

FAITH BASED APPAREL BRAND  
**CASE STUDY**

*How We Helped A Faith Based Fitness Apparel Company*  
**DOUBLE** their Revenue and **17x** their Recurring Customer Base  
in **4 MONTHS** Through High-Converting Creatives and Meta Ads



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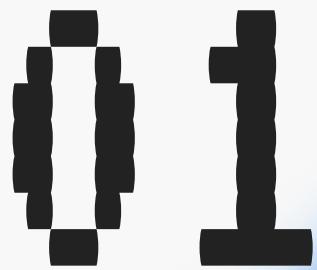
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HERO METRICS



# KEY METRICS TRACKED

01

268% Revenue Growth in 4 months

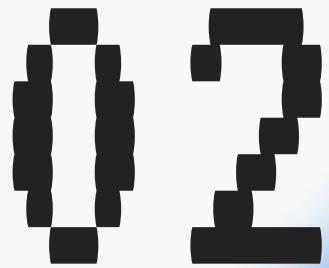
02

9.27 AVG ROAS

03

1,037 Recurring Customers Added





## ABOUT THE CLIENT



# FAITH BASED FITNESS APPAREL

This is a faith-driven performance apparel brand built for athletes who refuse to settle for average in their training or their walk with God. The company serves disciplined, purpose driven men and women committed to becoming the strongest version of themselves physically, mentally, and spiritually. We first discovered the brand through its organic social presence, where the founder consistently shared training content, faith-based motivation, and community focused messaging. While the mission and products were strong and the audience highly engaged, growth was limited by inconsistent acquisition and a lack of scalable systems. Our role was to turn that momentum into predictable revenue and long-term customer and community value.



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THE CHALLENGE



# TOP 3 FOUND

01

Social media community development issues

02

Inconsistent monthly sales with low recurring sales

03

Low conversion rates from 95%+ cold traffic

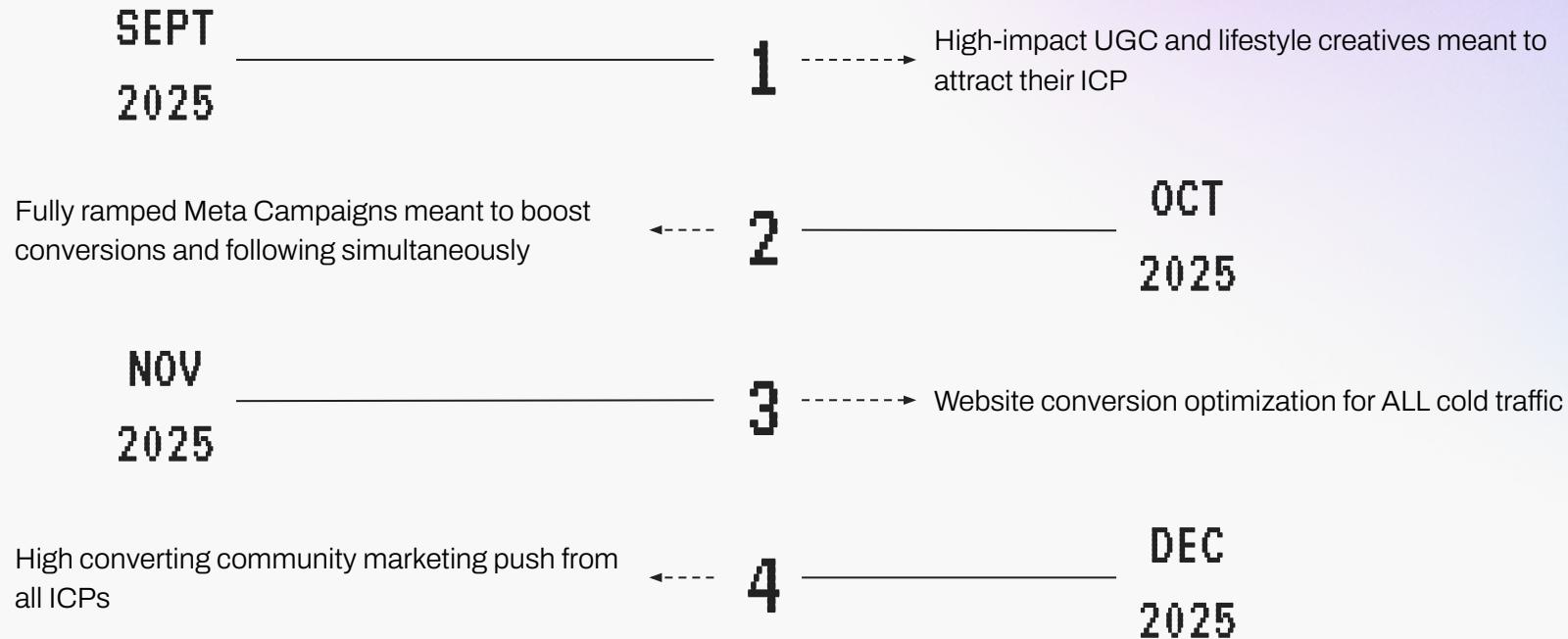


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THE STRATEGY



# 4 Month Push



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# THE EXECUTION



# THREE FOCUSES

## CREATIVES

Developed scroll stopping fitness and faith-based ads that were fully A/B tested and cut out at higher than a \$0.60 CPC

## MONTHLY TRAFFIC

Utilized the creatives to draw people into their community and funneled them through the website for initial and recurring purchases

## CONVERSIONS

Optimized the checkout process, bundle sales, and targeting process to allow a seamless process when becoming a part of the community



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## THE RESULTS



268%

In total revenue growth

9.27

Return on Ad Spend (ROAS)

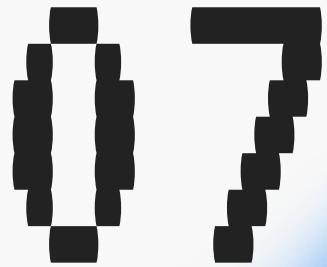
OVER 500

FREE affiliate marketing posts to social media

\$45,667.20

IN 4 MONTHS





WHY IT WORKED



## CREATIVES

**Clear and concise messaging** on the creatives allowed the process of joining the community seamless and interesting, **opening the door for multiple sales**.

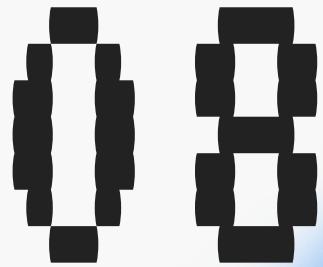
## COMMUNITY

Quick turnaround and **community engagement** expanded the recurring customer base allowing for **new revenue streams** to be implemented.

## META ADS

Meta campaign data was meticulously tracked and optimized at a minimum of **4 times a day**, ensuring that spend was only going to **HIGH PERFORMANCE CAMPAIGNS**





SCHEDULE YOUR CALL



WANT TO **SCALE**  
YOUR **BRAND** AS  
**QUICKLY** AS THEY  
DID?

We'll give you the exact framework we used, all designed and laid out in a free playbook. Then we will tell you how to use it.



Book Call