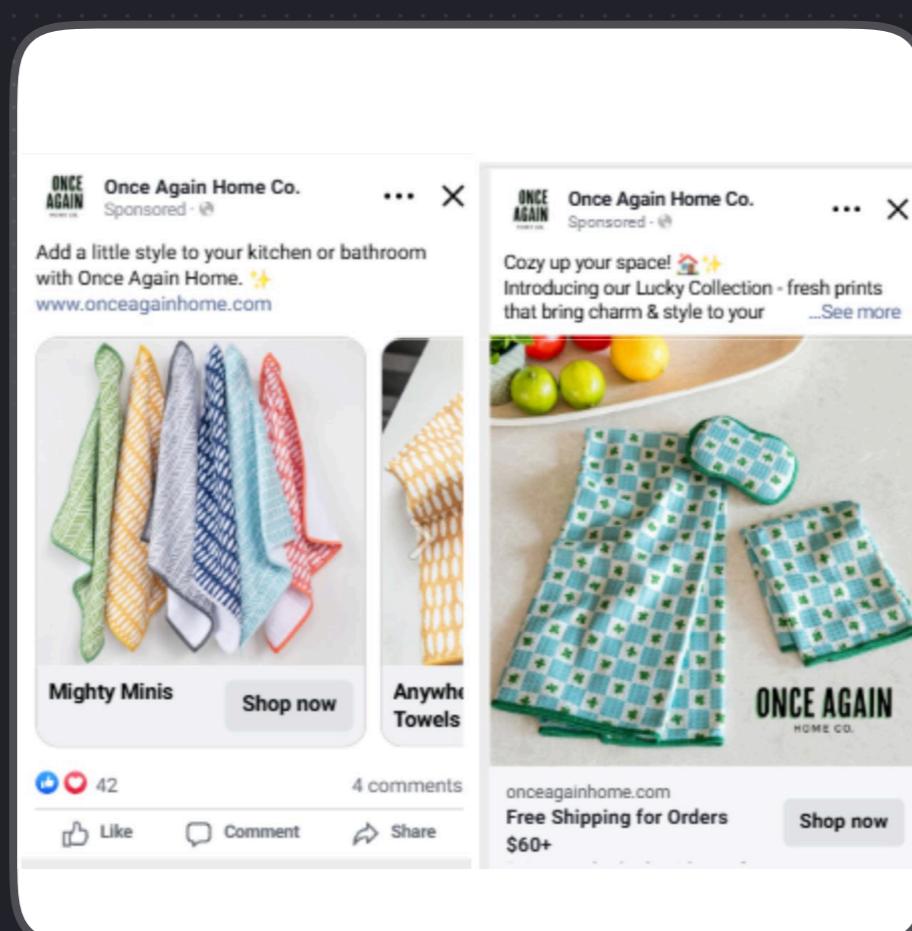


# We Scaled Revenue By 113% With Our Meta UGC Engine

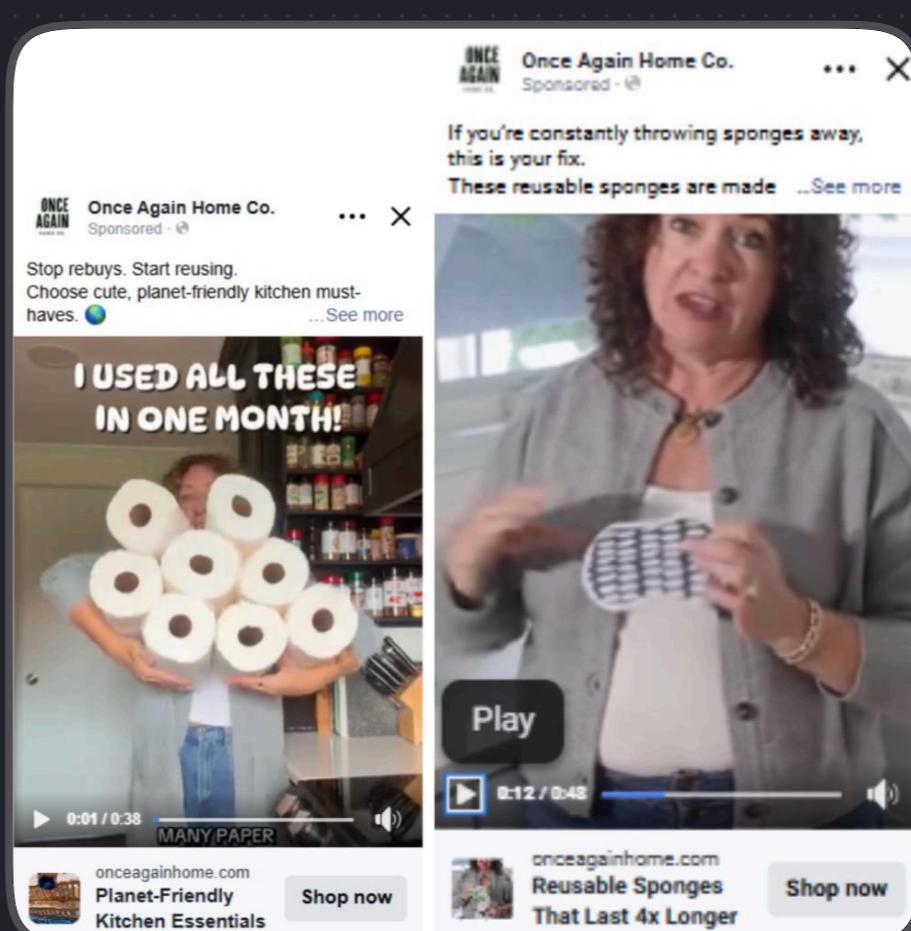
## Problem

Once Again Home Meta ads used generic messaging and solely relied on product-focused shots. The brand had little diversity in ad formats and messaging with performance falling off a cliff on the platform as a result.

### Before



### After



## Our Solution

## Results

- Implemented new interest-based audiences based on top buyer personas (focused on home decor and sustainability).
- Launched UGC and Founder-focused video engine that spoke to our buyers' needs.
- Focused on testing creative ANGLE rather than one off videos to determine what messaging drew the most interest and attention to Once Again Home.

↗ +113% D2C Sales YoY

↗ +635% Meta Revenue YoY

↗ +170% Site Sessions



“

By shifting to a UGC-driven strategy and focusing on messaging that resonated with our audience's values, we boosted D2C sales by 113% and saw a 635% increase in Meta revenue, proving the power of personalized, targeted content.”

**Kaylee Price**

Paid Social Manager

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



BOOK A DISCOVERY CALL