

CASE STUDY / FULL STACK ECOMMERCE GROWTH

Rippl Impact Gear

A Full Operational Takeover

Ski, snowboard and moto protective gear / Worldwide

Established brand, partnered around three years / operations and ad account managed at scale

US\$4.01M

total sales
1 Jan to 20 Jun 2026

A case study by Malik

We run the operation, the brand keeps compounding

US\$4,009,374.73

TOTAL SALES / 1 JAN TO 20 JUN 2026

An established protective gear brand we have partnered with for around three years. We run the operation: ads, creative, support, inventory and logistics. Worldwide. In this window it did US\$4.01M in total sales while Meta returned 3.11 on ad spend.

META PLATFORM ROAS

3.11x

£1.75M attributed on £561K spend

ORDERS

41,382

Meta drove roughly half

AVG ORDER VALUE

US\$91.84

premium, repeat building

RETURNING CUSTOMERS

16.17%

lifetime value base

Results at a glance

 TOTAL SALES

US\$4,009,374.73

worldwide, in window

 META AD SPEND

£561,436.85

managed, our control

 META PLATFORM ROAS

3.11x

£1.75M attributed

 ORDERS

41,382

39,802 fulfilled

 SESSIONS

1,855,890

mobile led traffic

 AVG ORDER VALUE

US\$91.84

premium catalog

THE HEADLINE: a full takeover grew this brand to US\$4.01M worldwide, with Meta at 3.11 ROAS driving about half of all 41,382 orders.

Meta spend and attributed value shown in GBP; store revenue in USD. The two are not combined into a blended ratio.

What we took over

WHAT WE OWN	STATUS
Ad launching and management	In our control
Creative strategy and testing	In our control
Customer support	In our control
Inventory and logistics	In our control
Ad compliance	Managed by us
Reviews and reputation	Strengthened



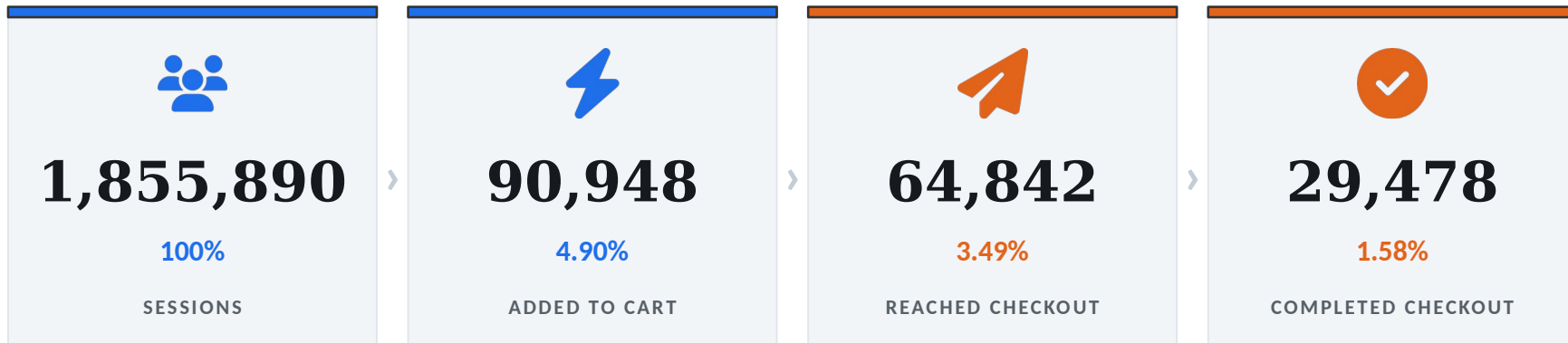
THE BRIEF

Own the whole operation, worldwide.

Not just media buying. A full takeover of growth, creative, service, stock and logistics, kept intact as volume scaled.

A growth mandate, end to end.

The on site funnel behind it



Web sessions funnel. Conversion rate softened as traffic scaled past 1.8M sessions; total orders of 41,382 include repeat and other channels.

The paid engine, in our control

£561,437

META SPEND

£1,745,625

ATTRIBUTED REV

3.11x

PLATFORM ROAS

20,801

PURCHASES

£26.99

CPA

£7.89

CPM

Off	On	Campaign	Results	Cost per result	Budget	Amount spent	Impressions	Reach	Frequency	CPM cost per 1,000...	Purchases	Purchase ROAS	Adds to cart	Checkouts initiated	Purchases conversion...
		Headline ASC	11	£214.17	£25.00	£214.17	12,096	12,096	1.00	£9.39	3	3.35	28	39	£25.00
		LookMaster Pro-30-ABO Testing Campaign	33	£35.38	Using ad set bu...	£97.29	78,941	63,201	1.25	£2.50	13	1.64	81	28	£33.21
		Reengage Headline Test ABO-03 June	32	£86.64	Using ad set bu...	£826.91	72,440	39,239	1.85	£11.42	17	1.93	152	64	£1,596.41
		ib Drops ASC	345	£29.28	£1,000.00	£3,080.14	289,850	195,169	2.52	£10.63	145	1.94	888	445	£3,961.58
		AeroGuard Testing Campaign - ABO	154	£29.63	Using ad set bu...	£4,563.89	444,969	154,835	3.30	£10.26	154	1.65	907	465	£2,531.08
		Rider Chronicles Abo. Campaign - ABO	312	£26.20	Using ad set bu...	£8,174.86	834,762	242,413	3.44	£9.79	332	4.80	1,954	1,040	£39,270.33
		LDX LTV Items Testing Campaign - ABO	30	£10.81	Using ad set bu...	£33,308.60	8,154,863	1,049,541	7.75	£6.55	4,906	2.98	25,564	12,521	£198,752.89
		BackPacks Testing Campaign - ABO	29	£25.59	Using ad set bu...	£27,251.18	4,295,854	1,096,889	4.22	£8.54	1,051	2.87	5,575	2,527	£78,305.43
		PureGrin 2.0 Testing Campaign - ABO	1,502	£47.35	Using ad set bu...	£71,915.40	5,192,958	826,490	6.28	£35.69	1,502	3.03	9,932	4,788	£215,640.41
		LDX Ridez ABO	5,438	£18.50	Using ad set bu...	£100,622.27	22,437,055	6,673,946	3.36	£4.48	5,438	2.78	34,484	14,551	£279,945.73
		LDX Ridez ASC	847	£21.00	£500.00	£17,767.59	9,033,879	2,151,840	4.20	£1.97	846	2.47	5,637	2,829	£45,801.80
		ASC Jeans	5,830	£44.44	£3,000.00	£265,301.57	18,768,407	3,443,414	5.44	£14.14	5,870	3.37	32,399	21,401	£993,476.36
		RiderFuel ABO Testing Campaign	68	£37.48	Using ad set bu...	£2,548.89	473,597	268,661	1.76	£5.38	68	1.07	258	105	£2,719.13
		Long Ride Bundle Testing Campaign - ABO	38	£38.00	Using ad set bu...	£505.67	53,692	27,926	1.92	£9.42	38	1.88	126	55	£392.26
		ASC Snowboard	302	£5.95	£50.00	£1,958.62	1,060,611	496,948	2.15	£5.62	350	2.90	2,428	883	£17,281.24
		Results from 15 campaigns	20,801	£26.99		£561,436.85	71,993,484	31,649,494	6.11	£7.89	20,801	3.11	137,311	61,709	£1,745,625.13

PLATFORM ROAS

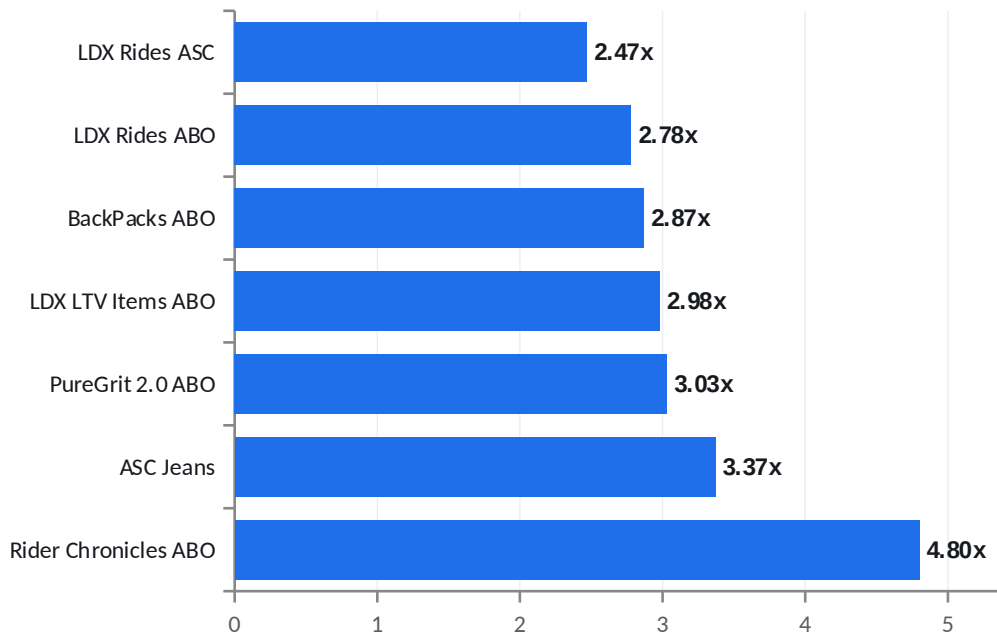
3.11x

~50%

of all 41,382 orders driven by Meta, the rest from repeat, organic and other channels.

Meta Ads Manager, account total, 1 Jan to 20 Jun 2026. GBP for Meta, USD for the store, not combined.

Where the spend worked



Platform ROAS by campaign line, top spending lines



SCALE ENGINE

ASC Jeans

£265.3K spend / 5,970 purchases

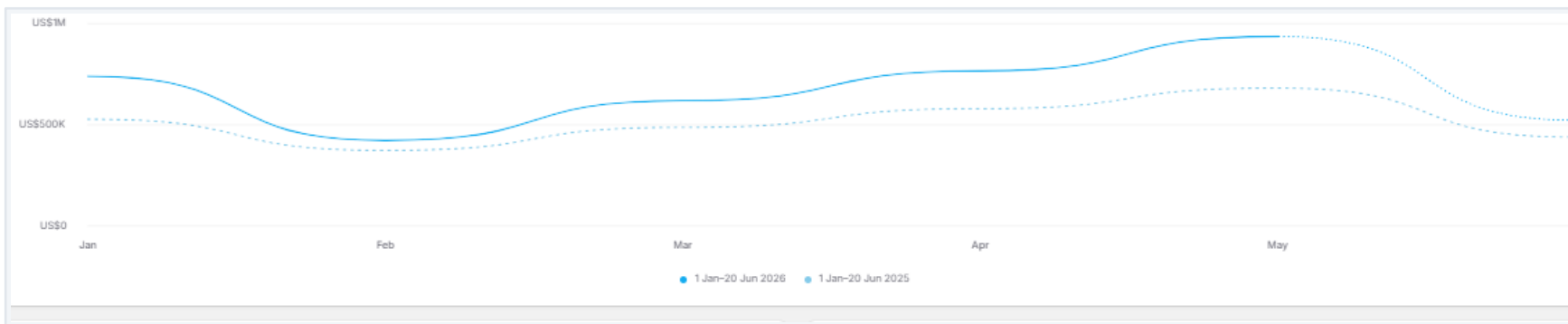
3.37 ROAS and £893.5K attributed, the single biggest line in the account.

ACCOUNT SHAPE

15 lines, ASC + ABO

Platform ROAS 3.11 across £561.4K. A heavy ABO testing layer feeds the ASC scale lines.

Compounding, month over month



Total sales over the window. The solid line is 2026 under our management; the dotted line is the same period in 2025.

US\$4,009,374.73

TOTAL SALES

US\$3,482,065.61

NET SALES

41,382

ORDERS

1,855,890

SESSIONS

THE READ: a higher base all year, climbing into the period, with a sale now launching to push the next leg.

What we actually did



FULL TAKEOVER

End to end

One accountable team

We run ads, creative, CRO, customer support, inventory and logistics as one operation, worldwide, kept intact as volume scaled.

THE FOUR MOVES THAT MATTERED

Ad launching and daily management

ASC and ABO, scaled to £561K with control

Creative strategy and heavy testing

Persona led angles and catalog ads, constant new creative

Efficiency controls

Cost caps and value optimizations to hold ROAS as spend scaled

Operations at scale

Support, inventory, logistics and compliance intact, markets analysed

Why one accountable partner works

“

One team across ads, creative, CRO, support, inventory and logistics. Systems held intact at scale, and the brand kept compounding worldwide.

THE APPROACH / RIPPL IMPACT GEAR



3.11x

META PLATFORM ROAS



US\$91.84

AVG ORDER VALUE



41,382

ORDERS

A brand rebuilt to compound at scale

“Not a quick ROAS spike. A whole operation rebuilt to compound and hold at scale, worldwide.”

Rippl Impact Gear is an established ski, snowboard and moto protective gear brand we have partnered with for around three years. We run the operation: ad launching and management, creative strategy and testing, customer support, inventory and logistics, compliance and reputation. In this window the brand reached US\$4,009,374.73 in total sales worldwide on 41,382 orders at a US\$91.84 average order value, while Meta returned 3.11 on £561,436.85 of managed spend and drove roughly half of all orders.

The return now compounds through repeat purchase and a premium catalog, not last click. We tested ABO, creative and persona angles, catalog ads, cost caps and value optimizations, and a sale is now launching to push the next leg of growth.

VITAL STATS

US\$4,009,374.73

total sales worldwide

3.11x

Meta platform ROAS

£561,436.85

managed ad spend

41,382

orders / 39,802 fulfilled

US\$91.84

average order value

CASE STUDY BY MALIK

Thank you

*Want your whole operation run as one compounding system, at scale?
This is how I build it.*

Rippl Impact Gear

Full Stack Growth Case Study / Jan to Jun 2026

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Malik / E-commerce Performance Marketing