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Case Study: Launching Globally for EcoEssence Skincare

Industry: Natural and Organic Skincare

Objective: Launch in the USA, Canada, and UK markets while building a sustainable customer acquisition funnel.

Meta Ads

- Focused on product benefits like “100% organic” and “cruelty-free.”
- Retargeting campaigns targeting video viewers and website visitors.
- Seasonal campaigns with giftable skincare bundles for holidays.
- **Results:**
 - Reduced CPA by 30% within 3 months.
 - ROAS of **8.4x** with significant brand recall growth.

Amount spent	Purchases	Purchases Conversion Value	Purchase ROAS (return on ad spend)
\$1,217.58	37 [2]	\$7,373.47 [2]	6.06 [2]
\$134.34	5 [2]	\$2,189.40 [2]	16.30 [2]
\$119.12	13 [2]	\$1,997.32 [2]	16.77 [2]
\$157.51	8 [2]	\$1,600.19 [2]	10.16 [2]
\$44.89	2 [2]	\$1,354.00 [2]	30.16 [2]
\$28.95	2 [2]	\$1,053.80 [2]	36.40 [2]
\$37.15	3 [2]	\$858.98 [2]	23.12 [2]
\$7.80	1 [2]	\$845.00 [2]	108.33 [2]
\$52.55	2 [2]	\$686.00 [2]	13.05 [2]
\$25.37	2 [2]	\$485.00 [2]	19.12 [2]
\$83.50	4 [2]	\$476.60 [2]	5.71 [2]
\$51.30	1 [2]	\$410.40 [2]	8.00 [2]
\$2,804.27 Total Spent	110 [2] Total	\$22,536.93 [2] Total	8.04 [2] Average