

CASE STUDY / FULL FUNNEL GROWTH

# Standout Beauty Shop

*Email, SMS and Paid, run as one engine*

**Pro lash and brow supplies, plus an esthetician academy, trusted across Canada**

Established beauty and education brand / account managed across email, SMS and paid from early 2026

**CA\$187K**

total sales  
up 54% in the window

A case study by Malik

# Earned the whole funnel, then grew it

**CA\$186,996**

Total Sales / Up 54% in the window

An established pro beauty and education brand. We started on email, the brand tested the results, then handed over SMS and paid. One operator now runs the full funnel, and the store grew 54 percent.

META ROAS

**3.95x**

CA\$81,935 on CA\$20,750 spend

KLAVIYO ATTRIBUTED

**CA\$31,009**

16.3% of revenue / flows led

RETURNING CUSTOMERS

**41.76%**

↑ 9% / LTV compounding

CONVERSION RATE

**1.8%**

↑ 17% / site converting better

# Results at a glance



TOTAL SALES

**CA\$186,996**

↑ 54% in the window



META ROAS

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KLAVIYO ATTRIBUTED

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ORDERS

**787**

↑ 42% / more buyers



RETURNING RATE

**41.76%**

↑ 9% / they come back



AVG ORDER VALUE

**CA\$221**

↑ 9% / bigger baskets

**THE HEADLINE:** one operator across email, SMS and paid. Acquisition and retention compound instead of competing, and the store grew 54 percent.

# Email first, then earn the rest

WHAT WE INHERITED	STATE	IMPACT
Engagement scope	Email only	Paid and SMS earned later
Creative testing	None structured	Every ad a guess
Copy testing	None	No angle ever validated
Retention and LTV	No brief	Flows left to default
Channel strategy	Siloed	Email and ads never aligned



## THE BRIEF

**Prove it on email.  
Then earn the rest.**

The brand started us on email, watched the numbers, then handed over paid and SMS. The mandate became one engine, not three separate channels.

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*An earned mandate, not a rescue.*

# Before vs after, the same store

METRIC	BEFORE	AFTER	MOVEMENT
Total Sales	CA\$121,400	<b>CA\$186,996</b>	UP 54%
Add to Cart Rate	4.6%	<b>6.77%</b>	UP 47%
Orders	554	<b>787</b>	UP 42%
Sessions	31,700	<b>38,707</b>	UP 22%
Conversion Rate	1.54%	<b>1.8%</b>	UP 17%
Returning Customer Rate	38.3%	<b>41.76%</b>	UP 9%
Average Order Value	CA\$203	<b>CA\$221</b>	UP 9%

**THE REAL PROOF** every step of the funnel moved at once / more traffic, a 47% higher add to cart rate, a better conversion rate, and more customers coming back.

# Eleven campaigns, profitable at 3.95x

CA\$20,750 CA\$81,935 3.95x

324

CA\$0.81

1.87%

META SPEND

ATTRIBUTED REV

BLENDED ROAS

PURCHASES

CPC

CTR

Qtr...	Campaign	CPC	CTR	Unique CTR	CPM	Cost per 1,000 Me...	Content views	Adds to cart	Checkouts initiated	Budget	Amount spent	Cost per result	Purchases	Purchase ROAS	Purchases converted	Frequency
	TOP-ASC-CAT-255-CA-1514	\$0.43	2.60%	3.54%	\$11.58	\$30.75	371	37	5	\$35.00	\$38.22	\$93.31	2	6.52	\$234.02	2.75
	TOP-ASC-CAT-255-CA-2114 - BS	\$0.77	1.47%	6.38%	\$11.41	\$106.54	3,854	533	132	\$30.00	\$2,529.59	\$53.82	47	4.42	\$1179.65	9.30
	TOP-Mark-CBO-508-CA-1714-IG	\$0.74	1.77%	3.43%	\$13.17	\$72.97	2,272	225	79	\$65.00	\$1,868.51	\$60.27	31	3.74	\$6,989.43	5.54
	LAL-Mark-CBO-208-CA-1514	\$1.20	1.11%	2.36%	\$13.28	\$55.44	381	47	9	\$20.00	\$485.37	\$92.07	5	1.35	\$655.93	4.18
	TOP-Mark-CBO-Mia's Biocap-100...	\$0.59	2.36%	2.45%	\$14.00	\$24.80	250	13	8	\$105.00	\$211.53	\$70.51	3	2.82	\$587.25	1.77
	TOP-Mark-CBO-15108-CA-314 - E...	\$0.89	1.62%	3.08%	\$14.44	\$45.08	872	313	77	\$200.00	\$1,176.44	\$35.65	33	6.78	\$734.93	3.12
	TOP-Mark-CBO-Mia's Shared Res...	\$1.31	1.13%	3.31%	\$14.89	\$91.20	2,785	298	85	\$85.00	\$3,316.94	\$85.05	29	3.21	\$30,650.30	6.12
	TOP-Mark-CBO-508-CA-2515	\$0.40	3.89%	4.13%	\$15.42	\$42.25	5,095	368	131	\$20.00	\$3,587.80	\$76.54	47	4.47	\$16,034.66	2.74
	MOF-Mark-CBO-208-CA-1514	\$1.51	1.14%	2.17%	\$17.16	\$57.12	53	7	2	\$30.00	\$102.58	—	—	—	\$0.00	3.33
	TOP-Mark-CBO-508-CA-2612	\$1.20	1.49%	2.98%	\$17.93	\$95.83	6,603	919	283	\$20.00	\$7,420.51	\$63.97	116	3.70	\$27,449.32	5.35
	TOP-Mark-CBO-408-CA-3105-W...	\$1.26	1.94%	0.92%	\$24.36	\$20.01	24	5	3	\$40.00	\$12.65	\$12.65	3	15.39	\$88.35	1.18
	<b>Results from 11 campaigns</b>	\$0.81	1.87%	3.88%	\$15.08	\$98.02	22,365	2,865	815		\$20,750.34	\$64.04	324	3.95	\$81,934.85	6.50

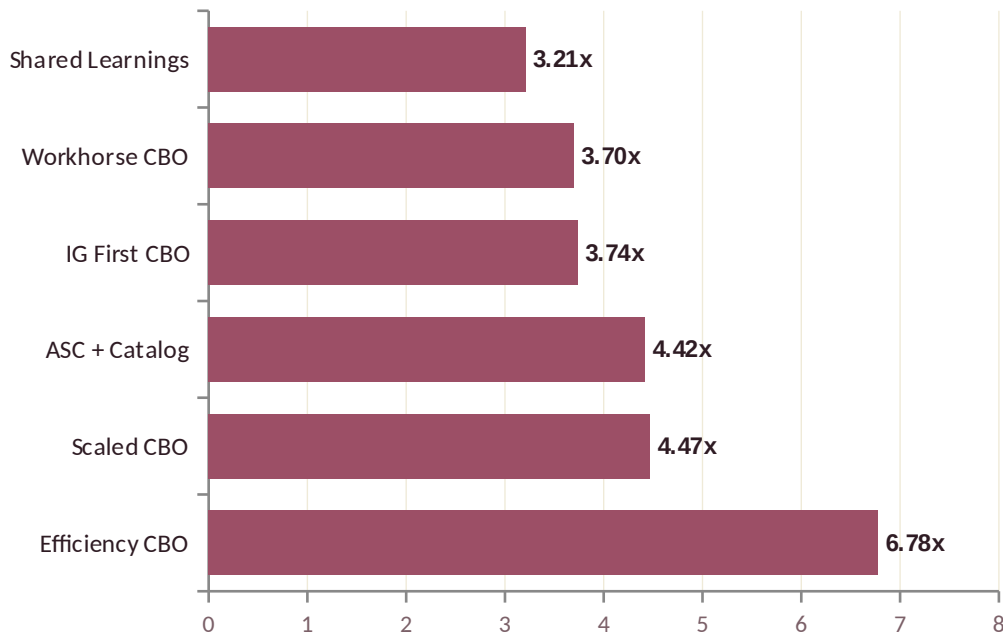
**3.95x**

**BLENDED ROAS**

Profitable through the whole test. The workhorse CBO alone returned CA\$27,449 on CA\$7,420 spend.

Meta Ads Manager, 11 campaigns, 1 Mar to 21 Jun 2026. CA\$20,750 spend returned CA\$81,935.

# Six structures tested, real winners found



Platform ROAS by campaign / account average 3.95x / figures as reported in Ads Manager



VOLUME ENGINE

## Workhorse CBO

CA\$7,420 spend at 3.70x

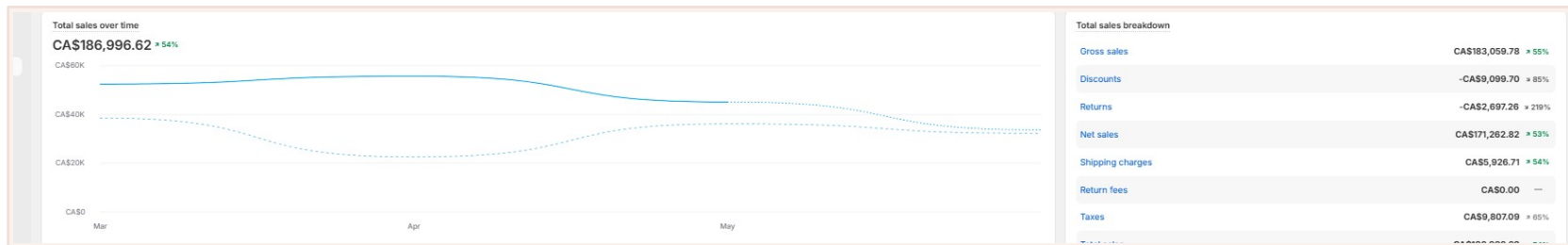
Held efficiency at the biggest budget / 116 purchases, the account's volume line.

WHAT WE TESTED

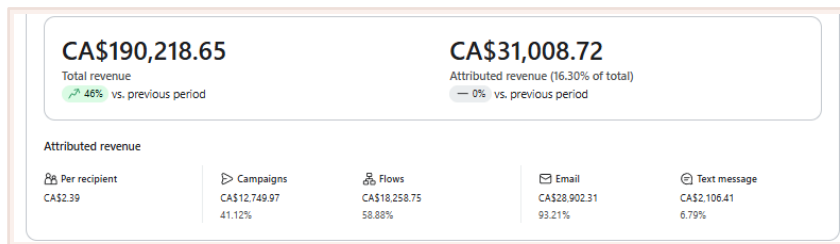
# 6 structures

ABO, persona led creative, Catalog Ads, cost caps and value optimisation. Winners landed from 3.70x to 6.78x.

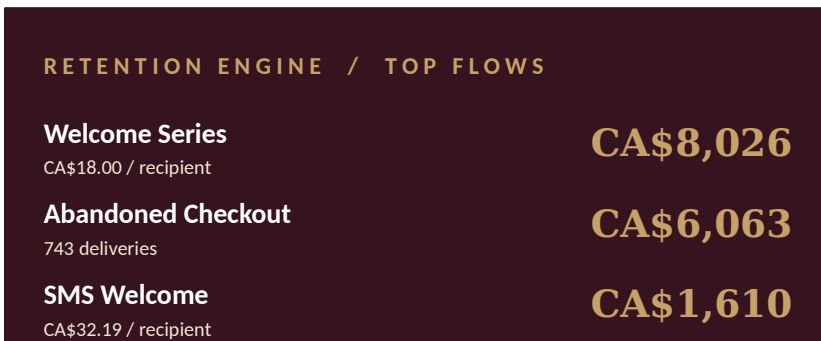
# Two dashboards, one operator



Shopify Analytics: total sales up 54 percent period over period, with the full breakdown.



Klaviyo: CA\$31,009 attributed, with flows at 59 percent of email revenue.



# What I actually built



ONE ENGINE, THREE CHANNELS

# 1 engine

Email / SMS / Paid

Run by one operator, so acquisition and retention pull in the same direction instead of competing for budget and attention.

## THE FOUR MOVES THAT MATTERED

### Structured creative and copy testing

Persona led, weekly cadence, real winners found where there was none

### Catalog Ads, cost caps, value optimisation

Efficiency held as spend scaled / 3.95x across 11 campaigns

### Klaviyo rebuilt for lifetime value

Welcome, checkout, browse, site and SMS flows live, plus a real campaign cadence

### Creative strategy and CRO, expanding

Full briefs, static via designer and AI, site conversion work in progress

# Trust, earned in stages

“

*The clearest vote of confidence is a bigger mandate.*

Each expansion was the brand's decision after seeing results. The remit grew from email, to paid, to SMS, to creative strategy and CRO.

01

## Email marketing

The starting brief, where we proved the numbers

02

## Paid media

Meta handed over after email delivered

03

## SMS marketing

Added to the engine as a second retention lever

04

## Creative strategy and CRO

Full briefs, static production and site work, in progress

# One operator, one P&L, compounding growth

*“Three channels, one operator, one P&L. That is how acquisition and retention finally compound instead of competing.”*

Standout Beauty Shop is an established pro lash and brow brand with its own academy. We earned the account in stages, email first, then paid and SMS, and built it as a single engine: structured creative and copy testing, Catalog Ads with cost caps and value optimisation, and a Klaviyo retention layer of live flows and a real campaign cadence. In the management window the store grew 54 percent to CA\$186,996, paid held 3.95x ROAS on CA\$20,750 of spend, and the returning customer rate climbed to 41.76 percent.

The next phase is already in build: full creative strategy briefs, static production through our designer and AI, and site CRO, so growth keeps compounding through lifetime value rather than restarting from ads each month.

## VITAL STATS

**CA\$186,996**

total sales / up 54%

**3.95x**

Meta ROAS / CA\$20,750 spend

**CA\$31,009**

Klaviyo attributed / flows led

**41.76%**

returning customer rate

**787**

orders / up 42%

CASE STUDY BY MALIK

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# Thank you

*Want one operator running your whole funnel? This is the system I build.*

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**Standout Beauty Shop**

Full Funnel Case Study / Mar to Jun 2026

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Malik / E-commerce Performance Marketing