

CASE STUDY / PAID MEDIA SCALE

Veteran Apparel Brand

Scaling Direct to Consumer with Paid Social

Hand drawn apparel honoring military service, sold direct to consumer.

Established DTC brand with existing sales / account scaled across a 12 month management window.

Client identity kept confidential.

\$1.92M

store revenue
in the scale window

A case study by Malik

From a modest store to seven figures

\$1.92M

Store Revenue / Scale Window

An established veteran apparel brand with existing sales. Across a 12 month management window, paid social scaled the store from roughly \$206K to \$1.92M while improving efficiency.

PLATFORM ROAS

3.37x

↑ from 2.65x prior

STORE REVENUE

\$1.92M

↑ from ~\$206K prior

AVERAGE ORDER VALUE

\$46.23

↑ 36% from \$33.95

ONLINE SESSIONS

+520%

traffic scaled with paid

Results at a glance



STORE REVENUE

\$1.92M

↑ ~9x from ~\$206K



PLATFORM ROAS

3.37x

Meta attributed, full window



META SPEND

\$347K

deployed efficiently at scale



AVERAGE ORDER VALUE

\$46.23

↑ 36% via upsell + cross sell



ONLINE SESSIONS

+520%

from ~162K to ~1.34M



ORDERS

35,460

↑ from 5,304 prior

THE HEADLINE: an established brand scaled from roughly \$206K to \$1.92M in revenue over a 12 month window at 3.37x platform ROAS.

A capable store, under scaled

WHAT I INHERITED	STATE	IMPACT
Sales volume	~\$206K / 10 mo	Modest, inconsistent
Ad performance	2.65x ROAS	Unstable, no clear winners
Average order value	\$33.95	Capped revenue per buyer
Retention layer	None	No upsell, email, or SMS
Channel mix	Organic led	Growth not paid driven



THE BRIEF

Scale a proven product without breaking the economics.

Find the demand, build a full funnel, and raise order value so revenue compounds rather than just spend.

A scale brief, not a rescue brief.

Before vs after the scale window

METRIC	BEFORE	AFTER	MOVEMENT
Store Revenue	~\$206K	\$1.92M	SCALE
Orders	5,304	35,460	UP ~568%
Average Order Value	\$33.95	\$46.23	UP 36%
Platform ROAS	2.65x	3.37x	UP 27%
Online Sessions	~162K	~1.34M	UP 520%
Conversion Rate	2.39%	2.44%	HELD

THE REAL PROOF revenue scaled roughly 9x while ROAS rose to 3.37x and order value climbed 36 percent / profitable scale, not vanity reach.

The paid media engine at scale

\$347K

META SPEND

\$1.17M

ATTRIBUTED REV

3.37x

PLATFORM ROAS

24,218

PURCHASES

1.34M

REACH

7.07%

UNIQUE CTR

ACCOUNT TOTALS / 12 MONTH WINDOW

Recreated for confidentiality

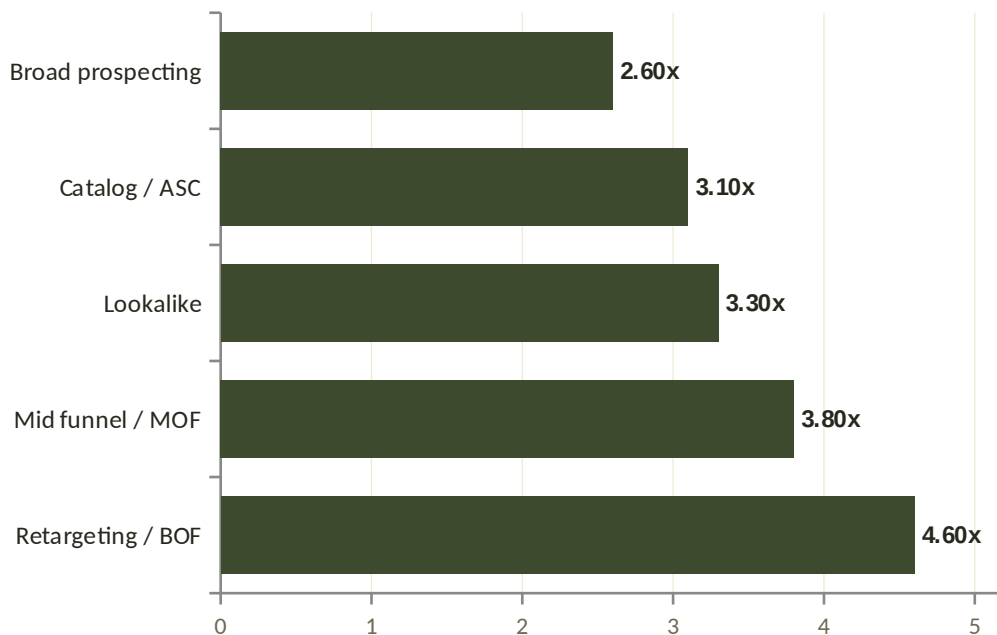
Total amount spent	\$346,933
Purchases (attributed)	24,218
Purchase conversion value	\$1,167,765
Purchase ROAS (account)	3.37x
Average cost per click	\$0.34

3.37x

ACCOUNT
ROAS

Platform totals recreated from Ads Manager. Account identity withheld for confidentiality.

A full funnel built to scale



Illustrative ROAS by funnel stage, modelled around the verified 3.37x account average



STRONGEST STAGE

Retargeting and warm audiences

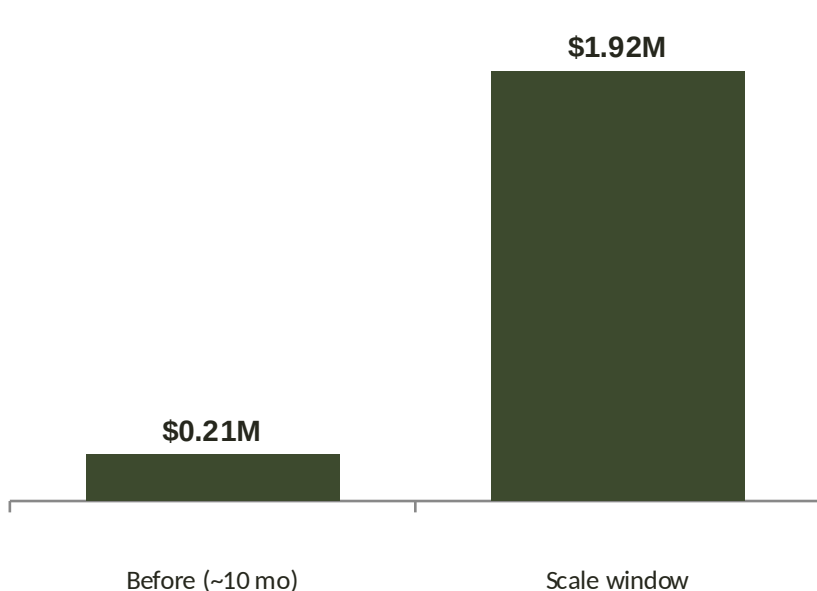
Captured intent built by prospecting and converted it efficiently.

THE STRUCTURE

ABO to CBO

Tested with ABO, scaled winners with CBO, then layered MOF and BOF retargeting and lookalikes.

Store level growth, not just reach



Store revenue, before vs the scale window (in \$M)

Store revenue	\$1.92M	UP ~9x
Orders	35,460	UP ~568%
Average order value	\$46.23	UP 36%
Online sessions	~1.34M	UP 520%
Platform ROAS	3.37x	UP 27%
Returning customer rate	18.58%	RETENTION

Store figures recreated for confidentiality. Account identity withheld.

What I actually did



AUDIENCE LED CREATIVE

4 formats

Graphics, video, memes, holidays

Built creative around the community's pride and identity, then tested formats hard to find what actually moved the audience.

THE FOUR MOVES THAT MATTERED

Persona led creative testing

Graphics, video, memes, and holiday angles tested with ABO

Full funnel structure

MOF and BOF retargeting, lookalikes, and custom audiences

Order value expansion

Upsell and cross sell on product and cart / AOV up 36%

Retention layer

Email and SMS to lift lifetime value and repeat purchase

In the founder's words

“

He took the time to really get to know our brand and what we stand for. He did not jump in with a one size fits all plan, he crafted a strategy that truly connected with our community. The difference has been unbelievable. Our sales skyrocketed from just over \$200,000 to \$2 million.

FOUNDER / VETERAN APPAREL BRAND

WHAT CHANGED FOR THEM

~\$206K to \$1.92M

store revenue

2.65x to 3.37x

platform ROAS

\$33.95 to \$46.23

average order value

A capable store, scaled to seven figures

“Not just more spend. A real funnel, audience led creative, and a reason for every buyer to spend more. That is what scaled the store.”

This veteran apparel brand was already established with existing sales when I took over paid social. Across a 12 month management window I built a full funnel on Meta, ran persona led creative testing across graphics, video, memes, and holiday campaigns, and raised order value with upsell and cross sell. Store revenue scaled from roughly \$206K to \$1.92M at 3.37x platform ROAS, with order value up 36 percent.

The next phase deepens the retention layer through email and SMS so growth compounds through lifetime value, not just new acquisition. The account is now a structured, repeatable scaling engine.

VITAL STATS

\$1.92M

store revenue

~9x

revenue growth

3.37x

platform ROAS

\$46.23

average order value

CASE STUDY BY MALIK

Thank you

Want a proven store scaled to seven figures? This is the system I build.

Veteran Apparel Brand

Paid Media Case Study / Client confidential

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Malik / E-commerce Performance Marketing