

8.75x ROAS.

\$86.7K IN ATTRIBUTED PURCHASE VALUE.

Real advertising results | Anonymized e-commerce supplement brand
Meta Ads performance snapshot for June 1-30, 2025.

AD SPEND	PURCHASE VALUE	PURCHASE ROAS	PURCHASES
\$9,903.09	\$86,683.50	8.75x	595

CAMPAIGN EVIDENCE

Cam 1 selected		Ad sets for 1 Campa		Ads for 1 Campaign		Jun 1, 2025 – Jun 30, 2025	
+ Create					More		
	Off / On		Amount spent	Purchases conversion value	Purchase ROAS...	Purchases	Reach
☒	↑↓	A...	\$9,903.09	\$86,683.50	8.75	595	66,745

THE COMMERCIAL SIGNAL

An anonymized direct-to-consumer supplement advertiser recorded 595 purchases against \$9,903.09 in paid media spend, corresponding to \$86,683.50 in platform-attributed purchase value. The resulting 8.75x purchase ROAS indicates strong reported conversion efficiency during the June 2025 measurement period.

Performance-derived ratios: approximately \$16.64 cost per reported purchase and \$145.69 attributed purchase value per purchase. Reported reach: 66,745. These are calculations from the screenshot, not claims about net profit.

Scaling with a unit-economics lens

A corporate interpretation of the observed performance, with a media-buying framework suited to supplement e-commerce.

01 / ACQUISITION

Creative-market fit and controlled spend

Our ads-strategy framework emphasizes structured creative testing, differentiated value propositions, audience signal quality, and measured budget scaling. In regulated supplement categories, compliant advertising claims and substantiated product messaging are essential. This describes our approach, not a reconstruction of unprovided account activity.

02 / CONVERSION

Reduce friction without weakening trust

Product-page clarity, mobile checkout usability, credible offer architecture, measurement hygiene, and retention-oriented lifecycle flows can improve the efficiency of acquired demand. The screenshot establishes purchase outcomes, but not which individual optimization tactics were deployed.

03 / FINANCIAL DISCIPLINE

ROAS is not EBITDA

Purchase ROAS supports media allocation decisions; it does not establish incremental revenue, contribution margin, or EBITDA. Sound unit economics additionally evaluate cost of goods sold, fulfillment, shipping, payment fees, returns, discounts, customer lifetime value and fixed operating expenses.

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.