

CASE STUDY:

ADS MANAGEMENT



AT A GLANCE

Holistic Vet Blend is a lines of pet supplements formulated by a board-certified veterinary nutritionist.

THE CHALLENGE

The previous agency was leaning heavily on Meta for conversions with a **CPA of \$200-\$400** on a product with an **AOV of \$60**.

THE RESULTS

We doubled down on keyword research, buyer psychology, and tracked analytics like a team of bloodhounds. We **created and optimized funnels**, distributed more budget to Google where we were seeing **better conversions** and used that platform as our BOFU. We focused Meta primarily on brand awareness, traffic, and TOFU.

CPA dropped to **\$17-\$35** on Meta, and we achieved a **3x ROAS with Google**.

Site traffic **increased 75%** as we continued to build the audience and reported Shopify **revenue increased 25% over 4 months**, when compared with the previous period that included BFCM.

91% DECREASE IN
AVG CPA

75% SITE TRAFFIC
INCREASE

25% REVENUE INCREASE
OVER 4 MONTHS