



THE TRANSFORMATION FACTORY



\$1 Million
Revenue in
first 2
Months

\$3.5mil+
Revenue

5x Increase
in Google
Sales

Record
Black Friday
at 6X ROAS

The Transformation factory is a passion health project of Alexiou Gibson, A past N.A.S.A intern and recipient of the prestigious Martin Luther King leadership award & Global Citizen Award. TTF is also a winner of Shark Tank and was partnering with Kevin Heart & Mark Cuban.



THE CHALLENGE

The brand initially focused primarily only on brand campaigns, which lacked scalability and failed to yield significant growth and results. They were achieving only average ROAS (return on ad spend), which did not accurately reflect the brand's growth.

Dynamic Search Ads were not configured, and despite having substantial data in the Google account, only one YouTube campaign was active.





THE SOLUTION:

- ▶ Initially, we allocated 3 Dynamic Search Ads Campaigns to expand non-brand traffic.
- ▶ Additionally, we launched 3 YouTube campaigns targeting cold traffic, remarketing, and promotional offers.
- ▶ Subsequently, we optimized the creative content to serve as direct response videos for the cold traffic campaign.
- ▶ We also incorporated audiences and converters from past campaigns. Our strategic management of diverse audience segments enabled us to achieve the best campaign outcomes.



THE RESULTS:

After launching Demand Gen (Google's new answer to social traffic inside the Google and Youtube ads ecosystems) The performance picked up quickly and we managed to scale immediately, reducing Customer Acquisition Cost **by 34%**.

The campaign as a whole made it the biggest and **most successful month** for our client, almost **selling out their fulfillment** capacity.

Within 2 months we managed to **double the ROAS** whilst also adding an additional **1 million USD in revenue** to the brand and decreasing the new customer acquisition **by 28%**.

Testimonial Here

