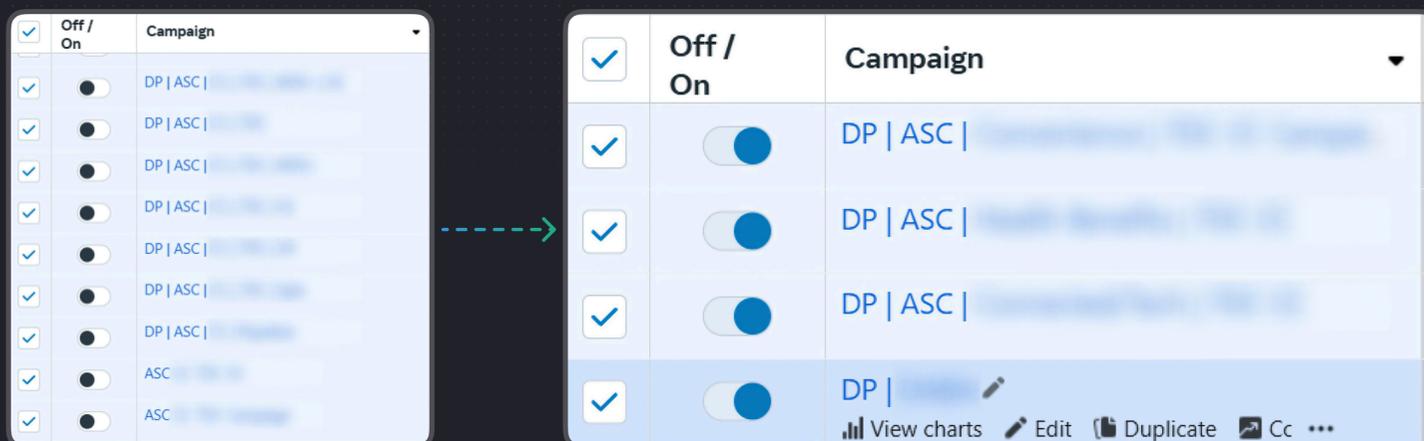


# We Drove 72% More New Customer Revenue For An Outdoor Brand On Meta

## Problem

Crossrope wanted to ensure that every ad received adequate spend so results could be confidently evaluated. To accomplish this, we structured campaigns in a way that evenly distributed budget across ads, even when the algorithm had different priorities. While this provided thorough testing coverage, it also meant less budget flowed toward the top-performing ads, which limited scaling opportunities.

## Before & After



Off / On	Campaign
<input type="checkbox"/>	DP   ASC   [blurred]
<input type="checkbox"/>	ASC   [blurred]
<input type="checkbox"/>	ASC   [blurred]

Off / On	Campaign
<input checked="" type="checkbox"/>	DP   ASC   [blurred]
<input checked="" type="checkbox"/>	DP   ASC   [blurred]
<input checked="" type="checkbox"/>	DP   ASC   [blurred]
<input checked="" type="checkbox"/>	DP   [blurred]

## Our Solution

- Broke out campaigns based on buyer personas to better target each potential customer with tailored creative.
- Allowed each ad set to spend on top performing creative, instead of spending evenly on each iteration.
- Layered-on cost cap bidding to limit poor performers, while letting the best ads win out in the auction.

## Results

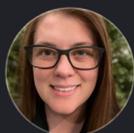
51% Increase In Spend

38% Increase In Revenue on a flat ROAS

36% Increase In Overall CTR

69% Increase In Website Traffic From Meta

72% Increase In New Customer Revenue



//

We're able to scale spend and performance by trusting Facebook's algorithm to show the right creative to the right people. This way, we're able to be agile and iterate on creative learnings that much faster!"

**Kaylee Price**

Ready to see similar results for your brand?  
Let's optimize your marketing strategy and drive new customer growth today!



BOOK A DISCOVERY CALL