

# 330% Increase in Return On Ad Spend (ROAS)



## The Results

▼ 50%

Reduction in Cost per Registration

▲ 230%

Profitably Scaled Ad Spend

▲ 330%

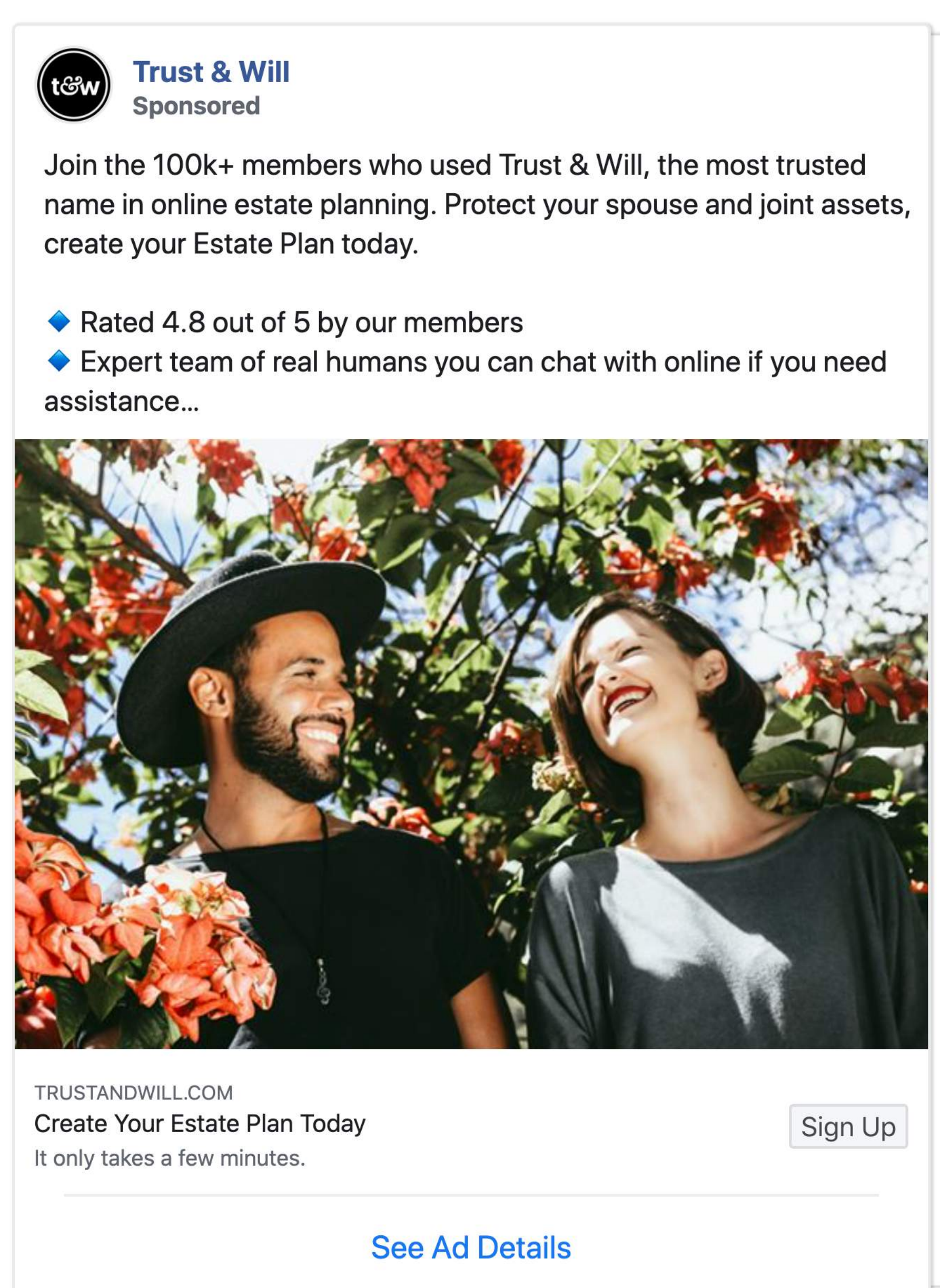
Increased Return on Ad Spend By

### Needs of Client

Facebook Ads was always a channel they wanted to make profitable but hadn't be able to achieve it after working with other agencies or internally.

### Our Approach

We worked closely with leadership & the founders to create a funnel that worked by creating a rigorous weekly experimentation schedule.



### The Funnel

Working with us, T&W was now able to consistently & quickly identify new profitable audiences through:

- Daily & Weekly Experiments
- KPI-Specific Campaigns
- Layered Lookalike Audiences
- Scaled Top Converting States



## Looking to Scale Ads Profitably?

Let's jump on a free strategy call to talk about your needs.

[Free Strategy Call](#)