SUPPLEMENT BRAND

CASE STUDY

*How We Helped A Supplement Brand **TRIPLE** their Conversions and Raise their Sales by **238% in 3 MONTHS** Through Meta Ads*

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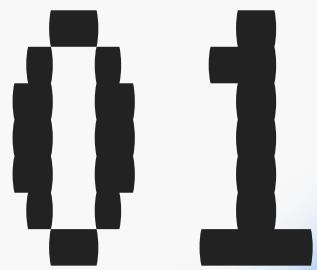
HERO METRICS

01   **$0.82** AVG CPC

02   **4.9** AVG ROAS

03   **481** Sales With a **$72.80 AOV**

02
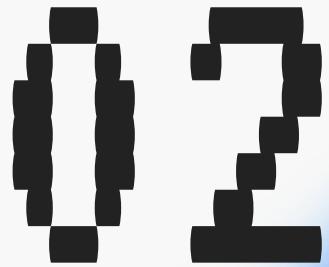
ABOUT THE CLIENT

SUPPLEMENT BRAND

This brand is a bold, performance-driven supplement company built for serious lifters and high intensity athletes. Its product line focuses on high-stim pre-workouts, pump formulas, and hormone support supplements designed to maximize strength, energy, and training output. The brand leans heavily into aggressive, no-nonsense messaging that resonates with a hardcore gym audience and differentiates it in a crowded supplement market. Our work centered on translating that identity into compelling creative and performance marketing, driving brand awareness and consistent monthly sales through attention-grabbing visuals, conversion-focused ad structure, and scalable digital campaigns built for growth.

03

THE CHALLENGE

01   Ad compliance restrictions made it hard to use Meta Ads

02   Creative fatigue in a hyper-competitive market

03   Increasing customer lifetime value, not just initial purchases

04

THE STRATEGY

3 Month Scale

OCT

2025

1 - - - - - > Created compliant creatives while maintaining the brand image and finding the loopholes to be original. Quick testing allowed us to find exact ICP audience.

NOV

2025

Optimized the offer and bundle packages so that recurring customers can get access to try all flavors and products < - - - - 2

DEC

2025

3 - - - - - > Klaviyo set up and flow optimization to keep the 4th sight purchasers in the top of the funnel while continuously keeping the current clients in the sale loop

05

THE EXECUTION

THREE FOCUSES

CREATIVES

Developed ad concepts that maintained strong, masculine positioning to attract the ICP while remaining fully compliant with Meta. Along with this we showed the brand image through these creatives, allowing for natural social media following growth

MONTHLY TRAFFIC

Built out the Meta campaigns to strictly get the most amount of traction through targeting different focal points of the ICP. Once the traction was there, retargeting campaigns with separate creatives allowed for a quick testing on the high converters where we scaled budget rapidly

CONVERSIONS

Optimized the time it took to check out, bundle test products, and add on additional products. Rebuilt the entire bundle offer to allow for higher ticket conversions that come from consistent clients. Set up multiple flows in Klaviyo for consistent outreach to the current clients.

06

THE RESULTS

481

Total sales in just 3 months

4.92

Average Return on Ad Spend (ROAS)

$4,000+

Monthly recurring revenue from subscription clients ALONE

$35,064.52

IN 3 MONTHS

07
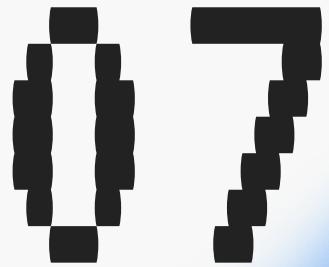
WHY IT WORKED

CREATIVES

Clear messaging and brand image on the creatives opened the door to the ICPs for a consistent following, once this was complete the messaging in the creatives **brought the conversions**.

TARGETING

Traffic coming in from the ads in month one allowed us to target people exactly like the ones who **clicked on the ad**. This opened the door for our interest based targeting to be a **bonus revenue stream**.

CONSISTENCY

With the ICPs getting targeted and engaging, **we retargeted** them with **separate campaigns**. This allowed them to see the ad multiple times, and most bought by the **4th time they saw it**. Once they buy, they get **email offers on promos** as well as sales to bring them back every month for their supplement.

08
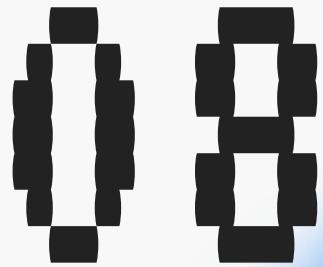
SCHEDULE YOUR CALL

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