

CASE STUDY / PAID MEDIA TURNAROUND

# RamenStar

## *Paid Media Turnaround*

Japanese ramen kits for Switzerland and Liechtenstein

Founder led brand, 10,000+ community / paid account taken over 17 March 2026

**CHF 12.6K**

total store sales, first two weeks  
up 53% under management

# From losing money to profitable

**2.46x**

**META ROAS / PROFITABLE ON PAID**

A founder led Swiss ramen brand. The paid account was losing money, run solo with no structure or testing. In the first two weeks under management it turned profitable.

TOTAL STORE SALES

**CHF 12,615**

↑ 53% vs. prior two weeks

CONVERSION RATE

**3.61%**

↑ 109% / more than doubled

META ATTRIBUTED REV

**CHF 8,453**

on CHF 3,438 spend / 2.46x

AVG ORDER VALUE

**CHF 89.44**

↑ 21% vs. prior two weeks

# Results at a glance



NET RESULT

**Profitable**

from below break even



TOTAL STORE SALES

**CHF 12,615**

↑ 53% vs. prior two weeks



META ROAS

**2.46x**

profitable on paid



CONVERSION RATE

**3.61%**

↑ 109% / more than doubled



ORDERS

**134**

↑ 30% in two weeks



ATTRIBUTED REVENUE

**CHF 8,453**

on CHF 3,438 Meta spend

**THE HEADLINE:** an account that was losing money, turned profitable in the first two weeks, with store conversion rate more than doubled.

# A money losing account, run solo

WHAT I INHERITED	STATE	IMPACT
Profitability	Below break even	Losing money on paid
Account structure	None	Spend without scale
Creative direction	None	No brief for creators
Testing discipline	None	No creative or copy tests
Retention layer	No direction	Conversion and LTV left flat



## THE BRIEF

**Stop the bleed,  
then make it  
profitable.**

Rebuild the account, install real creative and copy testing, and control efficiency so the unit economics finally work. And take the daily ad stress off the founder.

*A rescue brief, not a growth brief.*

# Before vs after, two weeks apart

METRIC	BEFORE	AFTER	MOVEMENT
Profitability	Below break even	<b>Profitable</b>	<b>TURNAROUND</b>
Total Store Sales	CHF 8,246	<b>CHF 12,615</b>	<b>UP 53%</b>
Conversion Rate	1.73%	<b>3.61%</b>	<b>UP 109%</b>
Avg Order Value	CHF 73.92	<b>CHF 89.44</b>	<b>UP 21%</b>
Orders	103	<b>134</b>	<b>UP 30%</b>
Sessions	2,707	<b>3,682</b>	<b>UP 36%</b>
Returning Customer Rate	22.1%	<b>26.5%</b>	<b>UP 20%</b>

**THE REAL PROOF** conversion rate more than doubled and sales rose 53 percent in the first two weeks / **structure, creative direction, and testing, not more budget.**

# 21 campaigns rebuilt, in profit

**CHF 3,438** **CHF 8,453** **2.46x**

**86**

**CHF 1.25** **1.91%**

META SPEND

ATTRIBUTED REV

PLATFORM ROAS

PURCHASES

CPC

LINK CTR

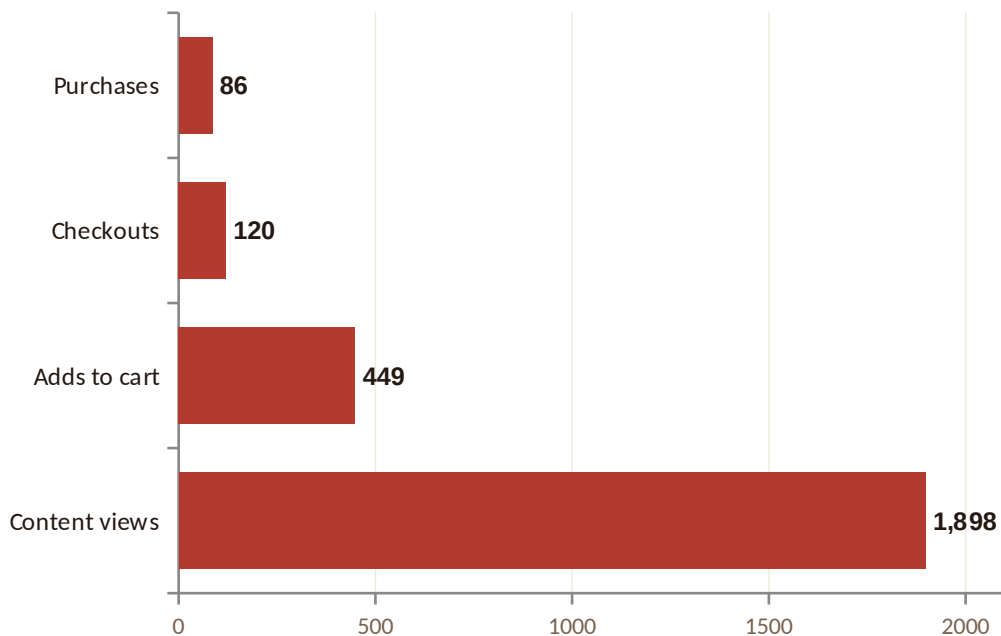
Off.	Campaign	Amount spent	Impressions	Reach	CPC (est)	CTR (est)	Unique CTR (est)	CPM (est)	Cost per 1,000 Me.	Content views	Add to cart	Checkouts initiated	Purchases	Purchase ROAS	Purchases converted	Frequency
	Results from 21 campaigns	CHF 3,438.30	229,860	82,261	CHF 1.25	1.20%	1.91%	CHF 14.96	CHF 41.80	1,898	449	100	86	2.46	2,46	1.91%

Meta Ads Manager, 17 to 31 March 2026. 21 campaigns under a clean structure, the Easter line leading at 3.37 ROAS.

**3.37x**  
 EASTER SALE LINE ROAS  
 CHF 5,193 on CHF 1,541, 52 purchases

REACH IN TWO WEEKS  
**82,261**  
 people reached / 229,860 impressions

# From click to purchase / the paid funnel



Verified Meta funnel volumes, 17 to 31 March 2026



ACCOUNT MVP

## Easter Sale ABO

3.37x ROAS / top spending line

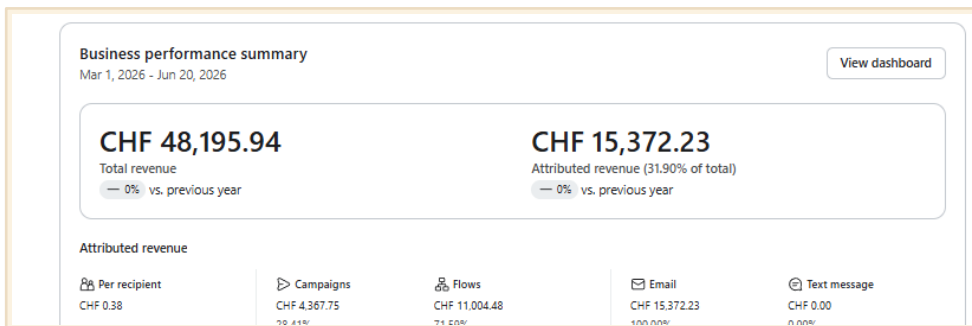
CHF 5,193 returned on CHF 1,541, 52 of the 86 purchases.

WHAT I TESTED


## 6 levers

ABO, creative testing, persona led creators, catalog ads, cost caps, and value optimisation.

# The retention layer, now under management



Klaviyo business summary, 1 March to 20 June 2026.

 **INHERITED, NOW MINE TO GROW**

This email revenue predates my involvement. It ran on the founder's existing flows. I am taking it over now to build a real retention and LTV engine: regular campaigns plus site CRO.

Email share of revenue **31.9%**  
CHF 15,372 attributed

Flows share of email **71.6%**  
CHF 11,004 of email rev

Top flow / Welcome **CHF 6,038**  
founder built, now mine

Campaign open rate **45.5%**  
Good, 56th percentile

New flows by Malik **2**  
Browse + Checkout, live

Revenue per recipient **CHF 0.14**  
Good, 60th percentile

# What I actually changed



ACCOUNT REBUILD FROM SCRATCH

# 21

**Campaigns rebuilt, clean and testable**

Rebuilt the paid account into a clear structure where every test is comparable and every franc is readable.

## THE FOUR MOVES THAT MATTERED

### Persona led creative testing

Real creator direction and briefs, with clear winners and losers

### Catalog and ASC

Meta finds buyers across the full range, not just one hero kit

### Cost caps and value optimisation

Protects efficiency and ROAS as spend moves

### Daily ownership

In the account every day, so the founder does not have to be

# What changed for the founder

“

*This was the best month she has had with the brand. For the first time, she could focus on running the business instead of worrying about the ads.*

EVELYN / FOUNDER, RAMENSTAR

*Reported feedback, paraphrased.*



THE HUMAN RESULT

**From stressed and hands on with the ads every day, to free to run the brand.**

She no longer has to manage paid herself. The account is in profit, structured, and run daily, so her attention goes back to the business.

# A money losing account, turned profitable

*“Not more spend. The right structure, real creative direction, and someone in the account every day. That is what turned a money losing account profitable.”*

RamenStar is a founder led Swiss ramen brand with a community of over ten thousand. When I took over in March 2026, the paid account was losing money and run alone, with no structure, creative direction, or testing. In the first two weeks under management it turned profitable, with store conversion rate more than doubled and sales up 53 percent.

The next phase is already underway: taking over Klaviyo to build a real retention and LTV engine, regular campaigns, and a round of site CRO so growth compounds through lifetime value rather than restarting from ads each month. The account is now clean, readable, and built to scale.

## VITAL STATS

**2.46x**

Meta ROAS / profitable

**+53%**

store sales, two weeks

**+109%**

conversion rate

**CHF 89.44**

average order value

CASE STUDY BY MALIK

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# Thank you

*Want a money losing account turned profitable, and a founder who can finally focus? This is the system I build.*

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RamenStar

[malik.ahmad738@gmail.com](mailto:malik.ahmad738@gmail.com)

Paid Media Case Study / Mar to Jun 2026

Malik / E-commerce Performance Marketing