

Scaling paid media with disciplined ROAS and acquisition economics

A multi-campaign performance review for an anonymized wellness brand, highlighting measurable Meta Ads purchase value, spend efficiency and campaign-level variation.

SELECTED CAMPAIGN ROAS

7.12x

SELECTED CAMPAIGN CPA

\$17.75

LARGEST VISIBLE SPEND

\$91.3K

META ADS | JUNE 1 - AUGUST 31, 2025

CampaigAd setsAds							
Jun 1, 2025 – Aug 31, 2025							
+ CreateDuplicateEditMore							
	Off / On		Purchase ROAS...	Amount spent	Purchase	Purchases conversi...	Cost per purchase
	☐	A...	7.12	\$354.92	20	\$2,527.00	\$17.75
	☐		3.59	\$154.73	7	\$556.00	\$22.10
	☐	R...	3.52	\$888.05	18	\$3,129.00	\$49.34
	☐	R...	3.26	\$1,365.57	37	\$4,454.00	\$36.91
	☐		1.83	\$1,407.10	20	\$2,572.00	\$70.36
	☐		1.80	\$985.76	12	\$1,770.00	\$82.15
	☐	(...	1.79	\$1,238.10	17	\$2,221.00	\$72.83
	☐	...	1.74	\$3,336.12	43	\$5,814.00	\$77.58

CAMPAIGN PERFORMANCE SIGNAL

The highest-ROAS visible row reports 7.12x purchase ROAS on \$354.92 in spend, with 20 purchases, \$2,527 in purchase conversion value and a \$17.75 cost per purchase. Other visible rows range from 1.74x to 3.59x ROAS, illustrating why campaign-level budget selection and acquisition-cost controls matter.

These are selected visible campaign rows, not a complete account-wide performance total. The second screenshot covers a different date window and is analyzed separately.

Capital allocation by performance tier

Reading Meta Ads performance through ROAS dispersion, spend concentration and sustainable unit economics.

META ADS | SEPTEMBER 29, 2022 - OCTOBER 29, 2025

Camp		Ad set	Ads	Maximum: Sep 29, 2022 – Oct 29, 2025	
Create	Duplicate	Edit	More		
		Purchase ROAS (retur...	Amount spent ↑↓	Purchases conversion value ↑↓	
☐	A...	3.38	\$316.88	\$1,072.00	
☐	B...	3.21	\$1,616.17	\$5,187.00	
☐	C...	3.16	\$248.83	\$786.00	
☐	B...	2.65	\$220.20	\$584.00	
☒	B...	2.54	\$7,879.41	\$20,018.00	
☒	A...	2.20	\$91,313.74	\$200,622.61	
☐	C...	2.16	\$322.69	\$696.00	
☐	R...	2.00	\$4,343.51	\$8,701.00	

01 / SCALING DISCIPLINE

The largest spend row visible in this view records \$91,313.74 in spend and \$200,622.61 in attributed purchase conversion value at 2.20x ROAS. Another visible row shows \$7,879.41 spend and \$20,018 in conversion value at 2.54x ROAS. This demonstrates different efficiency profiles across campaign allocations, rather than one uniform return.

02 / UNIT ECONOMICS & EBITDA FRAMEWORK

Our paid-media approach evaluates incremental customer acquisition, blended CAC, contribution margin, cohort LTV and payback alongside platform-reported ROAS. Higher attributed purchase value can support profitable growth, but EBITDA impact depends on product margins, fulfillment, refunds, overhead and other costs that are not shown in these dashboards.

03 / STRATEGIC IMPLICATION

Segmenting campaigns by efficiency and scale helps protect acquisition economics while maintaining room for structured creative testing and conversion improvements. The screenshots demonstrate reported results, not the specific interventions used to achieve them.

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.