

We Built An Effective Meta Creative Engine For A Supplement Brand

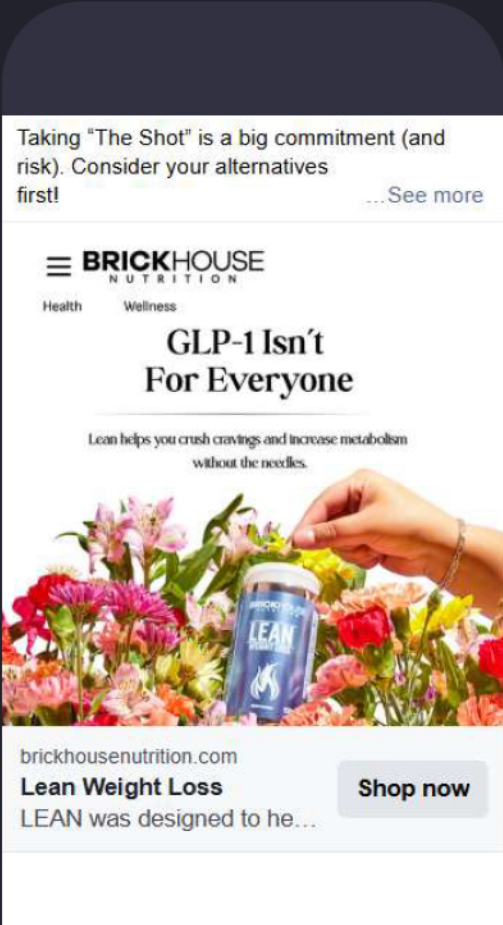
Problem

- BrickHouse Nutrition was struggling to scale their Top-of-Funnel efforts on Meta, but their account campaign structure wasn't the problem. **It was the CREATIVE!**
- What We Found:
 - The creative quality was inconsistent at best, poor at worst. These images did nothing to speak to the consumer, but rather relied on an old school Meta ad format.
 - Little to no creative angle testing.
 - 5% of spend dedicated to motion based creative (GIF, Video, UGC, Whitelisted Content)
 - Only implementing >5 ads per month on \$200,000 in spend.

Solution

- Implemented a consistent creative funnel to test dozens of creative pieces per month.
- Tested creative ANGLES instead of one-off images while scaling production of winners and cutting losers.

Shifted spend allocation towards video, UGC, & whitelisted content that resonated with users while actively reaching out to influencers to scale production.



Results

⌵ -35% Account CPM YoY

⬆️ +42% Unique Outbound CTR on New Audiences

⬆️ \$685,000 in Revenue Generated In Q4

⬆️ Business gains understanding of effective business messaging to acquire new customers

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



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By focusing on creative angles, rather than on off images, we were able to let the data decide what ACTUALLY brings users to their brand and scale that much more efficiently.

John Vickery