

Finding high-ROAS ad-set opportunities

An acquisition-efficiency case study centered on ad-set-level return on advertising spend and disciplined growth allocation.

TOP VISIBLE ROAS	SECOND-HIGHEST ROAS	SCALED AD SET ROAS	SCALED AD SET VALUE
13.34x	13.15x	5.03x	\$2,352

META ADS / AD SET PERFORMANCE

Campaigns

AdSense

Ads

1-200 of 691

◀

▶

Aug 1, 2025 – Sep 30, 2025

+ Create

📄

Duplicate

✎

Edit

🧪

More ▾

☰

▾

≡

▾

📄

▾

☐	Off / ...	Ad ... ▾	Amount spent ↑↓ ▾	Purchase ROAS (return on ad... ▾	Purchases conversion value ↑↓ ▾	
☐	☐	{14...	\$41.53	13.34	\$554.00	
☐	☐	{13...	\$42.12	13.15	\$554.00	
☐	☐	{18...	\$42.02	5.97	\$251.00	
☐	☐	PV ...	\$467.46	5.03	\$2,352.00	
☐	☐	{86...	\$1,085.83	4.79	\$5,203.00	
☐	☐	{82...	\$930.37	4.70	\$4,369.00	
☐	☒	{30...	\$1,018.85	3.62	\$3,691.00	
☐	☐	*{2...	\$756.74	3.52	\$2,661.00	
☐	☐	{... ✎	\$916.92	3.27	\$2,995.08	

THE PERFORMANCE SIGNAL

The visible Meta Ads rows include two small-spend ad sets producing 13.34x and 13.15x purchase ROAS, alongside larger-spend examples generating 5.03x and 4.79x ROAS. The distribution points to a portfolio of acquisition tests with materially different levels of spend and reported return.

From signal to scalable acquisition

High-return pockets can inform testing priorities, but durable growth depends on validating performance as budgets and audience exposure expand.

01 / PERFORMANCE SIGNAL

Identify efficient acquisition pockets

The strongest visible results are 13.34x ROAS on \$41.53 of spend and 13.15x ROAS on \$42.12 of spend. These are promising creative or audience signals, but the limited budgets make them exploratory rather than stand-alone evidence of scalable profitability.

02 / BUDGET VALIDATION

Prioritize repeatable returns

The screenshot also shows ad sets at \$467.46 spend with 5.03x ROAS, \$1,085.83 with 4.79x ROAS, and \$930.37 with 4.70x ROAS. These larger allocations provide a more commercially relevant starting point for assessing consistency, creative fatigue and marginal return on incremental media spend.

03 / ROAS & UNIT ECONOMICS

Connect acquisition metrics to contribution margin

Purchase ROAS reports attributed revenue relative to ad spend; it is not a profit margin. A disciplined supplement acquisition model evaluates blended CAC, gross margin after product costs, shipping and returns, average order value, repeat-order contribution, and cash payback before translating media results into EBITDA expectations.

04 / RETENTION-LED SCALING

Account for downstream customer value

Supplement brands may benefit from replenishment and repeat-purchase demand. Our acquisition framework considers lifetime value and cohort quality alongside first-order ROAS, so media budgets can favor durable contribution economics over short-term efficiency spikes. The supplied ad-set screenshot does not independently measure retention or subscription performance.

05 / STRATEGIC INTERPRETATION

Build an evidence-led scaling roadmap

The results support a structured approach: isolate effective messaging, test adjacent segments, expand budgets incrementally, and monitor blended performance as scale increases. These are strategic priorities informed by the visible data, rather than claims that each action occurred in this account.

PORTFOLIO CONTEXT

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

Cumulative revenue generated across telehealth client accounts: USD 28 million

Since 2025, we have implemented our ads strategy and specialized skill set for telehealth brands.