

DISRUPTIVE



Case Study

The Case for Traffic Campaigns: How One Brand Unlocked 3x Revenue in 90 Days

Initial Business Situation

This direct-to-consumer brand in the firearm accessories space was facing a wall. Rising Meta ad costs were shrinking their reach—same budget, fewer eyes. And the users who were clicking? They were gravitating toward the cheapest products on the site.

- Cost per impression was up
 - AOV was sliding
 - Revenue was stagnant
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What they tried

Standard direct-response campaigns weren't moving the needle. Without fresh traffic and data, the algorithm couldn't optimize. Creative tweaks alone weren't enough.

Emotional State

Frustration was building. They knew the products could perform, but every attempt to scale led to weaker margins. The fear? That Meta just wasn't going to be a viable growth channel anymore.



The Solution



Discovery Phase

Our analysis made one thing clear: the platform wasn't the problem—the signal was. We weren't attracting the right people or giving the system enough data to optimize toward high-value outcomes.

Goals We Aligned On

- Increase traffic volume
- Drive focus to higher AOV products
- Regain profitability at scale

What We Did

We launched a traffic campaign in February 2024, focused entirely on creative showcasing the brand's highest-ticket products.

Here's the rationale:

- Traffic costs were low—about \$0.50 per landing page view
- That traffic seeded future retargeting with better-fit users
- With stronger top-of-funnel volume, Meta had what it needed to optimize mid- and bottom-funnel conversion

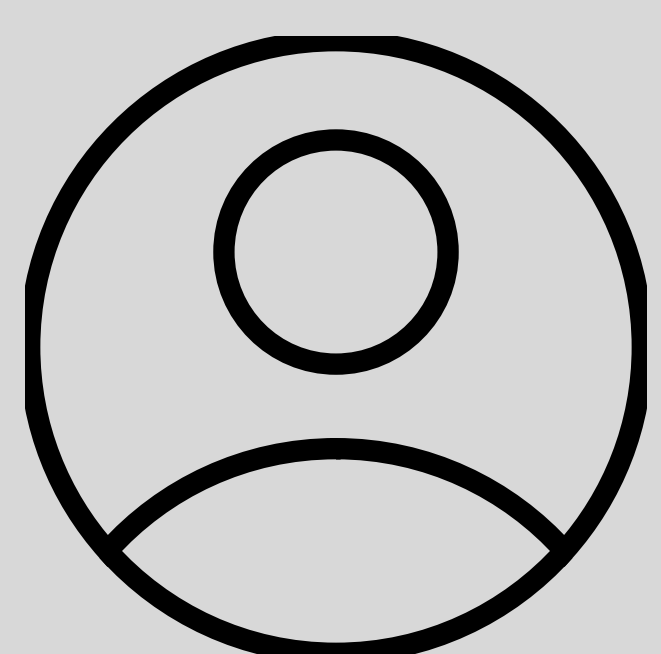
We knew this wouldn't spike results overnight—but it would build long-term momentum. We committed to letting the system work.



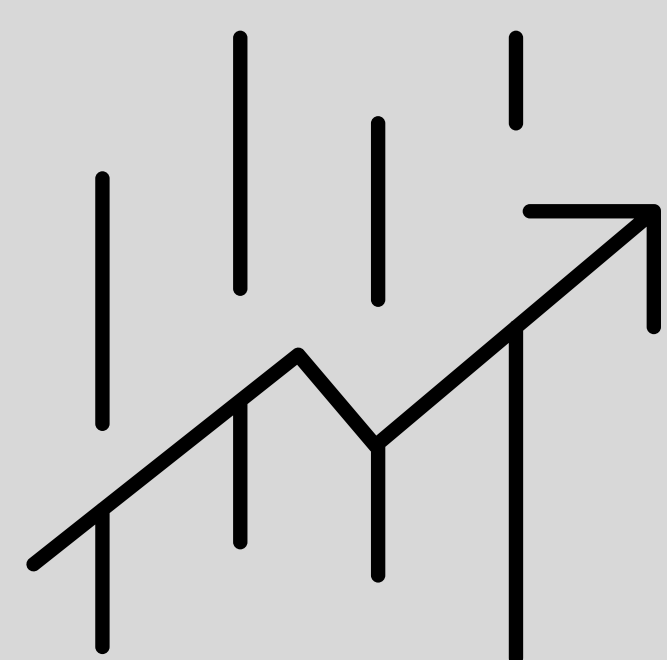
The Results



What Improved



82% increase
in users reached



48% increase in spend
—smartly allocated



AOV jumped by \$49



Platform ROAS
rose by 40%

Most telling? The revenue spike landed in May—a full 90 days after launch. Right on time.

The Energy Shift

The client team finally had proof that growth doesn't always come from pushing harder at the bottom of the funnel. With the right volume, message, and structure, they could scale smarter—not louder.

UNEXPECTED WINS

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THE TAKEAWAY

Full-funnel matters. When you stop chasing conversions and start seeding the system with the right traffic, the

algorithm can finally do its job. That's how this DTC brand turned a stalling ad account into a scalable growth engine. This wasn't a gimmick or a shortcut. It was a strategy-first play—built to serve the long game. By shifting focus to higher-value traffic, we didn't just lower CAC—we built a pipeline that performs with consistency. This is what strategy should look like: clear signals, long-term vision, and systems built for scale.

