

CASE STUDY / PAID MEDIA + EMAIL REBUILD

# Moral Decay Patchwork

*Tested relentlessly, scaled what worked*

Veteran owned, made in America / handcrafted leather patches, apparel and tactical gear

Established niche brand, 835+ five star reviews / paid media and email managed by Malik

**3.00x**

blended ROAS  
\$378K tracked on \$126K spend

A case study by Malik

# Discipline, not spray and pray

# 3.00x

Blended ROAS / \$378K tracked

A veteran owned, made in America brand. I started on email only, earned the Facebook ads, and rebuilt both. Across 69 tested campaigns the account holds a steady 3x on \$126K of managed spend, while the email program was rebuilt to top decile deliverability and grew attributed revenue 248%.

BLENDED ROAS

## 3.00x

held across 69 campaigns

TRACKED REVENUE

## \$378K

on \$126K of managed spend

CAMPAIGNS TESTED

## 69

to find what scales

EMAIL ATTRIBUTED

## +248%

attributed revenue YoY

# Results at a glance



TRACKED REVENUE

**\$378K**

on \$126K of Meta spend



BLENDED ROAS

**3.00x**

held while testing



PURCHASES

**7,310**

from Meta, US market



CAMPAIGNS TESTED

**69**

to find what scales



EMAIL ATTRIBUTED

**+248%**

attributed revenue YoY



EMAIL OPEN RATE

**53.6%**

75th percentile, Good

**THE HEADLINE:** a steady 3x held across 69 tested campaigns, plus an email program rebuilt to top decile health and up 248% in attributed revenue.

# Strong brand, no system underneath

WHAT I STARTED WITH	STATE	IMPACT
Scope	Email only	A trial, not the full account
Paid testing	None	No structure, no winners found
Email program	Low base	Deliverability and LTV ignored
Creative direction	None	No copy or creative discipline
Retention	Untouched	Strong brand, weak repeat engine



THE BRIEF

**Make every dollar testable, then scale the winners.**

Build a clean paid structure, rebuild the email, and grow lifetime value off a loyal base.

*Built with intent, not guesswork.*

# Before vs after the takeover

METRIC	BEFORE	AFTER	MOVEMENT
Email attributed	~\$8.8K	<b>\$30.8K</b>	UP 248%
Campaign revenue	~\$2.4K	<b>\$15,583</b>	UP 537%
Email reach	~34K	<b>229,593</b>	UP 567%
Flow revenue	~\$6.4K	<b>\$15,262</b>	UP 138%
Open rate	43.8% med	<b>53.6%</b>	75TH PCTL
Paid testing	None	<b>69 campaigns</b>	SYSTEMISED
Channels managed	Email only	<b>Email, SMS, FB</b>	EXPANDED

**THE REAL PROOF** email attributed revenue up 248% and campaign revenue up 537%, with deliverability rebuilt to the top decile / a retention engine, built from scratch.

# \$126K of spend, a steady 3x back

Off.	Ts	Campaign Ts	Budget Ts	Amount spent Ts	Impr... Ts	Re... Ts	CPC (all) Ts	CTR (all) Ts	Unique CTR... Ts	CPM (cost... Ts	Cost per 1,000... Ts	Content views Ts	Adds to cart Ts	Checkouts initiated Ts	Purchases Ts	Purchases convers... Ts	Purchase ROAS... Ts	Frequency Ts
		TDF-Mark-CBO-100\$-Bliscap-1716-US	\$100.00	\$80.35	12,332	8,669	\$0.34	1.91%	1.38%	\$6.52	\$9.27	355	4	4	3	\$110.16	1.37	1.42
		TDF-Mark-ABO-Top Collections 15\$-08106-US	ing ad set bu...	\$712.76	95,447	53,243	\$0.47	1.59%	1.63%	\$7.47	\$13.39	1,165	162	67	32	\$1,934.42	2.71	1.79
		TDF-Mark-CBO-40\$-US-ASC+ CAT - 1619	\$100.00	\$15,572.53	2,165,473	311,231	\$0.37	1.95%	5.51%	\$7.19	\$50.04	56,417	5,981	2,244	1,084	\$53,956.26	3.46	6.96
		TDF-Mark-ABO-18\$-13172-US	ing ad set bu...	\$74,633.00	11,158,434	1,648,012	\$0.34	1.97%	4.19%	\$6.67	\$45.17	184,094	19,396	7,598	4,176	\$224,525.73	3.02	6.77
		LAL-Mark-CBO-30\$-US-ASC+ CAT - 1414	\$20.00	\$1804.92	195,470	76,693	\$0.40	2.32%	3.21%	\$9.23	\$23.53	5,306	653	220	302	\$5,105.08	2.83	2.55
		MDF-Mark-CBO-30\$-US-ASC+ CAT - 1414	\$15.00	\$99.15	13,653	10,268	\$0.41	1.79%	1.37%	\$7.26	\$9.66	330	30	8	3	\$151.55	1.53	1.33
		TDF-Mark-CBO-60\$-US-ASC+ CAT - 2517	\$130.00	\$6,925.52	846,394	224,369	\$0.47	1.76%	3.20%	\$8.18	\$30.87	20,051	2,617	940	456	\$22,175.74	3.20	3.77
		TDF-Mark-CBO-60\$-US-ASC+ CAT - 1517	\$40.00	\$1,74.94	221,909	87,176	\$0.43	1.86%	2.38%	\$8.00	\$20.36	5,469	732	226	95	\$4,450.30	2.31	2.55
		TDF-Mark-CBO-50\$-US-ASC+ CAT - 717	\$60.00	\$123.43	13,088	8,848	\$0.51	1.84%	1.37%	\$9.43	\$13.95	236	24	30	3	\$87.52	0.79	1.48
		TDF-Mark-CBO-100\$-US-ASC+ CAT - 2113 - Co...	\$50.00	\$1,552.64	194,111	92,787	\$0.43	1.86%	2.95%	\$8.00	\$16.73	4,511	521	338	82	\$3,816.63	2.46	2.09
		TDF-Mark-CBO-60\$-US-ASC+ CAT - 2016	\$30.00	\$1,002.72	135,741	71,813	\$0.46	1.62%	1.67%	\$7.39	\$13.96	2,672	281	100	64	\$3,556.35	3.55	1.89
		TDF-Mark-CBO-30\$-US-ASC+ CAT - 2016	\$30.00	\$35.67	5,209	4,496	\$0.46	1.50%	1.11%	\$6.85	\$7.93	85	1	1	1	\$22.99	0.64	1.16
		TDF-Mark-CBO-30\$-US-ASC+ CAT - 2016	\$30.00	\$85.90	11,225	8,696	\$0.48	1.59%	1.32%	\$7.65	\$9.88	399	9	1	1	\$39.31	0.46	1.29
		TDF-Mark-CBO-70\$-1116-US	\$60.00	\$739.53	105,019	71,071	\$0.25	2.86%	1.53%	\$7.04	\$10.41	1,588	126	44	24	\$1,679.62	2.27	1.48
		TDF-Mark-CBO-40\$-US-ASC+ CAT - 1116	\$40.00	\$100.55	11,407	9,325	\$0.55	1.60%	1.05%	\$8.81	\$10.78	381	33	4	1	\$71.99	0.72	1.22
		TDF-Mark-CBO-50\$-US-ASC+ CAT - 1116	\$50.00	\$109.49	14,092	9,932	\$0.33	2.38%	2.60%	\$7.77	\$11.02	388	20	6	2	\$74.48	0.66	1.42
		TDF-Mark-CBO-60\$-US-ASC+ CAT - 2815	\$40.00	\$888.65	118,380	58,615	\$0.46	1.63%	1.71%	\$7.51	\$15.16	2,456	183	77	38	\$2,167.07	2.44	2.02
		TDF-Mark-CBO-60\$-US-ASC+ CAT - 2815	\$60.00	\$117.83	16,266	11,475	\$0.31	2.37%	2.55%	\$7.24	\$10.27	456	32	6	1	\$30.79	0.26	1.42
Results from 69 campaigns				\$126,244.46	18,234,773	1,967,355	\$0.36	1.92%	5.17%	\$6.92	\$64.18	346,262	36,704	13,650	7,330	\$378,466.04	3.00	
				Total Spend	Total	Meta accou...	Per Click	Per Impressions	Per Meta account	Per 1,000 Imps...	Per 1,000 Meta ac...	Total	Total	Total	Total	Average	Per Meta ac...	

PLATFORM RESULT

**\$378K**  
tracked sales

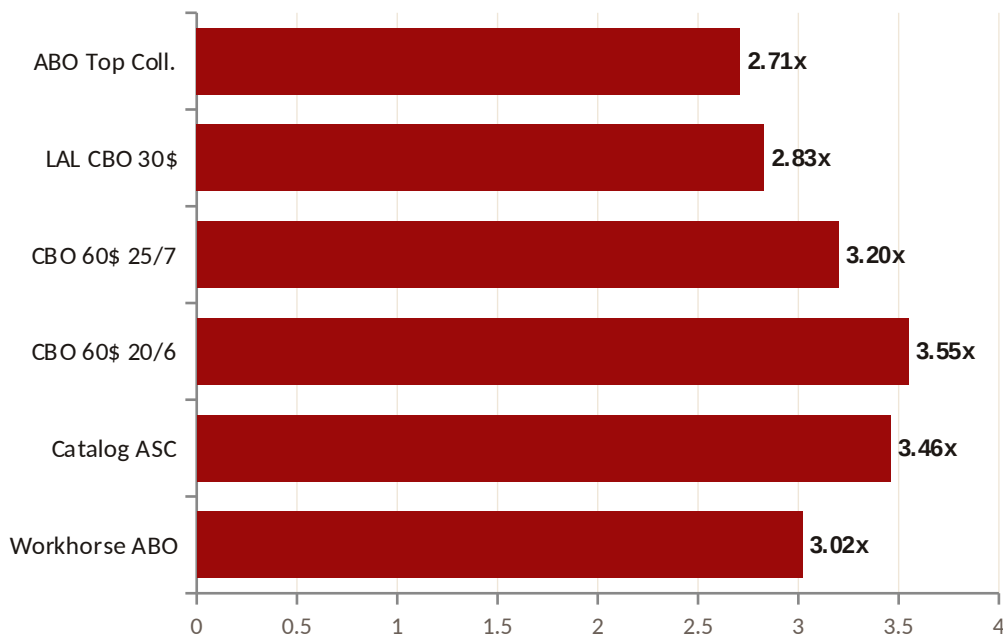
**3.00x**  
blended ROAS

**7,310**  
purchases

**\$126K**  
ad spend

Meta Ads Manager, 69 campaigns in the US market, Jan 2025 to Jun 2026 (USD). One scaled ABO carries most of the account at 3.02x.

# Tested relentlessly, scaled the winner



Platform ROAS by scaled line, pulled from Ads Manager



THE WORKHORSE

## Scaled ABO

\$224.5K rev / 3.02x / 4,176 orders

One line carries roughly 59% of the account. The catalog ASC runs hotter at 3.46x.

THE STRUCTURE

# 69 tested

Most were small, fast tests. The winners earned the budget and held around 3x.

# Email rebuilt for health, then growth

## INDUSTRY BENCHMARK PERCENTILES

Open rate	53.6%	GOOD	75th
Conversion rate	0.124%	GOOD	75th
Bounce rate	0.214%	EXCELLENT	89th
Click rate	0.926%	FAIR	38th

Opened and trusted. Click rate is the honest next lever and the focus now.

## THE EMAIL TURNAROUND

**+248%**

attributed revenue YoY

**+537%**

campaign revenue YoY

**\$30.8K**

Klaviyo attributed

**229,593**

emails sent, up 567%

# What I actually did



TEST EVERYTHING, SCALE WHAT EARNS IT

# 69

CAMPAIGNS TESTED

Small, fast tests across angles and structures. The few that earned it got the budget and carry the account.

## THE FOUR MOVES THAT MATTERED

### Relentless paid testing

ABO and CBO, catalog, cost caps, value optimisation

### Scaled the winner

One ABO carries the account at a steady 3x

### Email rebuilt in Klaviyo

Flows, campaigns and SMS, deliverability to top decile

### Creative briefs and CRO

Persona led briefs, statics via designer and AI, site in build

# How I treat this account

“

*I treat this brand as if it were my own. Every test, every dollar, every email is run like I have skin in the outcome, because that is how a niche brand compounds.*

MALIK / THE OPERATOR

## Earned, not handed over

- ✓ Started on email, earned the Facebook ads
- ✓ 69 campaigns tested, winners scaled
- ✓ Email rebuilt to top decile deliverability
- ✓ Building retention and site CRO next

# A profitable base, built to compound

*“Not spray and pray. Test everything, scale what earns it, and rebuild the email underneath.”*

Moral Decay Patchwork is a veteran owned, made in America brand with a loyal base and 835+ five star reviews. I came in on email only, earned the Facebook ads, and rebuilt both. Across 69 tested campaigns the account holds a steady 3x on \$126K of spend, while the email program was rebuilt to top decile deliverability and grew attributed revenue 248%.

The next phase is clear from the data: shift more budget toward the catalog ASC that runs at 3.46x, lift the email click rate from Fair, and tighten checkout conversion, so a strong brand finally compounds through lifetime value.

## VITAL STATS

**3.00x**

blended ROAS

**\$378K**

tracked revenue

**69**

campaigns tested

**+248%**

email attributed YoY

**7,310**

purchases

**53.6%**

open rate, 75th pct

CASE STUDY BY MALIK

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# Thank you

*Want every dollar tested and a structure that holds at scale?  
This is the system I build.*

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Moral Decay Patchwork

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Paid + Email Rebuild Case Study / 2025 to 2026

Malik / E-commerce Performance Marketing