

Case Study: Premium Postbiotic Brand

How We Generated \$556K in Revenue and a 4.34x ROAS

Duration: June 27, 2025-Present

Executive Summary

A pioneering wellness company. The creator of the first human-derived postbiotic supplement, partnered with our agency to transition from a B2B clinical model to a Direct-to-Consumer (DTC) powerhouse. Facing the challenge of marketing a novel, high-ticket (\$199/month) supplement in a market accustomed to \$40 probiotics, the client needed a strategy that balanced intrigue, education, and regulatory compliance.

By implementing a full-funnel approach across Meta and Google Ads, we successfully tested and validated key customer avatars, utilized scroll-stopping creative, and achieved a **4.34x Return on Ad Spend (ROAS)**. In less than a year (June 2025 to April 2026), our paid advertising strategies generated **\$556,079.22 in revenue in platform** with an average monthly ad spend of just \$13,000.

The Client & The Challenge

Our client is a remote-first wellness brand that developed a revolutionary product: a shelf-stable postbiotic supplement containing over 13,000 metabolites naturally fermented inside a healthy human donor. This product represents a paradigm shift in gut health, offering a whole-ecosystem approach rather than isolated bacterial strains.

Before partnering with us, the client had never run paid ads on Meta. Their early success was driven entirely by organic search and practitioner referrals. However, they faced several significant hurdles to scaling:

- **Category Creation:** As a first-of-its-kind product, the concept of a "poop-based" postbiotic supplement required careful framing to avoid confusion or dismissal.
- **High Price Point:** At \$199 for a one-time purchase, the messaging needed to reframe the value of the product entirely, elevating it above standard probiotics.
- **Regulatory Constraints:** The product is inspired by fecal transplant science but regulated as a dietary supplement, requiring strict compliance in all ad copy.
- **Cold Traffic Conversions:** The client struggled to convert cold prospects who lacked the educational context provided by clinicians or functional medicine podcasts.

Their primary goal was to increase qualified top-of-funnel traffic, validate priority customer avatars through creative testing, and ultimately lift DTC bottle sales.

The Strategic Solution

We launched a comprehensive, multi-channel paid advertising strategy on **June 27, 2025**, utilizing both Google and Meta to capture high-intent searchers and educate cold audiences.

1. Platform & Campaign Architecture

We deployed a full-funnel strategy across two primary platforms:

- **Meta (Facebook & Instagram):** We built campaigns targeting the entire customer journey, including Awareness, Prospecting (Top of Funnel), Retention, and Retargeting.
- **Google Ads:** We utilized Search campaigns to capture high-intent users actively looking for gut health solutions, alongside Performance Max (PMax) to drive conversions across Google's entire network.

2. Precision Audience Targeting

Rather than relying on generalized prospecting, we focused our targeting to find the right avatars. We identified three primary customer profiles:

1. Women (35–55) experiencing GI distress (including GLP-1 associated issues) who are savvy about microbiome science.
2. Biohackers and longevity optimizers willing to invest in premium, data-driven health tools.
3. Individuals seeking alternatives to traditional treatments for severe gut issues.

We rigorously tested these audiences, utilizing age, specific interests, and Instagram-only placements to isolate the most profitable demographics.

3. Scroll-Stopping Creative & Messaging

To overcome the skepticism associated with a novel, high-ticket product, we developed creative assets designed to stop the scroll and immediately educate the user.

- **Direct Call-Outs:** Our ad copy explicitly called out the specific desired audiences (e.g., those struggling with post-antibiotic dysbiosis or seeking advanced longevity tools).
- **Educational Framing:** We utilized the PAS (Problem-Agitate-Solution) framework to clearly articulate the difference between traditional probiotics and this revolutionary postbiotic approach.
- **Offer Testing:** We implemented and tested strategic promo codes to lower the barrier to entry for the \$199 price point, driving initial trials and subsequent subscriptions.

The Results

The impact of our paid advertising strategy was immediate and transformative. By carefully threading the needle between education and conversion, we successfully scaled the client's DTC channel.

Comparing the period from our launch (June 27, 2025) to April 2026 against the previous period, the results speak for themselves:

Metric | Result Achieved

Total Revenue Generated: \$556,079.22

Return on Ad Spend (ROAS): 4.34x (Combined Google & Meta)

Average Monthly Ad Spend: \$13,000

New Customers Acquired: 1,757 (68% of total customers)

Overall Gross Sales Increase: +45% (to \$2.11M total)

Our strategy not only drove immediate sales but also contributed to a healthy returning customer rate of over 50%, proving that the high-ticket product delivers on its promises once the initial conversion is secured.

Client Testimonial

The client's satisfaction with our strategic partnership and execution was reflected in a recent survey:

"Really incredible work. Your ads have completely transformed the trajectory of our business. I wish I had found you sooner."
—Founder, Premium Postbiotic Brand

Conclusion

By combining precise audience targeting, educational and compliant creative, and a full-funnel approach across Meta and Google, we successfully introduced a category-creating product to the masses. This case study demonstrates that even the most novel, high-ticket products can achieve exceptional ROAS when the marketing strategy aligns perfectly with buyer psychology and product positioning.