Case Study: Patriotic Golf Apparel Brand

How We Grew Total Sales 222% and Beat a $250K Annual Goal by 62%

Duration: January 29, 2026–Present

Executive Summary

A two-year-old golf apparel brand selling patriotic, humor-driven polos, hats, and hoodies partnered with our agency to take over their Meta advertising. The founder runs the business on his own and came to us after a previous agency relied on off-brand, AI-written ad copy, rarely refreshed creative, and delivered a cost per purchase that felt too high.

The founder set a 2026 goal of **$250,000 in annual sales** and at least one month over **$50,000**. By October 20, 2026, the store had reached **$404,715.38 in total sales**, beating the full-year goal by 62% with more than two months left in the year. The brand passed $50,000 in monthly sales six months in a row, from April through September. On Meta, we increased ad spend 169% year over year while **improving ROAS from 2.37x to 2.76x** and keeping cost per purchase under the client's $40 target.

The Client & The Challenge

Our client launched in January 2024 as a print-on-demand shop and made about $35,000 in sales in their first year. In 2025 they moved to dedicated suppliers for hats and polos and grew to $125,754 in total sales. Meta ads have always been their only paid channel.

Before partnering with us, the founder managed ads himself with a simple, hands-off approach: test posts at $1/day, move winners into a sales campaign, and run them until performance dropped. When that stopped working as well, he hired an outside agency. Coming into 2026, he was dealing with several problems:

- **Lower Conversion Rates:** Conversions dropped after Meta's Andromeda update, and finding specific audiences got harder.
- **Off-Brand Messaging:** The previous agency leaned heavily on AI-generated ad copy that didn't sound like the brand.
- **Stale Creative:** New ad creative wasn't being produced often enough to keep performance up.
- **High Cost Per Purchase:** The founder felt cost per purchase was too high, at around $40.

His goals for working with us were a lower cost per purchase (under $40), more conversions, and overall sales growth, with net profit mattering more than any single ROAS number.

The Strategic Solution

We took over the Meta account on January 29, 2026, and rebuilt it with a new campaign structure, all-new creative, and a plan to scale spend as results allowed.

1. Campaign Structure

We set up separate campaigns for each stage of the buying process:

- **Prospecting:** Campaigns aimed at reaching new customers, where most of the budget went.
- **Retargeting:** Campaigns aimed at warm audiences, including people who visited the site, engaged with the brand, or added items to their cart without buying.

2. Audience Testing

To deal with the targeting changes that came with Meta's Andromeda update, we tested broad targeting against interest-based targeting to find which delivered the best results at each budget level. We kept the audiences that worked and cut the ones that didn't.

3. New Creative & Ad Copy

- **All-New Creative and Copy:** We replaced the existing ads with new creative and copy written to match the brand's patriotic, sarcastic sense of humor.
- **Best Sellers Up Front:** We used the brand's best-selling products to get attention from new audiences.
- **Ongoing Testing:** We kept testing and refining the best-performing ads since the day we took over, so the account always had fresh creative ready.

4. Scaling the Budget

As results came in, we raised budgets in steps rather than all at once, so we could keep an eye on efficiency as spend grew. Total Meta ad spend went from $40,776 in all of 2025 to $109,742 in 2026 through October 20.

The Results

Comparing 2026 year-to-date (January 1–October 20) against the full year of 2025:

Shopify Store Metrics	2025 (Full Year)	2026 YTD	Change
Total Sales	$125,754.10	$404,715.38	+222%
Orders	1,664	4,239	+155%
Average Order Value	$75.31	$95.17	+26%
New Customers	1,491	3,692	+148%
Returning Customers	136	441	+224%

Meta Ads Metrics	2025 (Full Year)	2026 YTD	Change
Ad Spend	$40,776.08	$109,742.44	+169%
Purchases	1,249	3,122	+150%
Revenue (In Platform)	$96,777.10	$302,577.68	+213%
ROAS	2.37x	2.76x	+16%

Goal Tracking:

- **Annual Sales Goal:** $250,000 goal vs. $404,715.38 reached by October 20 (162% of goal).
- **Monthly Sales Goal:** Passed $50,000 in monthly sales in April, May, June, July, August, and September.
- **Cost Per Purchase:** $35.15 across the account in 2026, under the $40 goal, even with spend up 169%.

Retargeting was the most efficient part of the account. Our main retargeting campaign brought in 871 purchases and $83,420.34 in revenue at a 3.76x ROAS and a $25.57 cost per purchase.

Client Testimonial

The founder shared his feedback with our team over email throughout the partnership:

> *"April has been a killer month! ... Great work! I'm excited to see where this goes!"*
>
> *"Daaannng! These are awesome! Well done!" (on a new round of ad creative)*
>
> *"Looks like it was a solid campaign!" (after a holiday sale)*
>
> *—Founder, Patriotic Golf Apparel Brand*

Conclusion

By rebuilding the account around separate prospecting and retargeting campaigns, testing audiences after Meta's Andromeda update, and keeping a steady supply of new, on-brand creative, we helped a one-person apparel brand more than triple its sales year over year. The brand passed its full-year goal by October and kept efficiency steady while ad spend grew. This case study shows that a small brand can scale spend quickly without giving up ROAS, as long as the creative stays fresh and budget increases follow the results.