

Case Study : Premium Natural Supplement Brand

How One Natural Supplement Brand Turned \$32K in Ad Spend Into \$1.8M in Total Revenue

Duration: August 2025-Present

Executive Summary

This case study examines the transformative growth of a pioneering natural supplement brand specializing in a patented, highly bioavailable form of astaxanthin. Prior to this engagement, the client had never utilized paid advertising, relying primarily on podcast guesting for customer acquisition. Facing the challenge of effectively scaling their e-commerce operations across 54 countries without a blueprint for digital ad efficiency, the client partnered with us to build a comprehensive Meta and Google Ads strategy.

The primary objective was to achieve a Return on Ad Spend (ROAS) of 3x, specifically targeting health-conscious individuals over the age of 60 seeking natural, holistic solutions for inflammatory conditions. By implementing a full-funnel approach—leveraging Meta Ads for top-of-funnel awareness and Google Ads for high-intent capture—the campaign generated a 46% increase in gross sales period-over-period, driving an additional \$1.87 million in revenue and expanding the new customer base by 159%.

The Challenge

The client offers a unique, patented product that boasts significantly higher bioavailability and concentration than generic competitors. However, conveying this complex value proposition to a niche audience required a strategic approach.

The primary challenges included:

- **Lack of Historical Data:** The client had zero historical data or established benchmarks for paid media, making initial audience targeting and budget allocation highly experimental.
- **Niche Demographic:** The ideal customer profile was highly specific: health-conscious individuals, primarily over 60, who prefer naturopathic medicine and are actively seeking relief from inflammatory issues.
- **Market Education:** The product's premium nature and scientific backing (glycosidic astaxanthin encapsulated in a liposomal delivery system) required educational marketing to differentiate it from generic alternatives available on major marketplaces like Amazon.

Strategic Approach

To meet the client's goal of a 3x ROAS while scaling the budget efficiently, we developed a synergistic two-platform strategy. The approach was designed to first educate and build awareness among the target demographic, and then capture the demand generated by those efforts.

1. Building Awareness and Education with Meta Ads

Meta Ads (Facebook and Instagram) were utilized as the primary engine for top-of-funnel (TOFU) awareness and audience education. Given the client's lack of prior Meta presence, we focused on reaching new, highly qualified Accounts Center accounts.

- **Audience Targeting:** We targeted users with interests in holistic health, naturopathy, and natural remedies, layering demographic filters to focus on the 60+ age group.
- **Messaging Strategy:** Ad creatives focused on the founder's compelling story and the patented scientific process that makes the product superior to generic alternatives. We highlighted the specific benefits related to inflammatory relief.
- **Performance:** The Meta campaigns successfully reached a broad audience, generating 877,398 Impressions and driving 17,028 Clicks (all) at a Cost per 1,000 Impressions (CPM) of \$22.62. This effort not only drove direct purchases but also seeded the market for future conversions.

2. Capturing High-Intent Demand with Google Ads

While Meta built the audience, Google Ads was deployed to capture users actively searching for astaxanthin and natural inflammatory relief.

- **Search and Shopping Campaigns:** We deployed a mix of (low budget) Branded Search, Non-Branded Search, and Google Shopping campaigns. The Shopping campaigns were particularly effective in showcasing the product's premium positioning directly in the search results.
- **Keyword Strategy:** Bidding focused on high-intent keywords related to highly absorbable astaxanthin, liposomal delivery, and natural anti-inflammatory supplements, ensuring we captured users at the bottom of the funnel.
- **Performance:** Google Ads proved to be a highly efficient conversion engine. The campaigns generated 1,232,030 Impressions and 30,704 Clicks, resulting in an exceptional ROAS of 21.67.

Results and Impact

The synergistic approach yielded results that far exceeded the client's initial 3x ROAS target. Over a 253-day period, the combined strategy transformed the client's acquisition model.

Key Performance Metrics Business Growth

Google Ads

- Ad Spend: \$13,000.00
- Conversion Value: \$282,105.24
- ROAS: 21.67
- Impressions: 1,232,030

Meta Ads

- Ad Spend: \$19,800.00
- Conversion Value: \$57,755.98
- ROAS: 2.91
- Impressions: 877,398

Combined / Total

- Ad Spend: \$32,800.00
- **Conversion Value: \$339,861.22**
- **ROAS: 10.36**
- Impressions: 2,109,428

The impact on the client's overall business was substantial, demonstrating the power of introducing a structured paid media strategy to a previously organic-only business.

- **Revenue Surge:** Gross total sales increased from \$4,076,597.34 in the prior period to \$5,951,760.82 during the campaign period, representing a total revenue growth of **\$1,875,163.48 (+46%)**.
- **Customer Acquisition:** The volume of new customers grew by **159%**, jumping from 2,650 to 6,875.
- **Customer Retention:** The returning customer rate remained strong at **47.59%**. While this represented a 31% decrease period-over-period, this shift was fully anticipated and considered a positive indicator of the campaign's success in rapidly expanding the total customer base with net-new acquisitions.

Conclusion

By implementing a strategic, data-driven approach across Meta and Google, we successfully transitioned the client from relying solely on organic acquisition to operating a highly profitable paid media engine. The campaign not only achieved a blended ROAS of over 10x—shattering the initial 3x goal—but also established a scalable blueprint for continued global expansion in the natural supplement market.