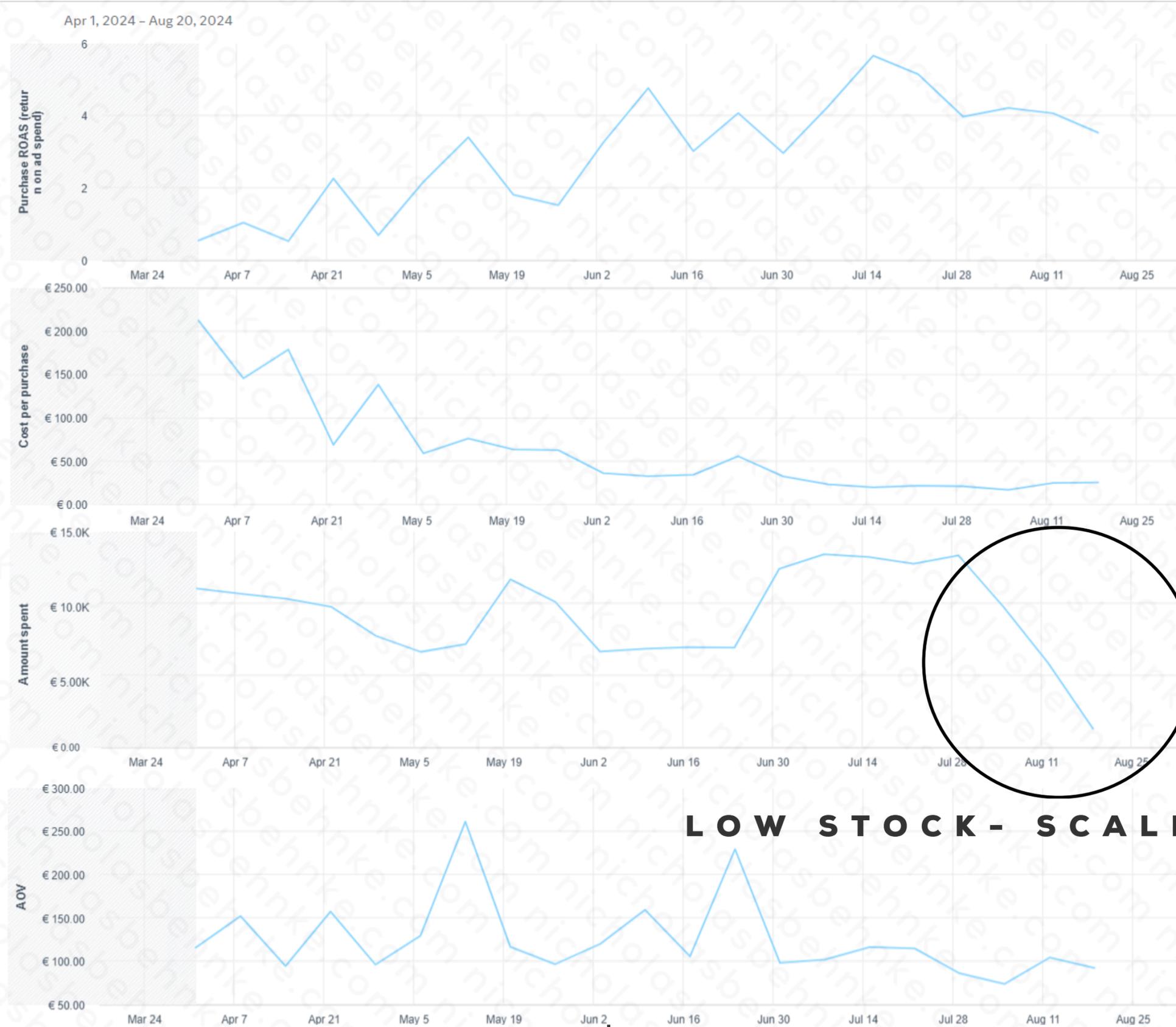


CASE STUDY

Breaking into New Markets:
Reducing CPA daily,
increasing ROAS from
Scratch with a €120 AOV,
Driving Sustainable Growth



LOW STOCK - SCALED 2 FAST



Industry: Fashion
Time: 04/2024–08/2024

Ad Spend: €73k
Revenue: €305k

Avg. ROAS: 4.18x
Avg. AOV: €120

Demographic: 18–45+ W

Region: EU (Expanding beyond DACH)

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In this audit, I'll guide you through the strategies that successfully scaled the business across the EU, expanding beyond the DACH region. By focusing on key metrics such as ROAS and CPA, we've driven substantial growth while maintaining a stable AOV of €120. Leveraging our best assets, new knowledge, and the scale formula, we prioritized the highest-impact tasks to enter new markets quickly and profitably. Our strong AOV/CPA ratio reflects the profit generated per customer, which has not only strengthened our bottom line but also improved cash flow, further accelerating our scaling efforts. This targeted approach has allowed us to exceed predefined goals, ensuring sustainable and efficient expansion across Europe.

SCALE FORMULA

$$\text{(TRAFFIC * CR * AOV * RPR) - VC} \\ = \text{PROFIT}$$

The formula (Traffic * CR * AOV * RPR) - VC = Profit represents a holistic approach to scaling a business by optimizing key metrics such as Traffic, Conversion Rates (Ads & Shop-CR), Average Order Value (AOV), and Repurchase Rate (RPR), while minimizing variable costs (VC). By focusing on these drivers and continuously improving each component, the formula maximizes profitability and ensures sustainable growth at scale.

Growth Strategy

Implementing the Scale Formula: This process usually takes 3-6 months to implement.

Our proven formula doesn't just drive traffic; it transforms businesses by optimizing every stage of the customer journey while cutting costs

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Traffic

In our strategy, traffic growth is driven by optimizing media buying through direct response ads, focusing on best-selling products and new customer-generating offers. We prioritize rapid market entry with automated budget scaling and real-time adjustments to maximize ROAS and minimize CPA. By pushing on platforms like Meta, we ensure consistent and cost-effective reach across the EU.

Conversion Rate

Our approach to conversion optimization (focused on ROAS and CPA) revolves around leveraging new knowledge and deep market research. By understanding customer psychology and crafting offers that resonate with core desires, we drive higher conversion rates. This approach, supported by strong proof elements and well-optimized landing pages, ensures profitability even as we scale quickly into new markets.

Average Order Value

While maintaining a stable Average Order Value of €120, we focused on increasing profitability by optimizing other key metrics. The consistent AOV, combined with a strategic focus on reducing CPA, has allowed us to drive strong revenue growth while ensuring each customer contributes positively to our bottom line and cash flow.

Repurchase Rate

We implemented a new approach to profitably retargeting using Meta ads, focusing on reducing CPAs without sacrificing profit margins. By reconverting existing users effectively, we maintained profitability while ensuring cost-efficiency. Simultaneously, our ad strategy continues to prioritize 100% new customer acquisition, constantly optimizing for the highest returns.

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