

CASE STUDY / PAID MEDIA AND RETENTION

# BLD Marine

## *Paid Media and Retention Rebuild*

Marine electronics and boating gear, an established US dealer

Deep catalog marine retailer / paid account taken over October 2025

**\$1.44M**

store sales across the  
management window  
Oct 2025 to Apr 2026

A case study by Malik

# An established dealer, rebuilt and owned

**\$1.44M**

STORE SALES / MANAGEMENT WINDOW

An established US marine dealer. Before October 2025 the paid account ran under an absent agency with no structure or testing and was losing money. I rebuilt it, installed real creative and copy testing, run it daily, and am now taking over retention.

AVERAGE ORDER VALUE

**\$931**

high consideration marine catalog

META EFFICIENCY

**\$0.17**

CPC / 5.49% CTR on the rebuild

BOATERS REACHED

**460K**

on \$24.3K Meta spend

EMAIL ATTRIBUTED

**\$312.8K**

retention layer, now mine to grow

# Results at a glance



STORE SALES

**\$1.44M**

Oct 2025 to Apr 2026



AVG ORDER VALUE

**\$931**

high consideration catalog



META SPEND MANAGED

**\$24.3K**

1,169 attributed purchases



META COST PER CLICK

**\$0.17**

5.49% CTR



BOATERS REACHED

**460K**

2.55M impressions



CONTENT VIEWS

**147,672**

top of funnel demand

**THE HEADLINE:** an absent, money losing account, rebuilt into a clean structure at a \$0.17 CPC, with retention now under management.

# An absent agency, a money losing account

WHAT I INHERITED	STATE	IMPACT
Agency oversight	Absent 30+ days	Spend with no tweaks
Account structure	None	Budget without control
Creative direction	None	No brief for creators
Testing discipline	None	No creative or copy tests
Measurement	Over attributed	Real losses masked by ROAS



## THE BRIEF

**Take control, rebuild, and make the spend work.**

Rebuild the account, install real creative and copy testing, fix efficiency, and stop chasing over attributed sales. Then take over retention so growth compounds.

*A take ownership brief.*

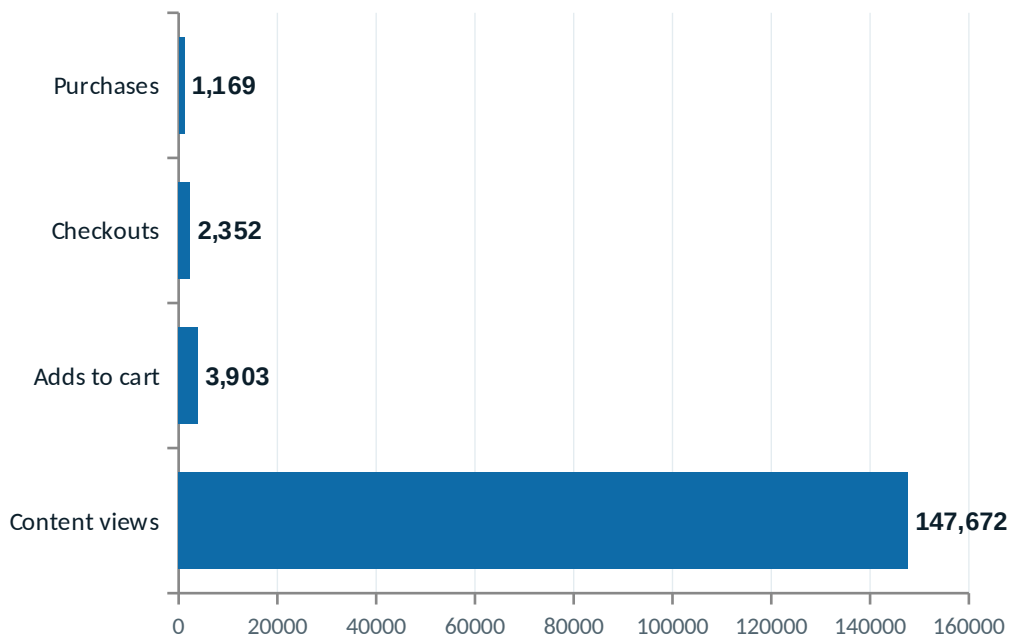
# What I inherited, and what it is now

AREA	INHERITED	NOW	MOVEMENT
Account oversight	Absent agency	→ <b>Daily ownership</b>	<b>NOW OWNED</b>
Account structure	None	→ <b>Clean MOF and TOF</b>	<b>REBUILT</b>
Creative and copy	No testing	→ <b>ABO, persona led</b>	<b>BUILT</b>
Cost per click	High (reported)	→ <b>\$0.17</b>	<b>FIXED</b>
Measurement	Over attributed	→ <b>Efficiency first</b>	<b>CORRECTED</b>
Retention layer	No plan	→ <b>Under management</b>	<b>UNDERWAY</b>
Account health	Losing money	→ <b>Healthy, in control</b>	<b>TURNAROUND</b>

**THE REAL PROOF** a \$0.17 CPC and 5.49% CTR across the rebuilt account, with the retention layer now mine to grow / ownership and efficiency, not an absent retainer.



# From view to purchase / the paid funnel



Verified Meta funnel volumes, 1 October 2025 to 30 April 2026



EFFICIENCY AT THE TOP

**\$0.17 CPC**

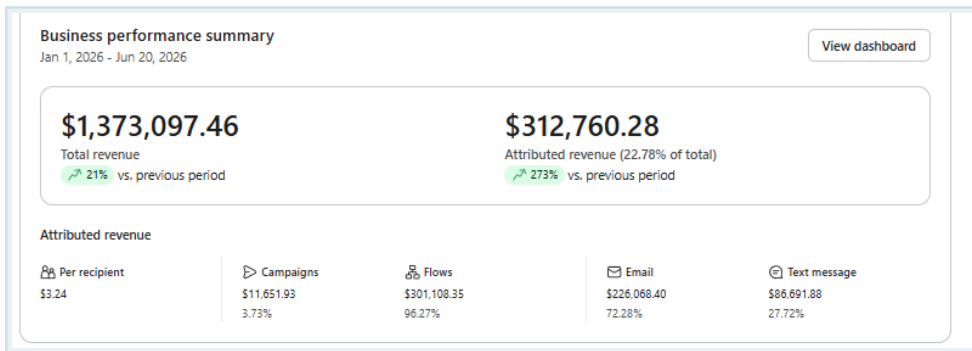
5.49% CTR, 2.55M impressions, and 460K boaters reached on \$24.3K spend.

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 January to 20 June 2026.

 **INHERITED INFRASTRUCTURE, NOW MINE**

The flow engine was substantially in place when I took retention over. I am now owning it: ramping campaigns, adding flows, and a round of site CRO to grow LTV.

Total store revenue **\$1.37M**  
Jan to Jun, ↑ 36% YoY

Email attributed **\$312.8K**  
22.78% of revenue

Flows share of email **96.27%**  
\$301,108 attributed

Campaign share **3.73%**  
the ramp opportunity

Campaign open rate **45.4%**  
Good, 56th percentile

Revenue per recipient **\$0.19**  
Good, 72nd percentile

# What I actually changed



ACCOUNT REBUILD FROM SCRATCH

# \$24.3K

**Managed into a clean structure**

Took an absent, unstructured account and rebuilt it into a clear MOF and TOF system where every test is comparable and every dollar 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 sells across a deep marine catalog, not one hero SKU

### Cost caps and value optimisation

Protects efficiency and real return as spend moves

### Daily ownership

In the account every day, the opposite of the absent agency

# The store I am running



TOTAL STORE SALES

**\$1.44M**

gross \$1.64M



AVERAGE ORDER VALUE

**\$931**

high consideration



ORDERS

**1,687**

1,620 fulfilled



SESSIONS

**374K**

0.39% conversion rate

## REVENUE BY CHANNEL

Online Store **\$1.27M**

Draft Orders **\$122.6K**

Shop **\$28.2K**

Facebook and Instagram **\$16.1K**

Top sellers: Lowrance Ghost X, Seakeeper Ride 450, Minn Kota Talon. A \$931 catalog converting at 0.39% is the CRO work now underway.

# An absent account, rebuilt and owned

*“Not more budget. The right structure, real creative direction, daily ownership, and a retention layer that compounds. That is what I brought to an account an agency had left behind.”*

BLD Marine is an established US marine equipment dealer. Before October 2025 the paid account ran under an absent agency with no structure, no testing, and over attributed reporting that masked real losses. I rebuilt it into a clean MOF and TOF structure at a \$0.17 CPC, installed persona led creative and copy testing, and brought efficiency back under control.

The next phase is underway: owning Klaviyo to grow retention and LTV, ramping campaigns from under 4 percent of email revenue, a round of site CRO on a \$931 catalog converting at 0.39 percent, and a sale now launching. The account is clean, readable, and built to scale.

## VITAL STATS

**\$1.44M**

store sales managed

**\$0.17**

Meta cost per click

**460K**

boaters reached

**\$931**

average order value

CASE STUDY BY MALIK

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# Thank you

*Want an absent, money losing account rebuilt into a clean, efficient system with retention that compounds? This is what I do.*

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**BLD Marine**

Performance Case Study / Oct 2025 to Jun 2026

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Malik / E-commerce Performance Marketing