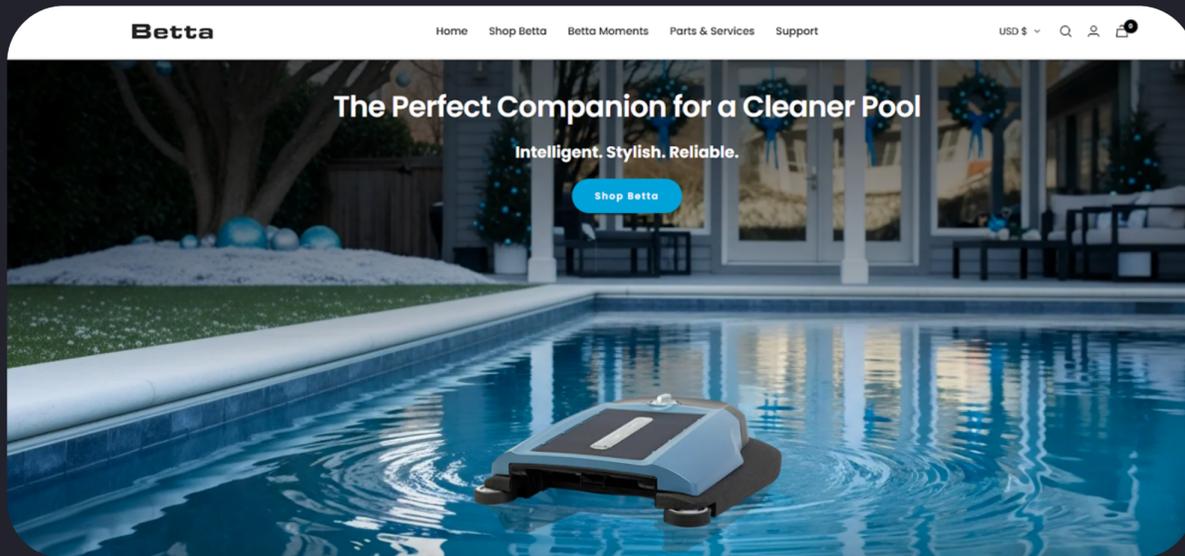


We Grew A Pool Skimmer Brand By 60% Profitably By Ignoring In-Platform ROAS

Problem

When we first started together, the Bettabot team was extremely focused on in-platform ROAS due to their previous agency relationship. However, business revenue as a whole was not even close to what the platforms we're reporting.



	Ad Spend			Revenue				MER		
	2025	2026	YoY	2025	2026	YoY	vs. Proj.	2025	2026	YoY
Jan	\$ 3,296	\$ 774	-77%	\$ 51,166	\$ 11,775	-77%	\$ 11,775	\$ 15.53	\$ 15.21	-2%
Feb	\$ 3,410	\$ -	-100%	\$ 212,791	\$ -	-100%		\$ 62.39		-100%
Mar	\$ 2,911	\$ -	-100%	\$ 168,391	\$ -	-100%		\$ 57.85		-100%
Apr	\$ 16,304	\$ -	-100%	\$ 249,010	\$ -	-100%		\$ 15.27		-100%
May	\$ 15,305	\$ -	-100%	\$ 135,576	\$ -	-100%		\$ 8.86		-100%
Jun	\$ 12,465	\$ -	-100%	\$ 185,551	\$ -	-100%		\$ 14.89		-100%
Jul	\$ 9,850	\$ -	-100%	\$ 78,658	\$ -	-100%		\$ 7.99		-100%
Aug	\$ 15,900	\$ -	-100%	\$ 124,340	\$ -	-100%		\$ 7.82		-100%
Sep	\$ 15,122	\$ -	-100%	\$ 323,477	\$ -	-100%		\$ 21.39		-100%
Oct	\$ 16,370	\$ -	-100%	\$ 158,416	\$ -	-100%		\$ 9.68		-100%
Nov	\$ 36,858	\$ -	-100%	\$ 401,156	\$ -	-100%		\$ 10.88		-100%
Dec	\$ 8,545	\$ -	-100%	\$ 154,840	\$ -	-100%		\$ 18.12		-100%
TOTAL	\$ 156,335	\$ 774	-100%	\$ -	\$ 11,775		\$ (843,139)	\$ -	\$ 15.21	

Solution

- We immediately switched to a single source of truth and identified that they needed a Marketing Efficiency Ratio goal to determine marketing effectiveness.
- Once determined, the data told us to flip ad spend into Meta. We scaled meta spend, even at a "lower" in-platform ROAS than Google.
- The results were almost immediate. We went into their peak season and saw an explosion in revenue.

Results

⤴ **+60% Revenue During Peak Season**

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



[BOOK A DISCOVERY CALL](#)



Once we stopped optimizing for platform vanity metrics and started optimizing for the business, the path forward became obvious. A single source of truth and a clear MER target completely changed how we scaled, and the revenue followed fast."

Austen Wiley
PPC Manager