

CASE STUDY / FULL FUNNEL GROWTH

Union Overland

A full funnel built from a standing start

Premium rooftop tents, awnings, and recovery gear for rugged Canadian conditions

Founder operated Canadian overland brand / account managed from 24 March 2026

6.64x

blended Meta ROAS
CA\$58,146 on CA\$8,758 spend

A case study by Malik

Three channels, built and run as one engine

CA\$58,146

Meta Revenue / 6.64x Blended ROAS

A founder operated Canadian overland brand with no structured testing and no retention layer. In around thirteen weeks I built the paid engine, the email layer, and the early SMS programme from scratch.

TOTAL STORE SALES

CA\$78,606

↑ 132% vs. prior period

EMAIL REVENUE

CA\$27,020

34% of total / flows only

SESSIONS

22,055

↑ 866% / traffic scaled

RETURNING RATE

23.4%

LTV foundation laid

Results at a glance

 BLENDED META ROAS

6.64x

across all 4 live lines

 META REVENUE

CA\$58,146

on CA\$8,758 spend

 EMAIL REVENUE

CA\$27,020

34% of store revenue

 TOTAL SALES

CA\$78,606

↑ 132% vs. prior period

 EMAIL OPEN RATE

58.5%

flows / above benchmark

 CATALOG ROAS

9.74x

the account engine

THE HEADLINE: a 6.64x Meta engine and a CA\$27,020 email layer built from scratch, driving CA\$78,606 in store sales, up 132 percent.

A brand with no testing and no retention

WHAT I INHERITED	STATE	IMPACT
Channel scope	Meta only	Email and SMS left idle
Creative testing	None	Every dollar a guess
Copy testing	None	No winning angles found
Klaviyo strategy	No brief	Flows unoptimised
Retention and LTV	Untouched	Growth leaned on new traffic



THE BRIEF

**Build the engine,
not patch it.**

Take ownership of paid, email, SMS, and creative, and engineer for lifetime value on a high ticket catalog.

A build brief, not a rescue brief.

Before vs after the build

METRIC	BEFORE	AFTER	MOVEMENT
Total Sales	CA\$33,850*	CA\$78,606	UP 132%
Online Store Sales	CA\$29,100*	CA\$57.1K	UP 96%
Sessions	2,280*	22,055	UP 866%
Email Revenue	Not running	CA\$27,020	BUILT
Klaviyo Flows	None live	2 flows live	BUILT
Creative Testing	None	Systematic	BUILT
Meta Structure	Unstructured	4 lines tested	BUILT

THE REAL PROOF this was a build, not a rescue / a standing start became a 6.64x paid engine and a CA\$27,020 email layer.

*Prior period derived from Shopify reported period over period change. See notes.

Four disciplined lines, 6.64x blended

CA\$8,758

CA\$58,146 6.64x

49

CA\$0.34

2.67%

META SPEND

REVENUE

ROAS

PURCHASES

CPC

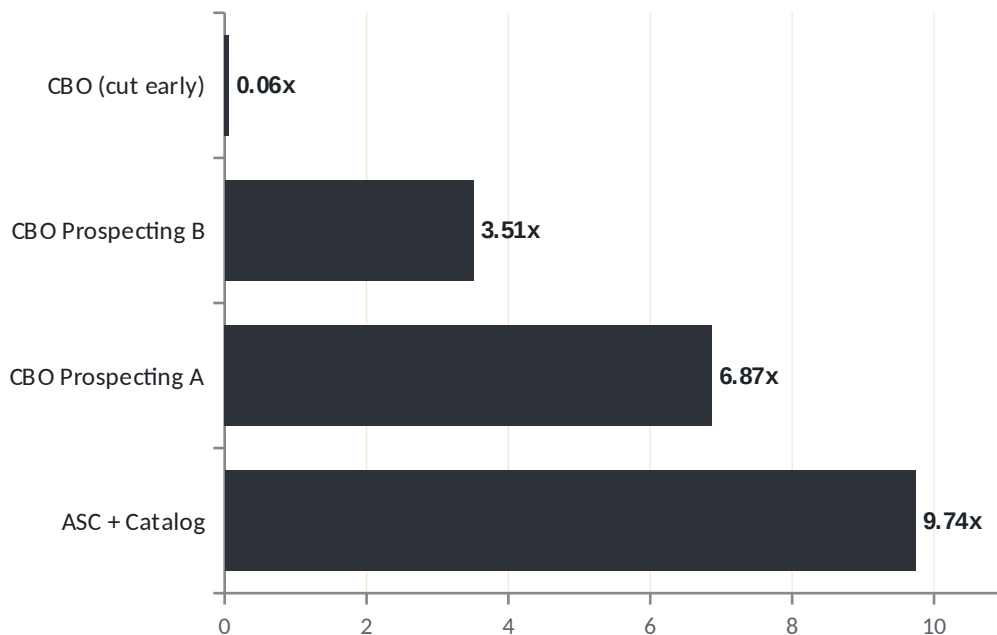
CTR

Off...	T1	Campaign T1	T1	Budget T1	Amount spent T1	Impressio... T1	Reach T1	CPC (all) T1	CTR (all) T1	Unique CTR T1 (all)	CPM (cost per 1,000... T1	Cost per 1,000 Me... T1	Content views T1	Adds to cart T1	Checkouts initiated T1	Purchases T1	Purchase ROAS... T1	Purchases converso... T1	
		TOF-CBO-Malik-\$50-CA-01/6	purchase	\$228.90	\$150.00	\$1,602.30	132,186	33,699	\$0.96	1.27%	3.42%	\$12.12	\$47.55	1,586	113	75	7	6.82	\$11,002.62
<input checked="" type="checkbox"/>		TOF-ASC+CAT-Malik-\$30-CA-15/4	purchase	\$120.57	\$75.00	\$3,978.90	505,787	101,988	\$0.23	3.37%	7.29%	\$7.87	\$39.01	18,444	491	337	34	9.74	\$38,739.85
		TOF-CBO-Malik-\$50-CA-15/4	purchase	\$795.22	\$25.00	\$795.22	88,115	26,278	\$0.42	2.16%	4.53%	\$9.02	\$30.26	1,651	41	30	1	0.06	\$44.75
		TOF-CBO-Malik-\$50-CA-24/3	purchase	\$340.25	\$30.00	\$2,381.74	233,834	55,908	\$0.48	2.11%	4.70%	\$10.19	\$42.60	3,804	177	116	7	3.51	\$8,359.41
Results from 4 campaigns			purchase	\$182.46	\$8,758.16	959,922	172,581	\$0.34	2.67%	5.88%	\$9.12	\$50.75	25,485	822	558	49	6.64	\$58,146.63	
					Total Spent	Total	Meta accounts	Per Click	Per Impressions	Per Meta account	Per 1,000 Impressio...	Per 1,000 Meta acc...	Total	Total	Total	Total	Average	Total	

9.74x
TOP LINE ROAS

Meta Ads Manager, 4 live campaigns, 24 Mar to 21 Jun 2026. The ASC plus Catalog line leads the account at 9.74 ROAS.

Real testing, real winners and real cuts



Platform ROAS by campaign line / pulled directly from Ads Manager



ACCOUNT MVP

ASC + Catalog

9.74x ROAS / CA\$38,740 revenue

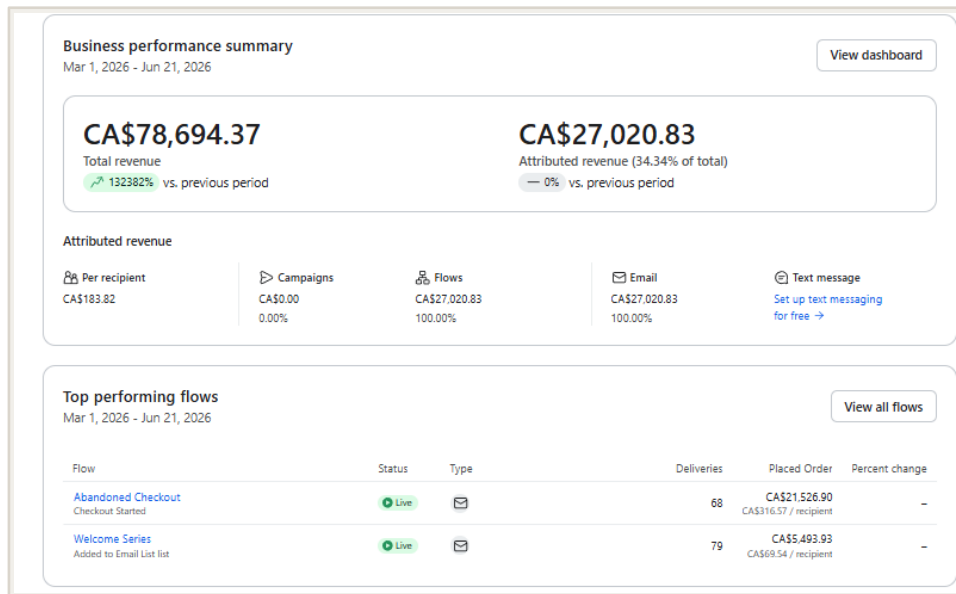
One line on CA\$3,979 spend drove two thirds of account revenue.

THE TESTING DISCIPLINE

Cut, then scale

The 0.06x line was caught early and cut, with budget consolidated into the ASC plus Catalog winner.

An email layer worth a third of revenue



Email revenue	CA\$27,020	34% OF TOTAL
Abandoned Checkout	CA\$21,527	CA\$317 / RCP
Welcome Series	CA\$5,494	CA\$70 / RCP
Open rate	58.5%	FLOWS
Click rate	11.6%	FLOWS
Per recipient	CA\$183.82	OVERALL

Klaviyo, Mar 1 to Jun 21 2026. Two flows, built from a standing start, drive 34 percent of store revenue.

What I actually built



FULL FUNNEL OWNERSHIP

5 systems

Paid, email, SMS, creative, CRO

Hired first for Meta. The brand then handed over email, SMS, and creative, all engineered toward lifetime value and run as a single growth engine.

THE FOUR MOVES THAT MATTERED

Account built and tested from scratch

ABO and CBO, persona led creative and copy testing, real winners and real cuts

Catalog and ASC became the engine

The ASC plus Catalog line leads the account at 9.74x ROAS

Cost caps and value optimisation

Efficiency protected as spend scales on a high ticket range

Klaviyo, SMS, creative briefs, CRO

Flows for LTV, regular campaigns, full briefs via designer and AI, site in build

Hired for one channel, trusted with the funnel

“

Hired first for Meta. The brand tested us, then handed over the email, the SMS, and the creative. I treat this account as my own brand, and I am building it for the long term.

MALIK / E-COMMERCE PERFORMANCE MARKETING

HOW THE SCOPE GREW

01

Meta Ads

where it started

02

Klaviyo Email

earned next

03

SMS

added for LTV

04

Creative + CRO

now in build

A standing start, built into an engine

“Not a rescue. A full funnel built from a standing start, and run like my own brand.”

Union Overland is a founder operated Canadian overland brand selling high ticket rooftop tents, awnings, and recovery gear. When I took over on 24 March 2026 there was no structured creative or copy testing and no retention strategy. In around thirteen weeks I built the Meta account from scratch to a 6.64x blended ROAS, stood up a Klaviyo flow layer that now drives 34 percent of store revenue, and added SMS, regular campaigns, and full creative briefs. Total store sales grew 132 percent over the prior period.

The next phase is already in build: site CRO, a deeper campaign calendar, and an SMS programme so growth compounds through lifetime value, not just new traffic. The engine is built, and it is built to scale.

VITAL STATS

6.64x

blended Meta ROAS

CA\$58,146

Meta revenue

CA\$27,020

email revenue / 34%

CA\$78,606

total store sales

+132%

store sales growth

CASE STUDY BY MALIK

Thank you

Want a full funnel built and run like it is our own brand? This is the system I build.

Union Overland

Full Funnel Case Study / Mar to Jun 2026

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Malik / E-commerce Performance Marketing