

Joint Support Supplement Brand – eCommerce

The Challenge

This supplement brand was running Meta ads but struggling to scale profitably. Their account was fragmented with too many campaigns and ad sets, which limited Meta's ability to optimize. Creatives and ad copy were generic, speaking broadly to all audiences rather than addressing the specific pain points and motivations of their ideal customer. As a result, their ads weren't converting effectively, average order value (AOV) was stagnant, and returns on ad spend (ROAS) had flatlined.

The Solution

We rebuilt their Meta advertising strategy from the ground up. The first step was consolidating their ad account into a modern, simplified structure that allowed Meta's algorithm to gather more data and optimize faster. From there, we developed a fresh creative and copy strategy designed to speak directly to their target audience — not just once, but at every stage of their journey. Top-of-funnel ads introduced the product by addressing joint health concerns, mid-funnel creatives built authority and trust, and bottom-of-funnel ads focused on strong calls to action and conversions.

By aligning structure, creative, and messaging, we gave Meta the tools it needed to maximize efficiency and scale while ensuring prospects were nurtured from awareness to purchase.

The Results

Within the first 30 days of the new strategy:

- **ROAS increased by 50%**, dramatically improving overall ad profitability.
- **AOV rose by 59%**, showing the power of refined messaging and stronger offers to increase customer spend.
- The brand gained a repeatable and scalable framework to grow revenue while maintaining efficiency.

This combination of structural consolidation and strategic creative execution allowed the supplement brand to break through stagnation and accelerate profitable growth.