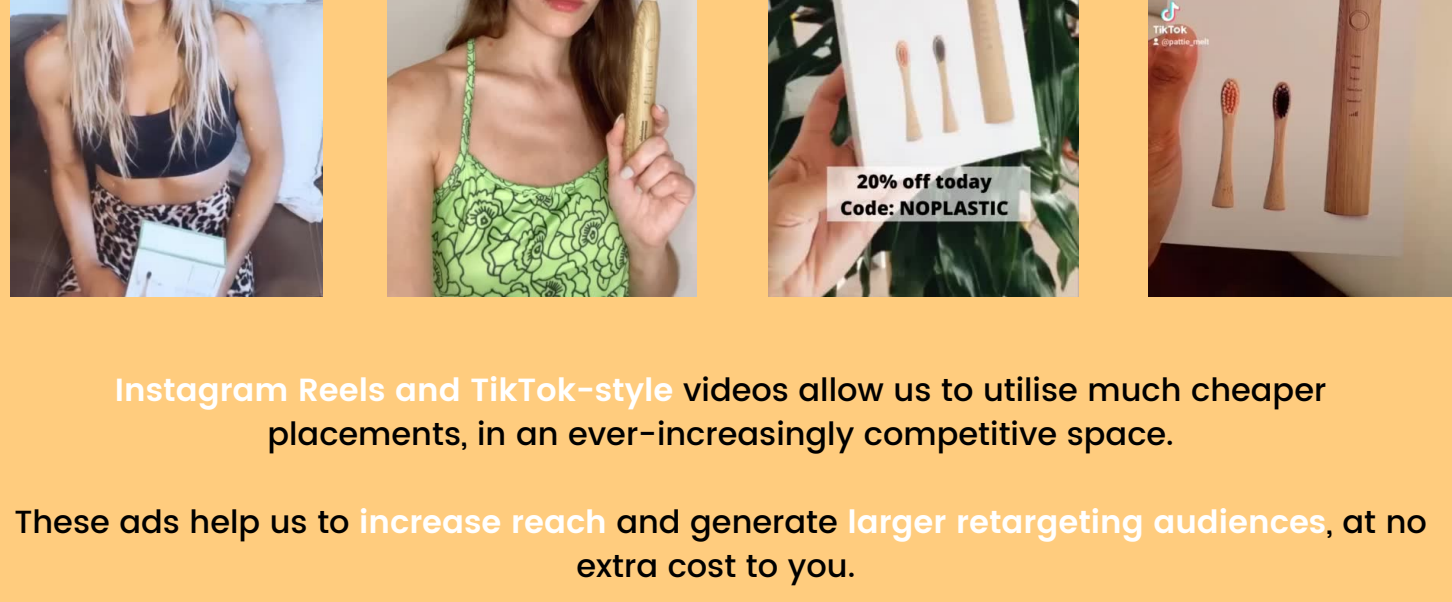
Amount Spent (insights) **\$7,202.76**      Revenue **\$22,972.43**

### August 2021

Amount Spent (insights) **\$9,523.35**      Revenue **\$44,390.78**

## The impact of UGC

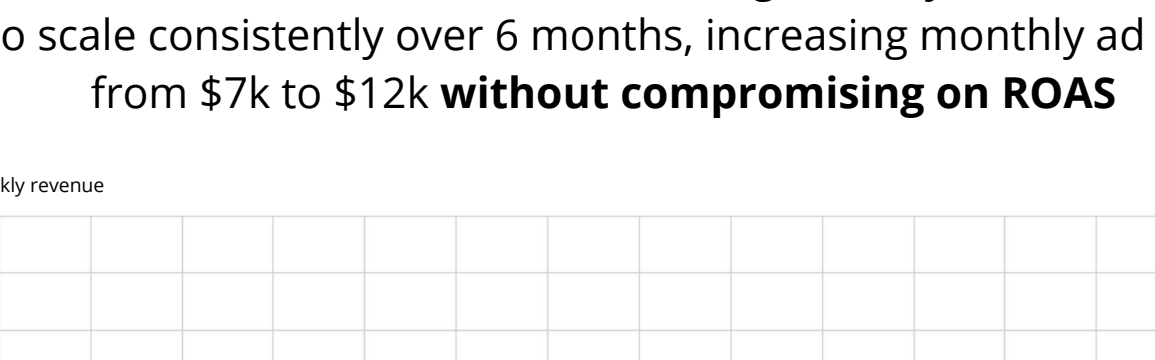
User Generated Content to generate social proof in social media..



Instagram Reels and TikTok-style videos allow us to utilise much cheaper placements, in an ever-increasingly competitive space.

These ads help us to increase reach and generate larger retargeting audiences, at no extra cost to you.

This kind of content is also much cheaper to create than standard video ads, as it is designed to look "home-made" and organic.



In the case of Sustainable Tomorrow, using UGC-style videos allowed us to scale consistently over 6 months, increasing monthly ad spend from \$7k to \$12k **without compromising on ROAS**

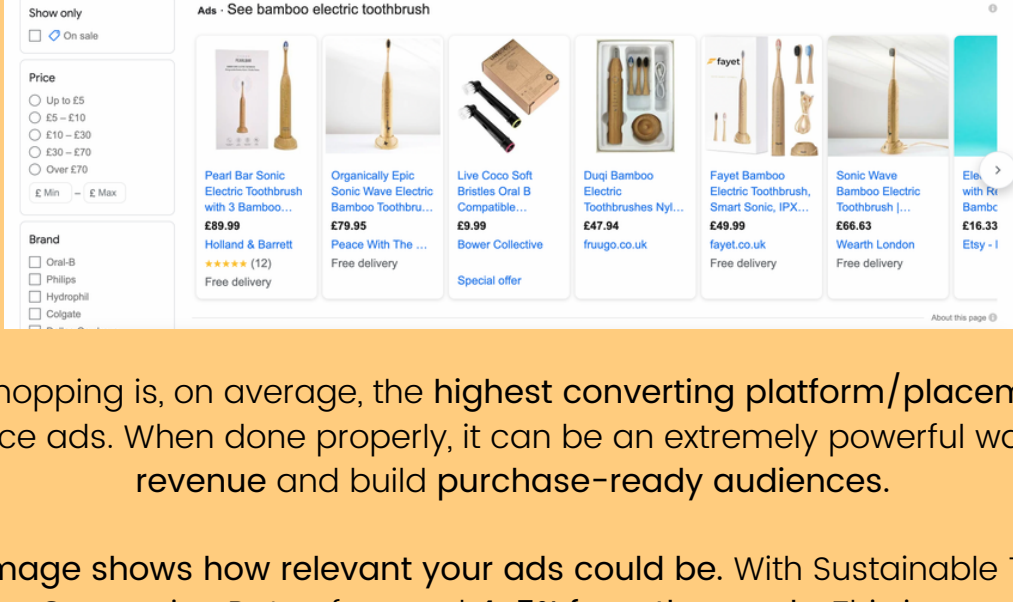


**Weekly Ad Spend**  
+\$1000

**Weekly Revenue**  
+\$8000

## Multi-channel strategies

Creating multi-channel strategies allows us to harness the best of each platform.



Google Shopping is, on average, the highest converting platform/placeway for E-Commerce ads. When done properly, it can be an extremely powerful way to drive revenue and build purchase-ready audiences.

The above image shows how relevant your ads could be. With Sustainable Tomorrow, we can achieve a Conversion Rate of around 4-5% from these ads. This is more than double the figure we see from Facebook and Instagram.



The above graph shows how we able to launch Google Shopping ads and scale them from a monthly budget of £1k up to nearly \$4k, while keeping ROI steady at 300%.

The audience generated by Google Shopping ads also gets retargeted on Facebook/Instagram, and vice versa.

## CONCLUSION

Thanks to a coordinated effort not only on optimising the ad campaigns but the overall funnel, we were able to increase the revenue by almost 500% while keeping a similar ad spend which allowed us to reach a profitable ROAS of 4.

