

From testing to scaled acquisition

An anonymized brand paid-media performance review across two distinct Meta Ads reporting windows.

AFTER SPEND

\$345,945.49

AFTER ROAS

2.61x

AFTER VALUE

\$901,625.12

01 / BEFORE: INITIAL CAMPAIGN PERIOD

The earlier snapshot shows \$28,725.74 in total ad spend. Its total purchase-conversion-value field displays \$0.00, although individual visible campaign rows report attributed purchases. No aggregate ROAS is established by this screenshot.

Campaigns											
Updated just now											
Search and filter											
May 1, 2023 - Jul 31, 2023											
Campaigns											
Ad sets											
Ads											
Off / On	Amount spent	Purchase ROAS (return on ad spend)	Website purchase ROAS (return on ad spend)	Mobile app purchase ROAS (return on ad spend)	Purchases conversion value	Mobile app purchases conversion value	Website purchases conversion value	Offline purchases conversion value	Meta purchase conversion value		
	\$1,304.11	2.16	2.16		\$2,818.07	\$0.00	\$2,818.07	\$0.00	\$0.00		
	\$927.08	2.06	2.06		\$1,908.27	\$0.00	\$1,908.27	\$0.00	\$0.00		
	\$435.13	1.84	1.84		\$801.19	\$0.00	\$801.19	\$0.00	\$0.00		
	\$492.05	1.75	1.75		\$862.91	\$0.00	\$862.91	\$0.00	\$0.00		
	\$151.54	1.68	1.68		\$253.88	\$0.00	\$253.88	\$0.00	\$0.00		
	\$471.28	1.45	1.45		\$685.34	\$0.00	\$685.34	\$0.00	\$0.00		
	\$862.21	1.18	1.18		\$1,013.67	\$0.00	\$1,013.67	\$0.00	\$0.00		
	\$0.00				\$0.00	\$0.00	\$0.00	\$0.00	\$0.00		
	\$0.00				\$0.00	\$0.00	\$0.00	\$0.00	\$0.00		
	\$0.00				\$0.00	\$0.00	\$0.00	\$0.00	\$0.00		
	\$0.00				\$0.00	\$0.00	\$0.00	\$0.00	\$0.00		
	\$0.00				\$0.00	\$0.00	\$0.00	\$0.00	\$0.00		
	\$28,725.74				\$0.00	\$0.00	\$0.00	\$0.00	\$0.00		
	Total Spend	Average	Average	Average	Total	Total	Total	Total	Total		

02 / AFTER: SCALING PERIOD

The later reporting window shows \$345,945.49 in spend, \$901,625.12 in purchase conversion value and a platform-reported 2.61x ROAS.

Campaigns											
Updated 9 minutes ago											
Search and filter											
Aug 1, 2023 - Jan 30, 2024											
Campaigns											
Ad sets											
Ads											
Off / On	Impressions	Cost per result	Amount spent	Ends	Purchase ROAS (return on ad spend)	Website purchase ROAS (return on ad spend)	Mobile app purchase ROAS (return on ad spend)	Purchases conversion value	Mobile app purchases conversion value	Website purchases conversion value	Offline purchases conversion value
	1,849	\$12.92	\$51.68	Aug 1, 2023	5.56	5.56		\$287.25	\$0.00		
	21,752	\$44.84	\$896.72	Oct 16, 2023	5.18	5.18		\$4,642.65	\$0.00		
	4,208	\$19.68	\$118.09	Aug 7, 2023	3.57	3.57		\$421.94	\$0.00		
	4,013,131	Multiple conversions	\$303,080.89	Ongoing	8.82	2.82		\$855,644.22	\$0.00		
	68,122	\$21.16	\$1,339.62	Oct 8, 2023	2.89	2.89		\$3,939.19	\$0.00		
	8,992	\$17.10	\$307.71	Aug 4, 2023	2.50	2.50		\$768.04	\$0.00		
	51,053	\$21.74	\$1,714.08	Oct 8, 2023	2.32	2.32		\$3,977.18	\$0.00		
	18,264	\$28.39	\$454.26	Aug 5, 2023	2.17	2.17		\$984.62	\$0.00		
	42,414	\$24.17	\$1,366.84	Oct 12, 2023	1.74	1.74		\$2,375.93	\$0.00		
	39,223	\$38.16	\$1,068.44	Oct 5, 2023	1.61	1.61		\$1,721.27	\$0.00		
	13,961	\$128.74	\$386.21	Ongoing	1.61	1.61		\$620.96	\$0.00		
	4,970,530	Total	\$345,945.49		2.61	2.61		\$901,625.12	\$0.00		
			Total Spend		Average	Average	Average	Total	Total		

Scaling with performance discipline

The later account snapshot demonstrates a materially larger media investment supported by measurable attributed purchase value.

01 / CAPITAL DEPLOYMENT & SCALE

Across separate reporting windows of different lengths, the later snapshot shows approximately 12.0x the advertising spend of the earlier period. This is a comparison of reported spend, not a like-for-like monthly growth rate.

02 / ROAS & ACQUISITION ECONOMICS

At \$345,945.49 deployed against \$901,625.12 in attributed purchase value, the later window reports a 2.61x purchase ROAS. Efficient scaling requires evaluating blended CAC, conversion quality and customer lifetime value alongside front-end return.

03 / STRUCTURED CREATIVE & CAMPAIGN TESTING

Our advertising framework emphasizes structured creative iteration, audience learning, budget reallocation and measurement discipline. These practices provide a repeatable way to identify promising acquisition pockets while limiting unproductive spend.

04 / UNIT ECONOMICS & EBITDA QUALITY

ROAS is not profit. A commercial assessment considers gross margin, fulfillment, payment costs, returns, retention and overhead before drawing conclusions about contribution margin or EBITDA. The screenshots alone do not establish those measures.

05 / INTERPRETING THE BEFORE-AFTER STORY

The two screenshots document different date ranges and differing total-level purchase-value reporting. They support a narrative of greater later-period scale and attributed sales, but do not independently demonstrate a causal lift attributable to any specific intervention.

PORTFOLIO CONTEXT

Cumulative revenue generated across e-commerce client accounts: USD 65 million.

Cumulative revenue generated across telehealth client accounts: USD 28 million.

We implement our ads strategy and specialized skill set for telehealth brands.