



Case Study - Pura Vida

About The Brand:

- I had the opportunity to work closely with Moringa Powder, a US brand dedicated to providing organic, nutrient-rich superfoods
- They had burned through over \$17,000 in ad spend with various marketing agencies. Despite their investment, they only saw a handful of sales, leaving them frustrated & unsure how to reach their target audience effectively.
- Previous agencies had chosen the wrong campaign types (search & smart) for Moringa's marketing. This problem arose because their website couldn't connect with Google Merchant Center
- Additionally, the Merchant Center was blocked because of misrepresentation issues, & the other agencies had given up trying to fix it

A/B Testing On Meta



- Tested various creatives on Meta to identify the most effective messaging for the audience
- Ads focusing on joint pain delivered the highest ROAS of 9, while others had significantly lower ROAS below 4
- Based on these insights, we developed multiple creatives focusing on joint health and scaled them for optimal performance

My 4 Step Solution:

Building the Foundation

I manually created a product list that updated automatically from their website and linked it to their Merchant Center. I also solved the setup issues that had stopped the Merchant Center from working properly

Quick Wins

I leveraged my experience to implement a little known low-cost, high-converting strategy that utilized the user data to deliver immediate success

Accelerating Growth

To further boost sales and prepare for the next stage, I optimized their shopping feed, which brought their ROAS up to >400% in the first 45 days.

Scaling Up

My initial strategy relied on existing customer data. To reach new customers (cold traffic), I launched standard shopping campaigns using the newly optimized product listings and segmented out their best selling items into their own campaigns. This resulted in a doubling of their Return On Ad Spend (ROAS) within the subsequent 45 days.

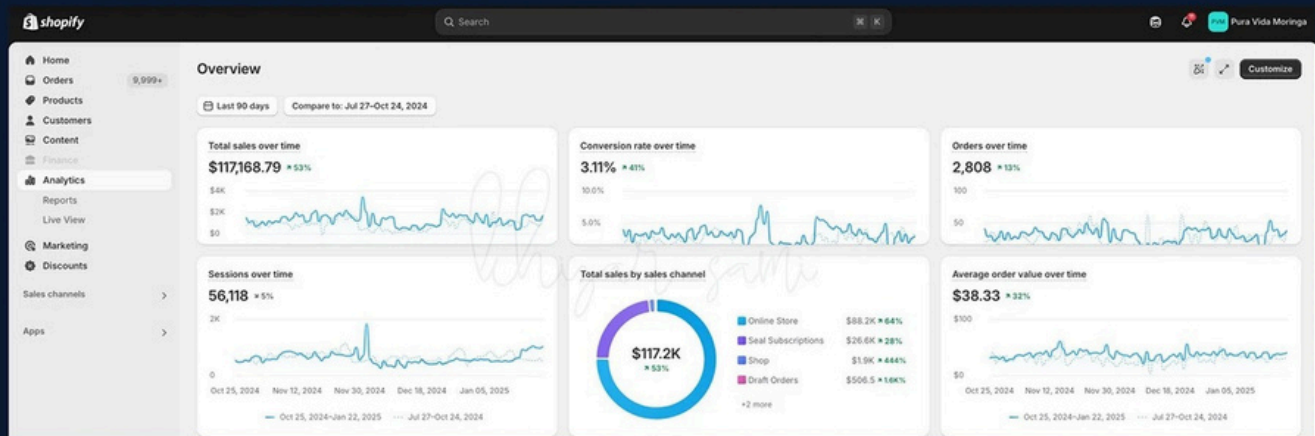


The Results Are In!



In the month of september, they had their best seller out of stock hence we saw a lower revenue and higher cost per purchase

The Results Are In!



Achieved a 53% increase in revenue, a 41% boost in conversion rate, and a 32% rise in AOV through strategic testing, optimized creatives, and targeted campaigns