

SHAGGY GOLF BALLS · DTC ECOMMERCE

3.5× ROAS Growth for Shaggy Golf Balls

Scaling DTC eCommerce to 3.5× ROAS on First Order.

1.5 – 3.5
ROAS on First Order

2500%
LTV ROAS

2.7×
CTR Increase

Higher AOV
Repeat purchase rate

Overview

Client: Shaggy Golf Balls — DTC recycled golf ball ecommerce brand, United States

Product: Premium hand-picked, eco-cleaned recycled golf balls sold online

Channels: Meta Ads (Facebook & Instagram), full-funnel DTC acquisition

Outcome: MarketKing turned Shaggy Golf Balls' Facebook ads from wasted spend into a profit engine — growing first-order ROAS from 1.5× to 3.5×, reaching 2500% LTV ROAS, and lifting CTR 2.7× (1.74% → 4.74%).

The Problem

Before MarketKing, Shaggy Golf Balls faced the issues destroying most DTC brands.

Weak margins and rising CPMs, with no scaling path.

Soaring Ad Costs

Ad spend kept climbing while revenue stayed flat.

No Clarity on Revenue

No visibility into which campaigns actually generated revenue.

One-and-Done Buyers

Customers bought once and never came back.

Wasted Ad Spend

Budget spread across underperforming creatives with no testing.

They weren't losing to competition. They were losing because their funnel wasn't built for profit.

What We Did

MarketKing engineered a full profit system — not just better ads.

No random testing. No guesswork. Just profitable growth.

PAID MEDIA

Ad Strategy Overhaul

Rebuilt Facebook ads for consistent, measurable scaling.

TRACKING

Full-Funnel Tracking & Attribution

Every click, order, and repeat purchase tracked end to end.

CREATIVE

High-Converting Creative System

Creatives built around urgency, value, and brand identity.

MEDIA STRATEGY

AOV Optimization Strategy

Bundles, sets, and upsells built to lift average order value.

RETENTION

Retention & LTV Growth

LTV-focused campaigns turning buyers into repeat customers.

OPTIMIZATION

Revenue-Driven Optimization

Weekly optimization focused on revenue, not vanity metrics.

RESULT

What the numbers look like now

2500%
Long Term Customer Value ROAS

Every dollar tracked and optimized across the full customer lifetime

1.5 → 3.5
ROAS on First Order

Nearly double the ROAS on the very first purchase

2.7×
CTR Increased

Up from 1.74% to 4.74% with high-converting creative

Higher AOV
Average Order Value

And repeat purchase rate driven by bundles and upsells

From Browsers to Buyers

The same budget, completely different results.

• Before MarketKing

CPA \$57.21 · CTR 1.74%

CPA \$28.40 · CTR 2.25%

CPA \$59.07 · CTR 2.29%

• After MarketKing

CPA \$17.65 · CTR 4.74%

CPA \$15.91 · CTR 4.32%

CPA \$22.39 · CTR 4.28%

What Changed

✗ From:

- Soaring ad costs with flat revenue
- Customers buying once and never returning
- No clarity on which campaigns generated revenue
- Wasted spend on underperforming creatives

✓ To:

- 3.5× first-order ROAS, up from 1.5×
- 2500% LTV ROAS — every dollar tracked
- 2.7× CTR (1.74% → 4.74%) with new creative
- Higher AOV and repeat purchases via retention

Wanna be our next success story?

- Book a Complimentary Growth Audit — we'll show you exactly where your marketing is leaking revenue
- Get a clear map of what's broken, what's missing, and how to fix it
- Walk away with a step-by-step growth plan — whether you work with us or not

Contact Us →

2500%
LTV ROAS

3.5×
First-order ROAS

MARKETING

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