



DIAPER COMPANY

Ecommerce

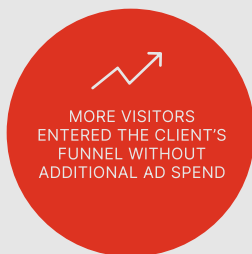
BEFORE

Client's Experience Prior to Working with Us

The client was struggling with low Click-Through Rates (CTR) on their ads, leading to lower net new traffic to the website. Their highest CTR before working with us was only 3.87%.

They were not effectively engaging their target audience, limiting the number of visitors to their website. They felt frustrated with poor ad performance despite investing in advertising and were worried about wasted ad spend with low returns.

The client was concerned that their message wasn't resonating with their audience.



DURING

Client's Experience While Working with Us

We conducted a detailed analysis of their ad performance and identified ad copy as a key overlooked factor impacting engagement.

We set a goal to improve CTR significantly without increasing ad spend by focusing on refining ad copy to align better with the target audience.

We tested multiple variations to determine what resonated most and closely monitored performance and iterated quickly based on results.

AFTER

Client's Experience Today

We achieved a 3X+ increase in CTR in just over a week, jumping from 3.87% to 12.45%, significantly improving traffic and engagement.

More visitors entered the client's funnel without additional ad spend.

The client now has a clear strategy for optimizing ad performance and increased confidence in their ability to reach and engage their audience.

We eliminated the frustration of underperforming ads and improved ROI.