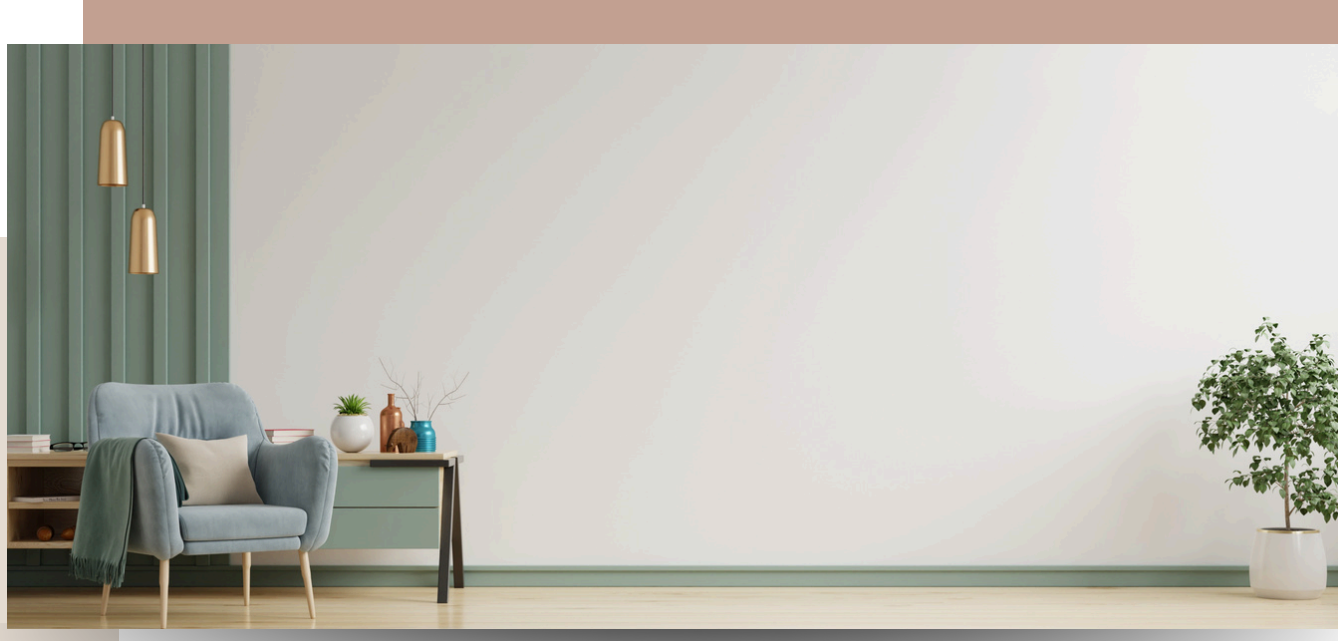


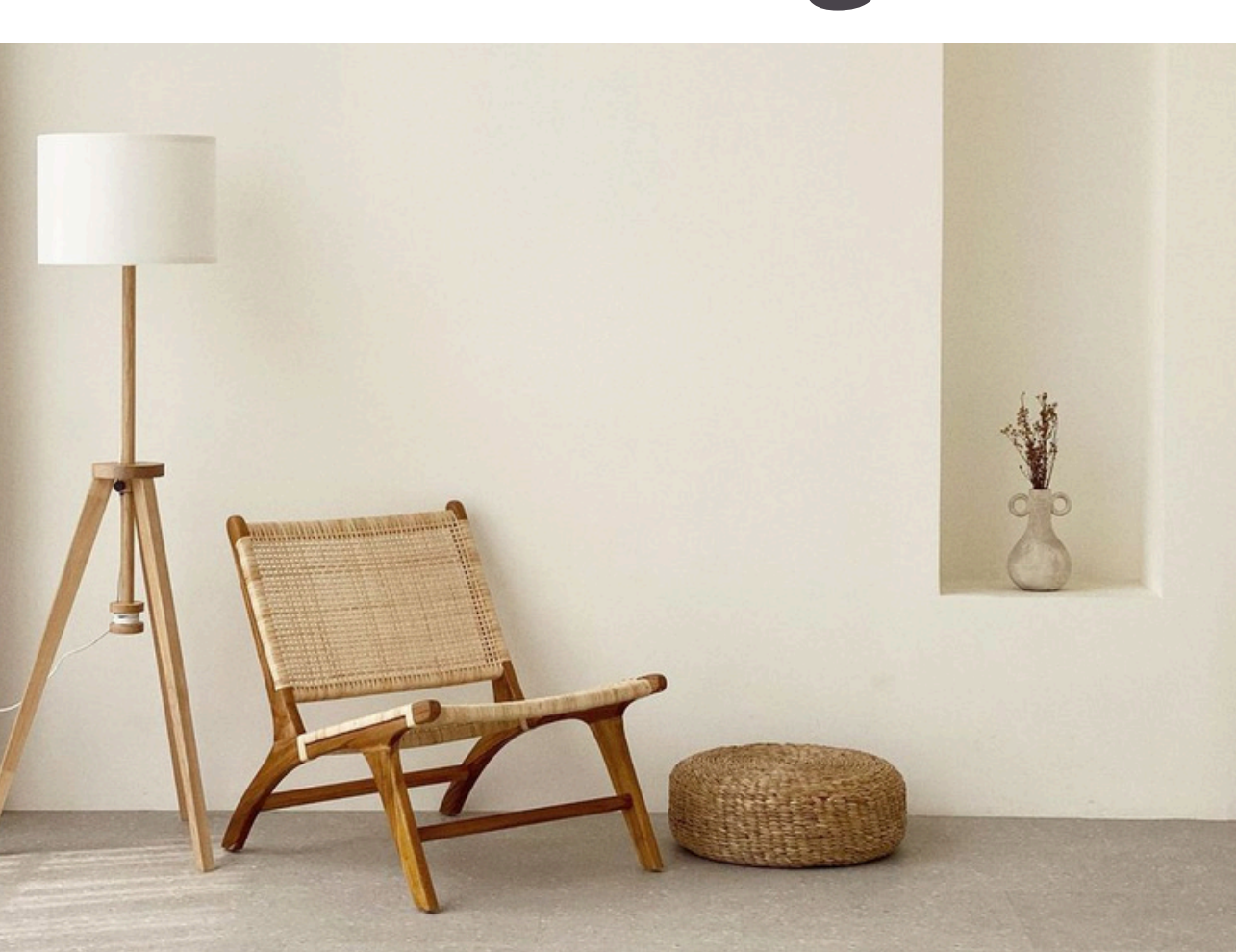
# How Strategic Marketing Optimization Led to 191% ROAS Improvement

## Executive Summary

This case study examines how Onefortythree, an e-commerce business, significantly improved their marketing efficiency through a strategic agency transition and budget optimization. Despite operating in challenging economic conditions, the company achieved remarkable improvements in key performance metrics while reducing monthly marketing spend by 40%.



## The Challenge



The client faced several critical challenges:

- Declining returns on marketing investment
- High customer acquisition costs
- Inefficient ad spend allocation
- Need for sustainable growth model

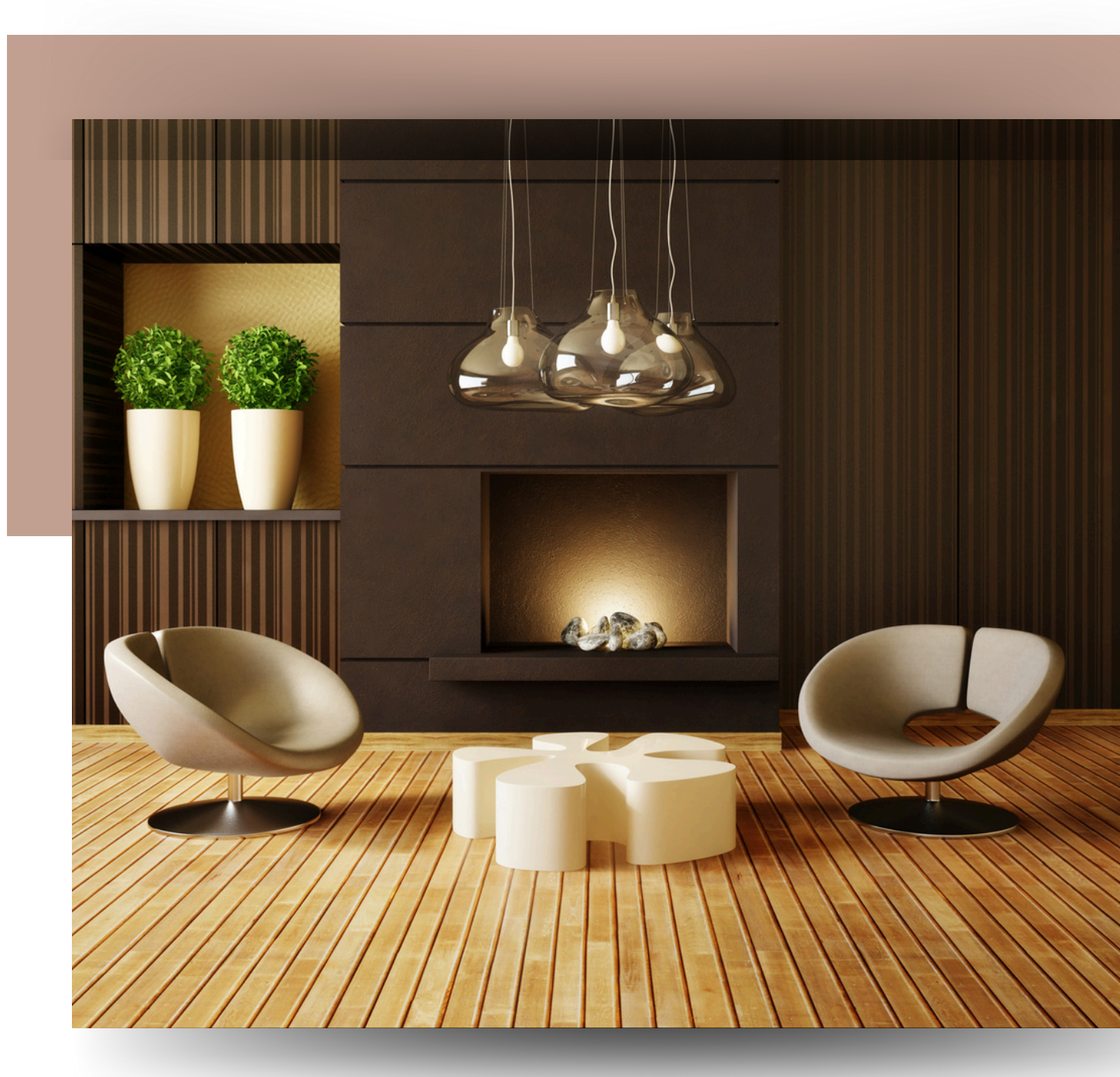
### Initial Situation (August - November 2023)

- Monthly marketing budget: \$10,000
- ROAS: 266.35%
- Cost per acquisition: \$98.58
- Cost per click: \$1.82
- Average order value: \$250
- Total revenue: \$164,146

## Strategic Solution

### Implemented Changes

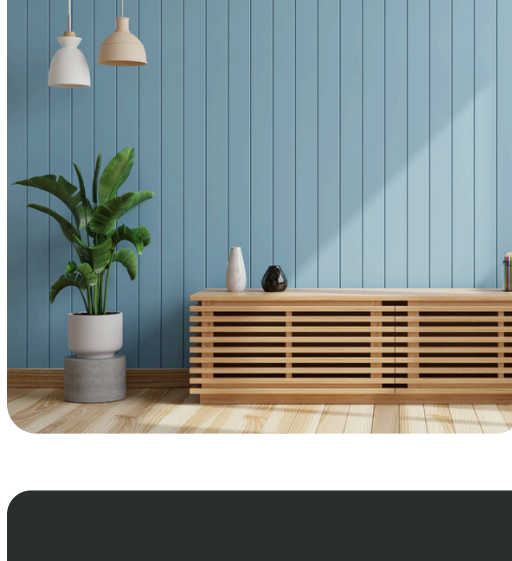
- Agency Transition
  - Switched to Elevate x for marketing management
  - Implemented data-driven campaign optimization
  - Refined targeting strategies
- Budget Optimization
  - Reduced monthly spend by 40% (\$4,000 reduction)
  - Focused on high-performing channels
  - Improved targeting efficiency
- Performance Monitoring
  - Implemented strict ROI tracking
  - Continuous campaign optimization
  - Regular performance analysis



### 01

#### Dramatic ROAS Improvement

- Previous ROAS: 266.35%
- Current ROAS: 509.30%
- Improvement: 191.23%



## Our Results (August - November 2024)



### 02

#### Cost Efficiency Gains

- CPA reduced from \$98.58 to \$83.79
- CPC reduced from \$1.82 to \$0.99
- Cost Reduction: 45.60% per click

### 03

#### Revenue Quality Maintenance

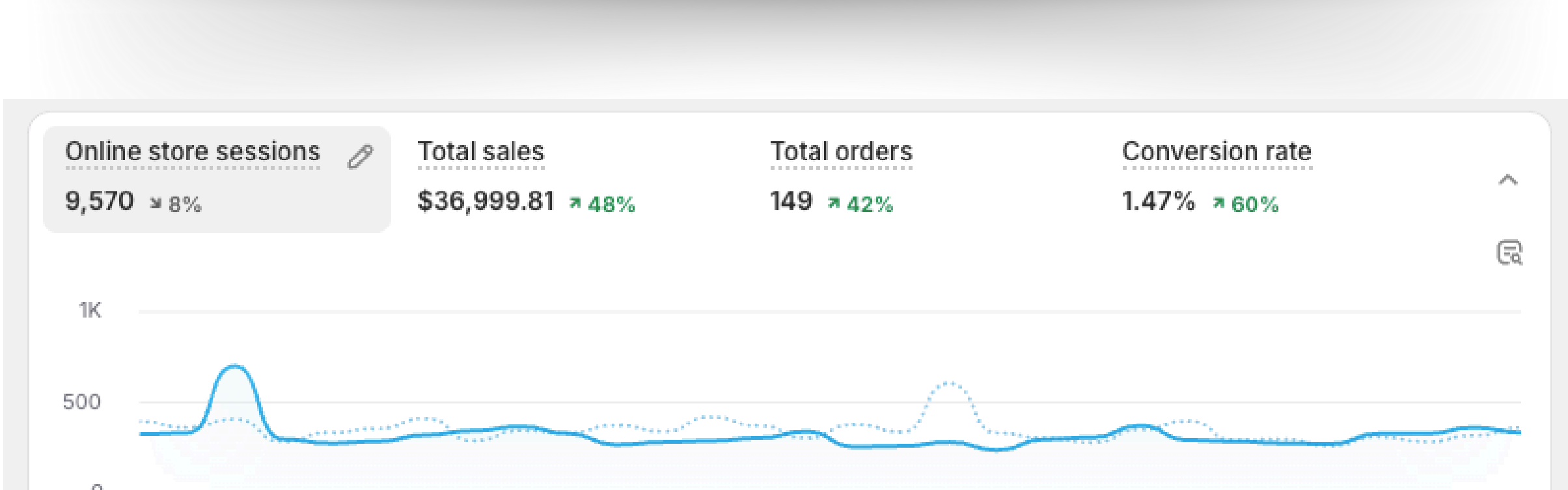
- Previous AOV: \$250
- Current AOV: \$241
- Minimal Impact: Only 3.6% variance

### 04

#### Budget Efficiency

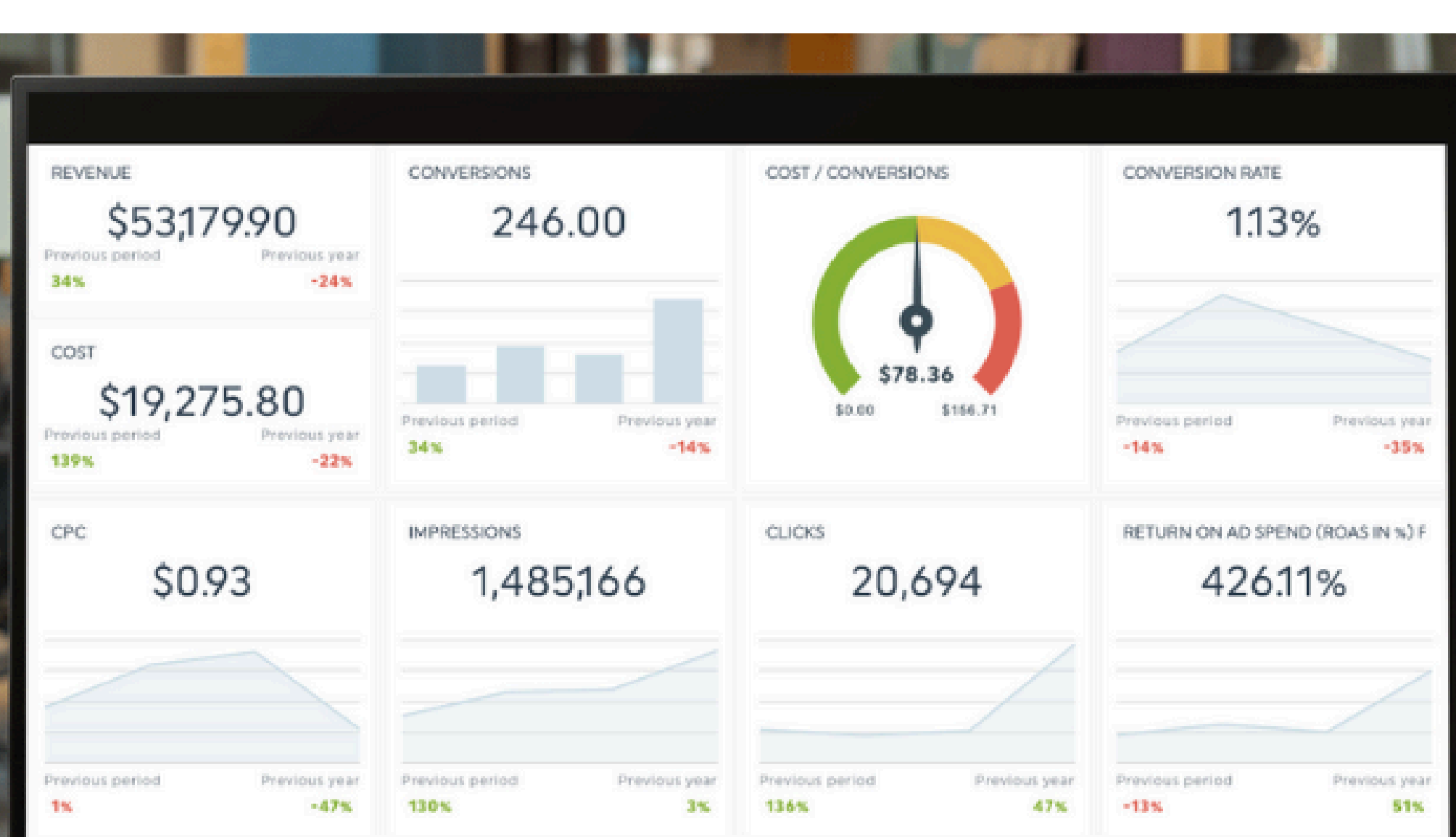
- Monthly spend reduced by \$4,000
- Marketing attribution improved to 59.7%
- Higher revenue per marketing dollar

## Campaign Results

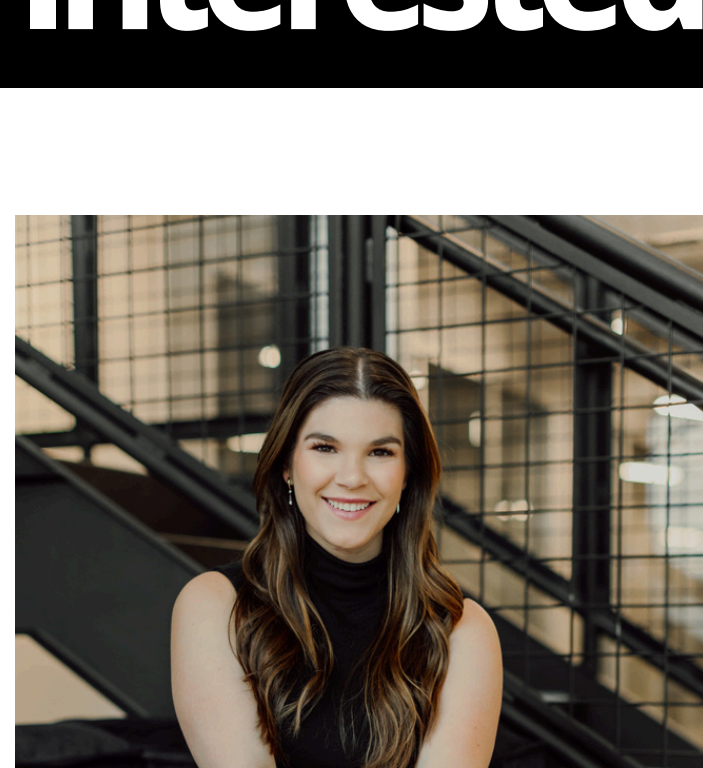


## Highlights

Over a 90-day period, we began with a \$5,000 monthly ad budget and strategically increased it by \$1,000 to \$2,000 each month, ultimately reaching a current \$7,000 monthly budget.



## Interested in Paid Media Services?



Our Digital Marketing Director, Brittany Hulin, knows how to turn ad spend into real results. We craft targeted campaigns designed to maximize your ROI, boost visibility, and drive high-quality leads. With strategic ad placements and data-driven optimization, we ensure every dollar works harder for your brand.

*Let us power your growth with precision and performance.*

**Connect with Brittany**  
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