



Case Study D2C Healthcare

ROAS Tripled and Scales to 100K+
Ad Spend – Here's How



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Introduction

Transformative Digital Advertising Journey: A Healthcare D2C Success Story

In June 2023, a burgeoning healthcare brand specialising in oral care products, including teeth whitening and daily essentials, embarked on a digital advertising revolution with our agency. Starting with a modest monthly budget of £20,000, we embarked on an ambitious journey to scale their advertising efforts. By December 2023, we successfully increased their budget to over £100,000, focusing on profitable growth across key markets: the UK, Ireland, Australia, USA, and the Netherlands.

Our in-depth case study reveals how we helped a UK-based brand achieve a 352% ROAS at scale – across Google, Meta, TikTok, and Amazon.

The Challenge: budget constraints, profitability struggles

Our Strategy: Focus on AI-infused optimization techniques, channel diversification, and data-driven reinvestment strategies



Google Ads



Launched with a £20K budget, we skyrocketed the Return on Ad Spend (ROAS) by 65%, from 214% in June to an impressive 352% by December, on a spend of over £90K.

Meta Ads

Search and filter 1 Dec 2023 - 31 Dec 2023

Campaigns | Ad sets | Ads

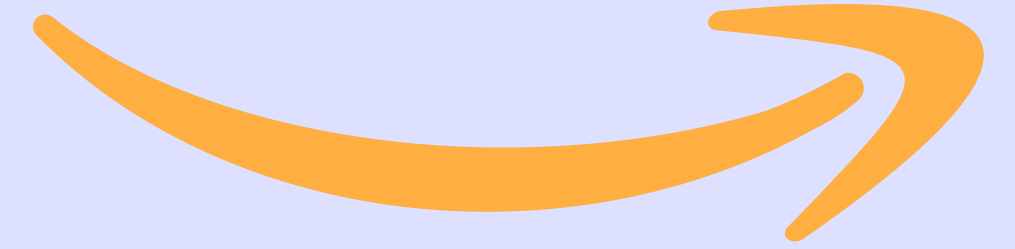
[+ Create](#) | [A/B test](#) | More

Columns | Breakdown | Reports | Export

<input type="checkbox"/>	Off/On	Campaign		Amount spent ↓	Purchase ROAS (return on ad spend)	Website purchase ROAS (return on...	Purchases	Website purchases	Results
<input type="checkbox"/>	<input checked="" type="checkbox"/>	MATT BELL - Prospecting - UK		834,537	£9,587.51	2.51 ^[2]	852 ^[2]	852 ^[2]	852 ^[2] Website purchases
<input type="checkbox"/>	<input checked="" type="checkbox"/>	UTC - ASC - UK		624,585	£9,245.23	3.10 ^[2]	960 ^[2]	960 ^[2]	960 ^[2] Website purchases
<input type="checkbox"/>	<input checked="" type="checkbox"/>	UTC - ASC - IE		361,240	£5,235.28	2.78 ^[2]	411 ^[2]	411 ^[2]	411 ^[2] Website purchases
<input type="checkbox"/>	<input checked="" type="checkbox"/>	MATT BELL - Electric toothbrush - Pro...		147,339	£1,898.41	3.59 ^[2]	199 ^[2]	199 ^[2]	199 ^[2] Website purchases
<input type="checkbox"/>	<input checked="" type="checkbox"/>	N/A Powder - V2		88,328	£1,558.60	3.75 ^[2]	185 ^[2]	185 ^[2]	185 ^[2] Website purchases
<input type="checkbox"/>	<input checked="" type="checkbox"/>	N/A Air Electric Toothbrush - Normal - ...		78,877	£1,026.68	3.10 ^[2]	62 ^[2]	62 ^[2]	62 ^[2] Website purchases
<input type="checkbox"/>	<input checked="" type="checkbox"/>	N/A UTC - Lookalike - UK		23,558	£718.83	3.64 ^[2]	84 ^[2]	84 ^[2]	84 ^[2] Website purchases
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Electric ToothBrush - ASC - UK		51,609	£616.71	3.51 ^[2]	70 ^[2]	70 ^[2]	70 ^[2] Website purchases
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Water Flosser - ASC - UK		62,521	£575.27	1.97 ^[2]	35 ^[2]	35 ^[2]	35 ^[2] Website purchases
<input type="checkbox"/>	<input checked="" type="checkbox"/>	N/A Ultrasonic Tooth Cleaner - Adven...		60,070	£541.77	5.95 ^[2]	110 ^[2]	110 ^[2]	110 ^[2] Website purchases
Results from 43 campaigns				1,814,694	£32,090.19	2.96	3,076	3,076	3,076
			entre acco...	Total Spent	Average	Average	Total	Total	Website purchases

Capitalizing on Google Ads' success, we redirected profits to Meta Ads, scaling to a £32K spend in December with a 3x ROAS.

Amazon Ads



Since we get good ROAS on Google Ads and Meta Ads both, we insisted on the client reinvesting the profit in Amazon Ads. So, the client started Amazon Ads in December '23, using Amazon Ads Attribution for non-Amazon campaigns, which helped us increase brand loyalty.

TikTok Ads

<input type="checkbox"/>	On/Off	Name	Status	Budget	Impressions	Clicks (Destination)	Total cost ↓	Conversions	CPA
<input type="checkbox"/>	▶	You have 1 draft campaign							
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Hero Campaign - UTC - UK - ...	● Active	300.00 GBP Daily	967,296	4,672	3,871.71 GBP	234	16.55 GBP
<input type="checkbox"/>	<input type="checkbox"/>	Hero Campaign - UTC - UK - ...	● Inactive Campaign inactive	300.00 GBP Daily	976,330	6,323	3,456.84 GBP	327	10.57 GBP
<input type="checkbox"/>	<input type="checkbox"/>	Hero Campaign - Electric Toot...	● Inactive Campaign inactive	275.00 GBP Daily	774,265	3,645	3,341.29 GBP	192	17.40 GBP
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Hero Campaign - Electric Toot...	● Active	150.00 GBP Daily	505,660	2,508	3,203.50 GBP	128	25.02 GBP
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Hero Campaign - Water Floss	● Active	50.00 GBP	710,937	2,400	2,585.06 GBP	81	31.91 GBP
Total of 17 campaigns				-	7,370,419	41,063	28,855.65 GBP	2,095	13.77 GBP

- In January 2024, we leveraged TikTok Ads for brand building, witnessing immediate positive impact and cross-channel conversions.
- To navigate and understand the intricate web of digital marketing channels, we integrated Tripple Whale for cross-channel reporting, offering unprecedented insights into the user journey and advertising efficacy.

Key Insights:

Brand Building is a Marathon, Not a Sprint: Establishing a brand presence requires time, strategy, and consistent effort. Scale means lower ROAS.

Our journey from a £20K to £ 100 K+ advertising budget epitomizes the power of strategic digital marketing in building and scaling brands. This case study underscores our expertise in navigating complex advertising landscapes, delivering unmatched growth and brand presence across diverse platforms.

Ready to Elevate Your Brand? If you're seeking to transform your digital advertising strategy and scale your brand to new heights, let's connect. Our team is ready to replicate this success story with your brand.

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Thank You