Scaling Meta through creative testing

Meta Ads · Direct-to-consumer retailer

THE CHALLENGE

Rising impression costs and creative fatigue had slowed the brand’s acquisition.

THE WORK

We introduced a structured testing plan and used Meta campaign reporting alongside the retailer’s ecommerce data to review creative and acquisition costs as spend grew.

REPORTED CAMPAIGN RESULTS

5×	42%	4×
Reported return on ad spend	Lower reported cost per acquisition	Reported ad spend scale

HOW TO READ THE FIGURES

Spires Digital group case study. The comparison spans creative testing and subsequent scaling. Attribution settings, stock, offers and seasonality can affect the figures.