

## Achieving a Favorable Return on Investment for Kailo on a Subscription Model

How GrowthHac secured a healthy ROI for an E-Commerce client.

### About The Client

subscription-based e-commerce business specializes in selling pain patches online through their website and Amazon. The minimum transaction value on the client's website amounts to approximately \$180, while the average sale stands at around \$300.

### CAMPAIGN GOAL

Utilize visually appealing display and video advertisements to boost sales of the e-commerce subscription and generate a measurable return on investment directly linked to the campaign. Simultaneously, enhance brand awareness within the client's primary target markets.

## **STRATEGY SUMMARY**

Before launching the campaign, GrowthHac conducted preliminary research to gain valuable insights into the brand's specific target audience. Based on this pre-campaign research, a variety of tactics were employed to test different sets of Display and Pre-Roll Video assets.

**Search Retargeting**  
**Lookalike Audience**  
**Contextual Targeting**  
**Site Retargeting**

The campaign was executed for a duration of 3 months, during which ongoing optimizations were conducted based on individual tactics, creative assets, and ad sizes. Initially, the focus was on optimizing click-through rates (CTR) and view-through rates (VTR).

However, the strategy was later adjusted to prioritize conversions, leading to the initiation of e-commerce conversions. This change enabled the identification of the most effective creative assets and target audiences for driving conversions.

## DESIGN SAMPLE



## RESULTS AND SUCCESS

Over the final two weeks of the campaign, GrowthHac's targeting, optimizations, and campaign management achieved a \$39 CPA and a ROAS of over 5.3

Throughout the campaign, GrowthHac delivered over 3.4 M Reach, and 7 M Impressions,

The client is looking forward to growing their partnership with GrowthHac and launching future campaigns to continue their sales growth.