

CASE STUDY / FULL STACK ECOMMERCE GROWTH

Neuropic Pro

A Full Operational Takeover

Pharmacist formulated nootropic focus gummies / United Kingdom

Established UK brand / operations and ad account managed from January 2026

£430.6K

total sales
1 Jan to 20 Jun 2026

A case study by Malik

We took the whole operation, the business compounded

£430,595.51

TOTAL SALES / 1 JAN TO 20 JUN 2026

An established UK nootropics brand. We took over the operation in January 2026: ads, creative, customer support and inventory. UK only. In roughly twenty four weeks it reached £430.6K in total sales at a 2.63 blended return.

BLENDED MER

2.63x

£430.6K sales on £163.8K spend

ORDERS

12,741

12,481 fulfilled in window

AVG ORDER VALUE

£32.37

single hero product

RETURNING CUSTOMERS

37.57%

repeat base / lifetime value

Results at a glance

 TOTAL SALES

£430,595.51

in roughly 24 weeks

 MANAGED AD SPEND

£163,793.31

Meta, in our control

 BLENDED MER

2.63x

total sales / ad spend

 ORDERS

12,741

12,481 fulfilled

 SESSIONS

159,354

mobile led traffic

 RETURNING CUSTOMERS

37.57%

lifetime value engine

THE HEADLINE: a full operational takeover in January 2026 grew this UK brand to £430.6K total sales at a 2.63 blended return, compounding all the way.

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 | Under our oversight |
| Ad compliance | Managed by us |
| Reviews and reputation | Strengthened |



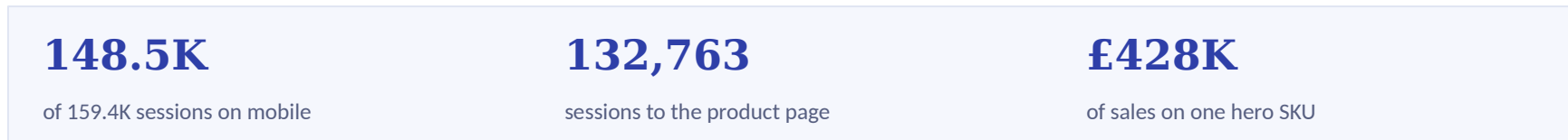
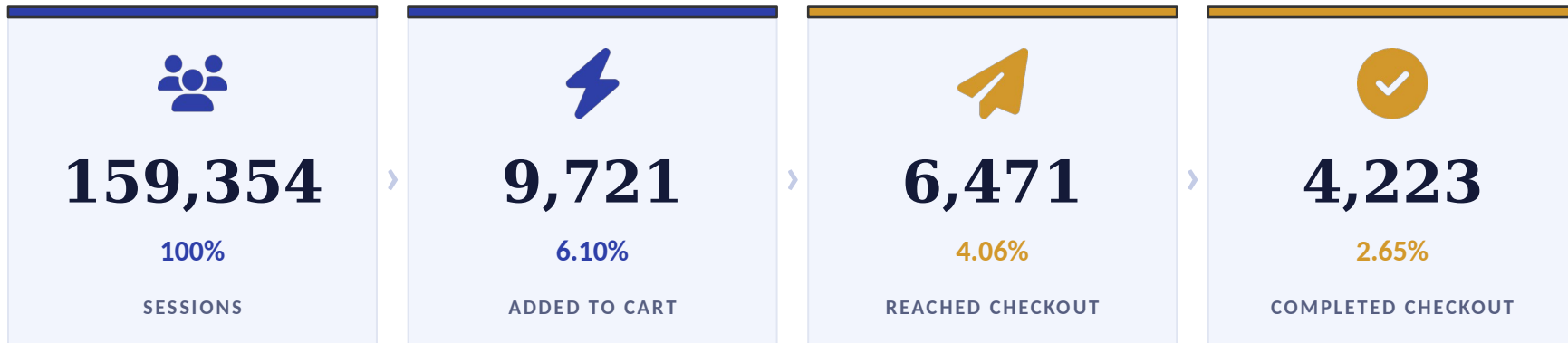
THE BRIEF

Own the whole operation, UK first.

Not just media buying. A full takeover of growth, creative, service and stock, built to compound through repeat purchase rather than restart from ads each month.

A growth mandate, end to end.

The on site funnel behind it



Web sessions funnel. Total orders of 12,741 include repeat and subscription purchases beyond first time web checkout.

The paid engine, in our control

£163,793

£241,008

1.47x

6,896

£23.75

£0.39

META SPEND

ATTRIBUTED REV

PLATFORM ROAS

PURCHASES

CPA

CPC

| Off/O | T1 | Campaign T1 | Delivery T1 | Action | Result T1 | Cost per... | Budget T1 | Amour spent T1 | Imp. T1 | Reach T1 | CPM (cost...) | Purchase T1 | Purchase ROAS... | Frequet T1 | CPC (all) | CTR (all) | Unique CTR... | Adds to... | Checkout/ initiated | Purchases conversio... |
|---------------------------|----|-------------------------------|-------------|--------|-----------|--------------|-------------------|----------------|-------------|-----------|------------------|-------------|------------------|-----------------|-----------|-----------------|------------------|------------|---------------------|------------------------|
| | | Neuroptic ASC Prospect... | Off | | 2 | £59.72 | £100.00 | £119.43 | 4,119 | 3,775 | £28.99 | 2 | 0.52 | 1.09 | £0.74 | 3.91% | 2.52% | 3 | 4 | £50.43 |
| | | ASC Winners by CPA an... | Off | | 46 | £34.31 | £100.00 | £1,578.20 | 104,429 | 37,002 | £15.11 | 46 | 1.36 | 2.82 | £0.61 | 2.48% | 2.48% | 212 | 32 | £3,828.58 |
| | | Neuroptic ASC All Cons L... | Off | | 81 | £38.07 | £200.00 | £2,322.20 | 160,113 | 54,202 | £14.50 | 81 | 0.84 | 2.95 | £0.57 | 2.52% | 3.33% | 162 | 27 | £2,173.13 |
| | | Neuroptic ASC All ASA S... | Off | | 25 | £19.86 | £100.00 | £496.59 | 31,411 | 10,993 | £15.81 | 25 | 1.82 | 2.86 | £0.56 | 2.81% | 3.30% | 28 | 8 | £731.84 |
| | | Neuroptic ABO | Active | | 912 | £27.59 | Using ad set b... | £25.16 | 1,544,644 | 349,553 | £16.29 | 912 | 1.24 | 4.42 | £0.52 | 3.15% | 4.50% | 2,088 | 606 | £31,154.11 |
| | | Neuroptic ASC Prof Charie | Active | | 39 | £27.67 | £160.00 | £525.76 | 34,449 | 24,020 | £15.26 | 39 | 1.67 | 1.43 | £0.51 | 2.98% | 2.17% | 97 | 10 | £8,178.10 |
| | | Neuroptic ASC All VVC EV | Off | | 39 | £35.91 | £200.00 | £682.32 | 36,449 | 19,771 | £18.72 | 39 | 0.95 | 1.84 | £0.43 | 4.39% | 3.01% | 63 | 8 | £6,446.58 |
| | | Neuroptic ASC All | Active | | 5,721 | £27.68 | £390.00 | £129,772.98 | 8,991,175 | 1,923,219 | £14.43 | 5,721 | 1.54 | 4.68 | £0.37 | 3.89% | 5.53% | 13,883 | 3,911 | £199,651.43 |
| | | Neuroptic ASC All US | Off | | 21 | £20.79 | £100.00 | £1,486.65 | 54,704 | 30,524 | £22.18 | 21 | 0.22 | 1.79 | £0.34 | 8.07% | 7.04% | 81 | 14 | £1,027.24 |
| | | Neuroptic ASC All US CA | Off | | 70 | £23.49 | £175.00 | £1,643.95 | 101,663 | 65,286 | £16.17 | 70 | 1.21 | 1.56 | £0.31 | 5.29% | 3.91% | 299 | 23 | £2,815.65 |
| Results from 10 campaigns | | | | | 6,896 | £23.75 | | £163,793.31 | 11,063,1... | 2,069,002 | £14.81 | 6,896 | 1.47 | 5.35 | £0.39 | 3.78% | 5.68% | 16,884 | 4,693 | £241,007.60 |
| | | | | | | Per purchase | Total | Total | Total | Total | Per 1,000 Imp... | Total | Average | Per Meta acc... | Per Click | Per Impressions | Per Meta account | Total | Total | Total |

PLATFORM

1.47x

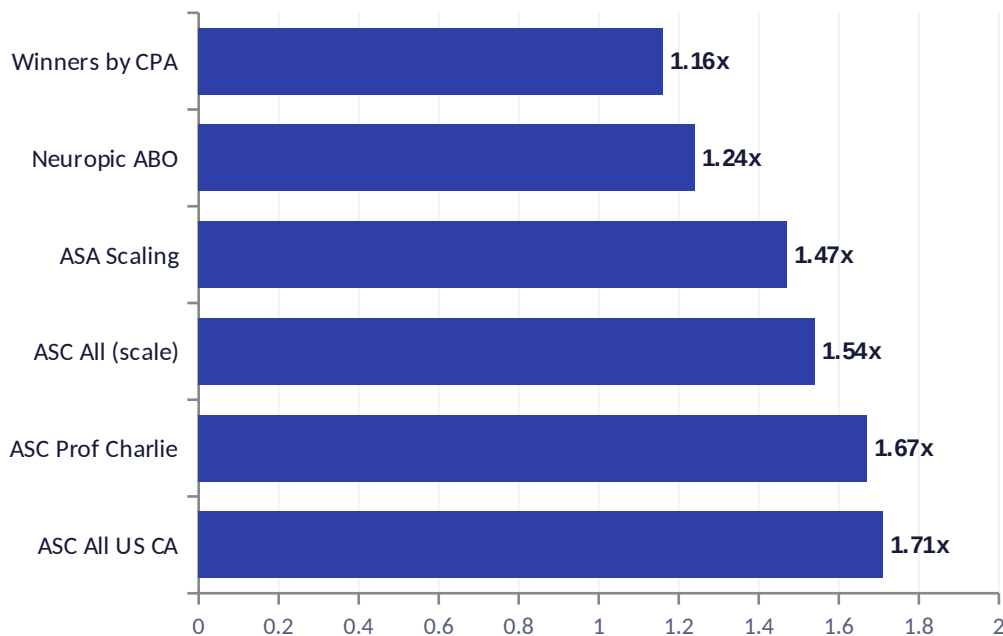
BLENDED

2.63x

The gap is repeat purchase and lifetime value.

Meta Ads Manager, account total, 1 Jan to 20 Jun 2026. Platform ROAS of 1.47 understates the result; blended return across the business is 2.63.

Where the spend worked



Platform ROAS by campaign line, top spending lines



SCALE ENGINE

Neuropic ASC All

£129.8K spend / 5,721 purchases

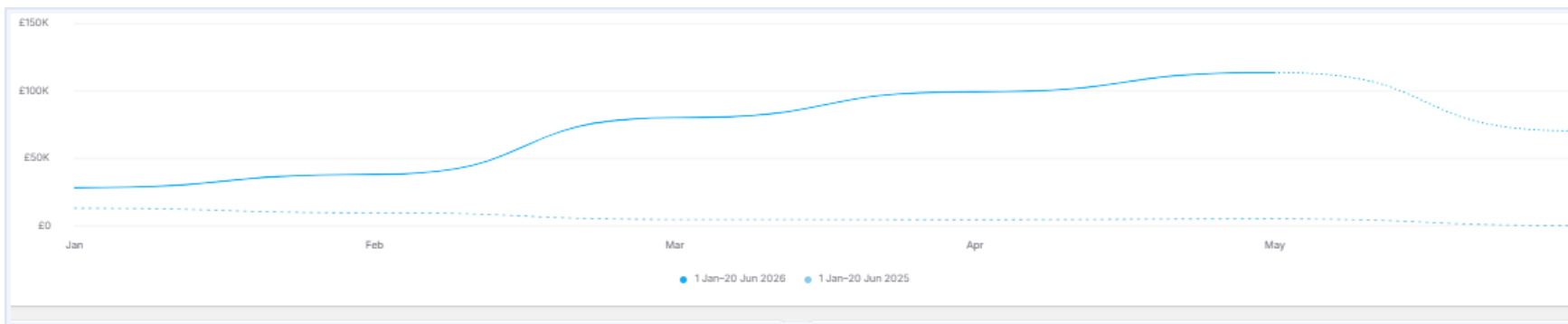
1.54 ROAS and 83 percent of all account purchases. The workhorse that carries the account.

ACCOUNT SHAPE

10 lines, ASC led

Platform ROAS reads 1.47 across £163.8K. Blended MER is 2.63 once repeat and subscription are counted.

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.

£430,595.51

TOTAL SALES

£401,013.70

NET SALES

12,741

ORDERS

37.57%

RETURNING

THE READ: not a single spike. A rising base that builds week over week, the shape you want before opening new markets.

What we actually did



FULL TAKEOVER

End to end

One accountable team

We run ads, creative, CRO, customer support and inventory oversight as a single operation. UK first, built to compound rather than restart from ads each month.

THE FOUR MOVES THAT MATTERED

Ad launching and daily management

Structured ASC and ABO, scaled to £163.8K with control

Creative strategy and heavy testing

Persona led angles, constant new creative, winners scaled

Compliance and reputation

Ad compliance tightened, the review profile strengthened

Operations and markets

Support and inventory under control, markets assessed, UK prioritised

Why one accountable partner works

“

One team across ads, creative, CRO, customer support and inventory. The brand stopped buying one off sales and started compounding into a real repeat base.

THE APPROACH / NEUROPIC PRO



2.63x

BLENDED MER



37.57%

RETURNING CUSTOMERS



12,741

ORDERS

A brand rebuilt to compound

“Not a quick ROAS spike. A whole operation rebuilt to compound, UK first.”

Neuropic Pro is an established UK nootropics brand. We took over the operation in January 2026: ad launching and management, creative strategy and testing, customer support, inventory oversight, compliance and reputation. In roughly the first twenty four weeks the brand reached £430,595.51 in total sales on £163,793.31 of managed ad spend, a 2.63 blended return, with 12,741 orders and a 37.57 percent returning customer base building real lifetime value.

Platform ROAS reads light at 1.47 because the return now lives in repeat purchase and blended economics, not last click attribution. The next phase deepens retention and lifetime value and prepares additional markets beyond the UK.

VITAL STATS

£430,595.51

total sales / 24 weeks

2.63x

blended MER

£163,793.31

managed ad spend

12,741

orders / 12,481 fulfilled

37.57%

returning customers

CASE STUDY BY MALIK

Thank you

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

Neuropic Pro

Full Stack Growth Case Study / Jan to Jun 2026

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Malik / E-commerce Performance Marketing