

# Our Four-Phase System for Scaling E-commerce Brands

## VIDEOS OF OUR PROCESS:

- [One of our internal spy tools](#) - this scrapes 10s of millions of ecommerce domains each day and sees what ads they're running on Facebook. We connect a AI model to our database and can ask our AI model to find specific ads. We use this for all of our partner brands and have a FULL time staff member just looking through scraped ads, seeing which partners brands (or our own brands) that we could use these ads for.
- [Overview](#) of our 4 phase process

Our system has four core phases that work together to create FAST, PREDICTABLE GROWTH. That doesn't cost you \$10s of thousands of dollars in testing budget that is wasted.

1. We acquire customers for you (without spending money testing ads... the money we spend, turns into revenue... guaranteed by Facebook)
2. We optimize your store to make MORE money from these new customers (allowing us to scale paid ads)
3. We help you retain more of these NEW customers.
4. We help you expand to new countries worldwide, using agents so you can dropship your own product from China (and get 4-7d shopping times).

**Our entire system revolves around leveraging Facebook's advanced AI through Bid Caps—meaning Facebook won't spend a dime unless it's confident it can acquire new customers at or below a specific cost (for example, \$30)—and here's how it works, step by step:**

- **Massive Creative Volume:** We design and launch *tens or even hundreds of ads* every week day, covering various angles, images, copy, and formats. With trillions of data points and over two decades of advertising intel, Facebook's AI can spot profitable ads instantly. About 99% of creatives won't get any spend, but that's exactly the point: the 1% that Facebook *does* spend on are highly likely to meet your target cost per acquisition—no more wasting thousands of dollars testing loser ads.
- **Stage 1—Profitable Acquisition:** By strictly telling Facebook “don't exceed \$30 per customer,” for example, we lock in profitable (or break-even) front-end sales. If your product sells at \$40 and costs \$10 to fulfill, you're breaking even at a \$30 CPA, which is a huge win—especially compared to the old way of burning tens of thousands just to find *one* winning ad.
- **Stage 2—Backend Optimization:** Next, we turn that break-even point into a profit engine. Using proven direct-response tactics—pre-purchase upsells, cart bumps, post-purchase offers, bundles—we raise your Average Order Value (AOV) from \$40 to,

say, \$50–\$60. Now, because you can still acquire customers at \$30 and product fulfillment is \$10, you're essentially pocketing \$10–\$20 profit per new customer, which **unlocks the ability to scale further** (you can spend up to \$50 or \$60 to acquire each customer if the AOV supports it).

- **Stage 3—Retention & Expansion:** With SMS and email marketing, we then *retain* those customers, encouraging repeat purchases and building long-term brand loyalty. As sales grow, we can seamlessly **expand internationally** by translating ads and localizing your store—Facebook's pixel data and AI insights easily transfer across geographies, so we simply apply the same Bid Cap formula in each new country. We also advise on fulfillment solutions like using a China-based dropshipping agent (for 4–7 day global shipping) or shipping inventory to a 3PL in a specific region if that market explodes.



This three-pronged approach—(1) *acquiring* new customers profitably at a fixed cost, (2) *maximizing* each sale with backend optimizations, and (3) *retaining* those customers for repeat purchases—gives you a reliable, scalable system that can bring in *tens or even hundreds of new customers per day* once it's dialed in, without the old-school risk of blowing tens of thousands of dollars just to find a single winning ad.

## Phase 1: Profitable Customer Acquisition Using Meta's AI

We run ads on Facebook using a special setting that tells Facebook to "only spend when you're confident you can get conversions at this specific cost".

So if you want to acquire customers for \$30, we say to Facebook "only spend our budget if you can get us customers for \$30".

If it doesn't believe it can get this, to a high degree of accuracy, it just will not spend.

The problem was that in the past, to find a 'winning' ad campaign you needed to spend \$10s of thousands of dollars testing different ads.

The world is different now - AI is HUGE. And Facebooks AI is even more powerful.

It's seen \$100s of billions of dollars worth of purchases on their site. It's also seen trillions of data points that have led to those purchases. And it's had AI working on this for years and years, connecting the dots between those trillions of data points and those \$100s of billions of dollars worth of purchases.

For example, i have under good authority that Facebook can actually detect your eye movements when you're on the app. What you look at, and when. That's how granular its data is.

It knows if a user looks at your ad for X seconds, opens it, reads the comments for 4 mins, goes to your site, comes back, re-watches the video. Goes back to your site. Comes back. Likes it.

And it knows how this user usually buys, if this user does this, it knows this user is PROBABLY (not certain) but PROBABLY going to buy. Or atleast, they're exhibiting MAJOR buying signals.

Facebook uses this data to predict your CPA, along with the 100s of other data points it has for that specific ad (i.e how do ads like this usually perform? what is the average CPA of this type of product? in this market? at this specific time of day? at this day of week? in the current economic conditions? etc etc.

This special setting that we utilize, that allows us to effectively set our cost per acquisition, is called a 'bid cap'.

Here's how it works:

- We set strict bid caps telling Facebook "only spend when you're confident you can get conversions at this specific cost"
- We flood your account with hundreds of ads, with massive creative variety (different scroll stoppers, colours, angles, styles, etc etc etc).
- Facebook's AI will only spend money on ads it predicts will convert at your target cost. Instead of burning thousands testing ads, we let Facebook's AI do the heavy lifting
- We keep giving Facebook ads until ONE ad breaks through. And one ad is often all you need. I've personally seen ad accounts where just ONE ad has driven 10s of millions of dollars in sales. Just ONE! Now obviously, this is a unique circumstance, but it just goes to show the power of ONE ad.
- Even if just ONE ad doesn't make you 10 million (99.9999% chance it will not), ONE winner ad can give your ad account the data it needs to optimize, and open the door to 10s of other winner ads. If that one ad gives you \$50k in spend, that's 100s of thousands of impressions (10s of millions of data points), thousands of clicks, add to carts,

payments, etc... All of this data the Facebook AI machine eats up and uses to optimize their models for your specific brand.

But the key question you may ask - if it is this easy, why doesn't everyone do it?

The answer is because it's not the ONLY way to do it. All of the different ways of acquiring customers WORK, and they all have PROS and CONS.

The PROS of bid caps in Facebook is that you won't waste much money testing (because Facebook ONLY spends if it can get you conversions at your goal).

The CONS of bid caps is that you need to test 100s and 100s of ads. This is very difficult if you are doing it yourself and don't have the systems to support it. To produce this number of ads we have:

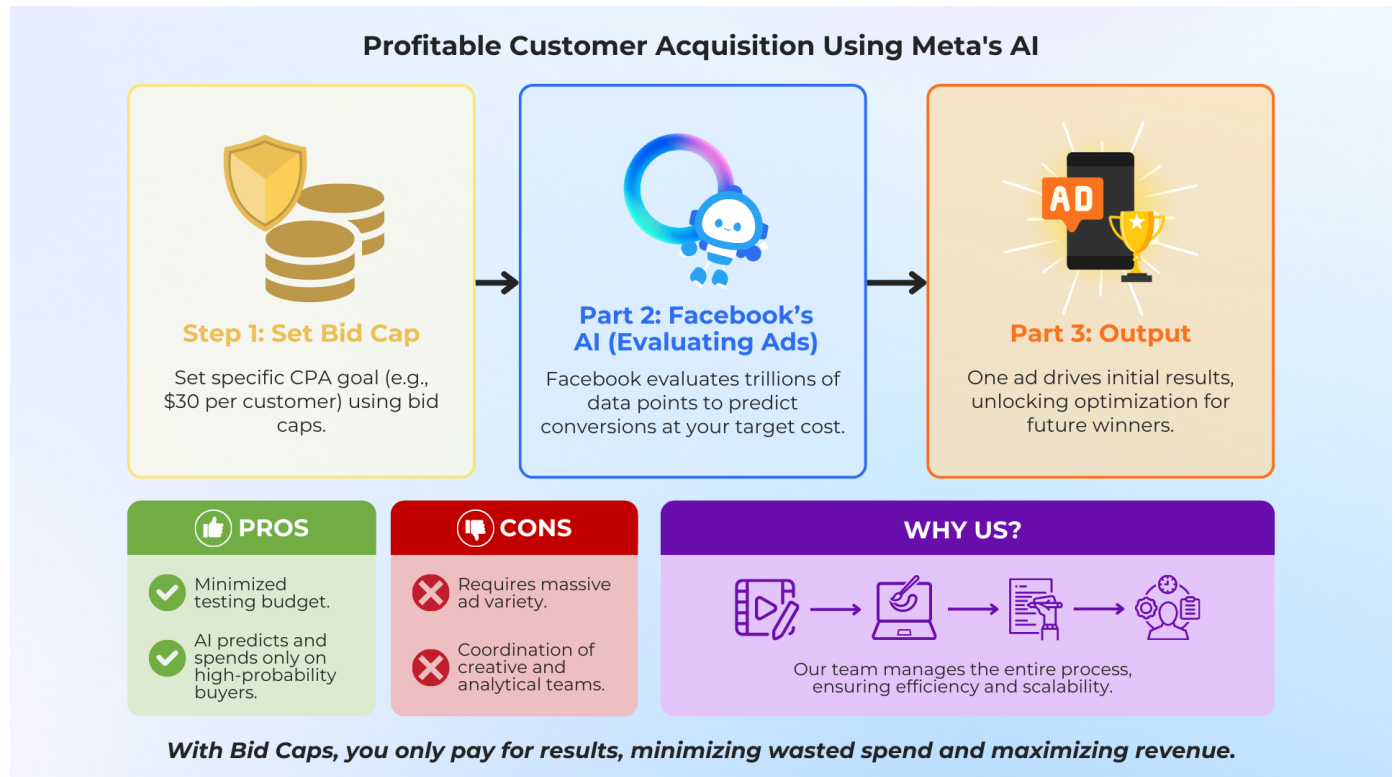
- Video Editors
- Graphic Designers
- Copywriters
- Account Managers

All working in unison, talking to each other in Slack channels, coordinating the whole process.

We can offer this because we have lots of clients, and use our team to run our own offers, too. But for you to build this from scratch would obviously not make any sense.

With our way of doing things, you will ONLY pay for revenue we make for you. And we want to make you as much revenue as possible, because then we make more money.

Traditional agencies might spend \$10,000+ testing to find just one winning ad. We test hundreds of variations but only pay when Facebook's AI spots high-probability buyers. Maybe only 1-2% of our ads get spend - and that's exactly what we want.



## Phase 2: Backend Optimization for Scale

Now, let's say we've tested 100s of ads, and Facebook has found a few ads that its AI likes, and its getting us customers.

Once we've found this profitable customer acquisition, we put attention on maximizing customer value. Consider this scenario:



## Understanding Break-Even Customer Acquisition



- We set a bid cap to acquire customers for \$30, ensuring controlled spending.



- Revenue from each sale: \$40 (product price).
- Cost to fulfill the product: \$10.
- Result: Initial margin = Break-even.



- Break-even isn't just a cost—it's an opportunity to grow your customer base.
- Every customer acquired builds your email and SMS lists for FREE.

*Break-even is just the starting point. The real value comes from scaling, upselling, and building repeat customers.*

- Bid cap (our cost per acquisition): \$30
- Product sold to customer for: \$40
- Fulfillment cost: \$10
- Initial margin: Break-even

This is a GOOD start, as we are building our email list, SMS list, etc, for FREE.

But, we want to make a good chunk of profit for each order. Not because we want to make profit on the customer acquisition (because this is not how we should be approaching long-term brand building), but because we want to have room to SCALE.

If we make \$20 of profit per customer acquisition on Facebook, that means we can spend \$20 MORE to acquire a customer. We could scale to \$1000s of per day, and bring in 10s or 100s of new customers a day. In one year, we have a huge email and SMS list. If we retain 20% of those new customers, and they buy again and again, **we're really in the money.**

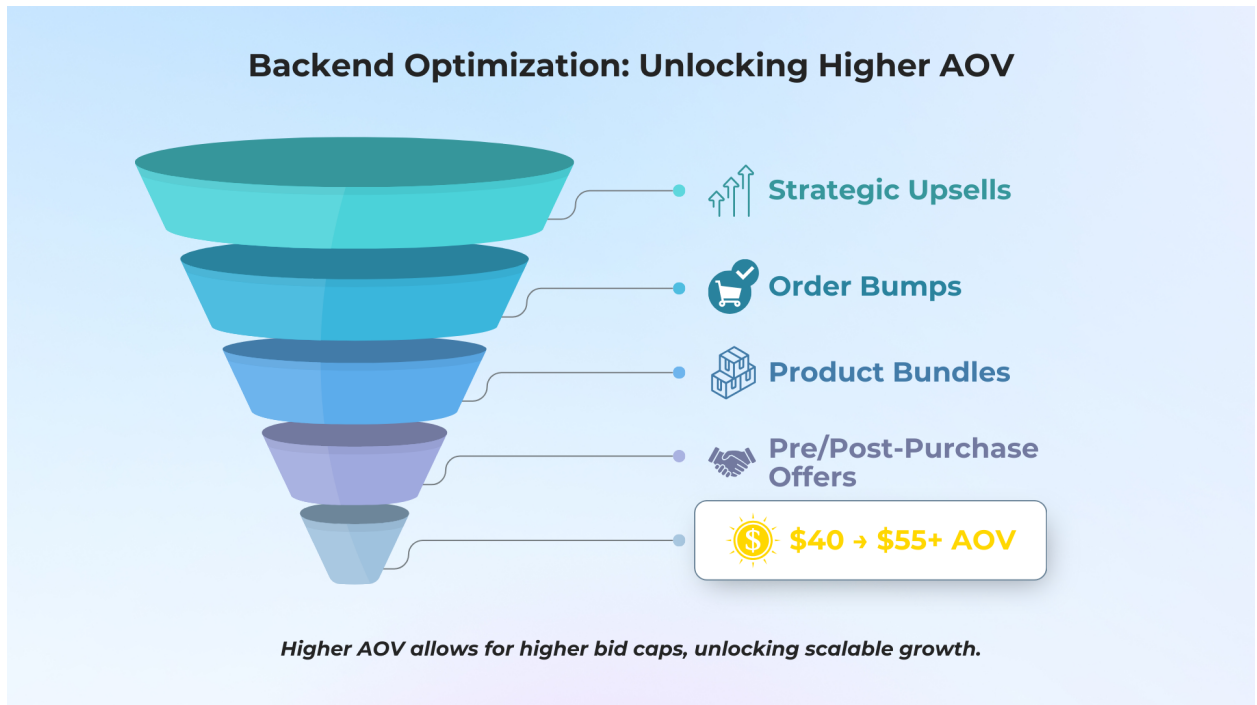
This is how you grow a brand → acquire as many customers as possible for break even or slight profit.

Retain as many of them as possible.

Profit off the existing customers when they come back again and again to buy (via sending emails, sms, etc)

To improve our AOV, we implement proven direct response tactics:

- Strategic upsells
- Order bumps
- Product bundles



- Pre and post-purchase offers
- And so on

The goal? Push that \$40 average order value to \$55-60+. Now you can afford to acquire customers at \$40-50, unlocking real scale potential. This is how brands start bringing in dozens or hundreds of new customers daily.

If Facebook is getting you customers at a bid cap of \$30, and you increase the bid to \$40, we see usually a 4-5X increase in customer acquisition.

Now i'm going to give you a couple of ways that we do it:

DIAGRAM OF OPTIMIZING UPSELL OTO1

DIAGRAM OF ORDER BUMPS

DIAGRAM OF BUNDLE

DIAGRAM OF PRE POST-PURCHASE

## Phase 3: Customer Retention & Geographic Expansion



With profitable acquisition and optimized customer value in place, we focus on retention through sophisticated email and SMS systems.

We used to sell our email marketing services for \$3,000/mo. And we have had a lot of customers, from 6figure brands to 8-figure brands. We are REALLY good at this.

But we realised that in order for a brand to really grow, they need to acquire more customers.

You naturally have an out-flow of customers each year. Customers find an alternative product, or google makes an email deliverability update which means you go to spam for more of your customers when you send emails, etc etc... So every year if you aren't going FORWARDS (acquiring MORE customers), you're going BACKWARDS...

We realised that we could make our service 10X more valuable (and in turn, profitable for us...)

If we managed the entire cycle of ecommerce growth → acquire new customers → make more from the new customers → retain more of the new customers.

I won't go into detail on our email marketing strategy, because you no doubt have seen 100s and 100s of email marketing pitches in your inbox, and you know the score already.

In short, we send AWESOME looking campaigns, like these below:

And set-up amazing looking, intricate flows:

We also set-up and test high converting email popups:

Again, all on a commission basis (all of our system must be implemented, we can't just pick and choose parts to implement).

## Phase 4: International Expansion

When a product works in one country, we can often scale it globally:



- We handle all translations
- Set up localized storefronts
- Adapt creative for different markets
- Manage international ad accounts

The beauty? Your pixel data and Meta's AI learnings carry over, making international expansion faster and more predictable. We'll even help optimize your fulfillment, whether that's setting up with agents in China for 4-7 day global shipping or establishing local 3PL relationships in key markets.

The end result? A systematic approach to scaling that eliminates the traditional guesswork and waste in e-commerce growth. Every phase builds on the previous one, creating a flywheel effect that drives sustainable expansion.

# If you want A DEEPER DIVE, then keep reading.

## Step 1: Uncovering the Core Problem—Volatile Acquisition Costs

### Why Most Facebook Ads Fail

- **Unpredictable CPA:** One day, you're acquiring customers at \$20 each; the next day, the CPA shoots up to \$80—even with the exact same ad.
- **Budget-Driven Spending:** A typical ad campaign sets a daily budget (say, \$100/day), and Facebook *will* spend \$100 no matter if the market is “cold” or “hot” that day. This leads to wasted spend on days when people aren't actively buying.

#### Example:

Imagine you have a daily budget of \$100, and your product costs \$30. On Tuesday (cold market), you might spend \$100 to get three sales, paying \$33.33/customer—barely profitable or even a loss once you factor in shipping and fulfillment. On Saturday (hot market), you still only spend \$100, but you could have acquired 8–10 customers at a much cheaper cost per sale if only Facebook *dynamically adjusted* to market demand.

Big takeaway: Traditional campaigns produce a rollercoaster of results, making it impossible to confidently scale.

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## Step 2: The Breakthrough—Bid Caps & Meta's AI

### How Meta's Prediction Engine Really Works

Contrary to popular belief, Facebook (Meta) doesn't just rely on your conversion data. The AI observes:

- **Scroll Velocity Changes:** How users slow down when your ad appears
- **Time on Ad:** Seconds spent hovering or watching
- **Engagement Behavior:** Comments, likes, shares
- **User Purchase History:** Across Facebook & Instagram, not just your ads
- **Historic Patterns:** Billions of data points correlated to purchasing signals

From these signals, Facebook calculates:

- **eCTR (Estimated Click-Through Rate)**
- **eCVR (Estimated Conversion Rate)**

Result: Facebook knows if someone is likely to buy, often before they even click.

## Why Bid Caps Crush “Daily Budget” Models

- **Bid Cap:** You tell Facebook, “Acquire customers at \$X or lower—**never** go above.”
- **Dynamic Spend:** Facebook automatically increases spending on days/times it’s confident of a profitable cost, and *pulls back* on days/times it expects higher costs.
- **Profit Protection:** If your **maximum** allowable CPA is \$30, Facebook won’t spend your money unless it can find you customers under that threshold.

### Example:

- You set a **\$30 Bid Cap**.
  - Your product sells for \$39, and cost of goods + shipping is \$9, so your break-even CPA is \$30.
  - With a **Bid Cap** strategy, Facebook *only* spends if it’s “fairly certain” it can get those conversions at or below \$30.
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## Step 3: Massive Creative Testing—Fueling the AI

### Why We Launch 100+ Creative Variations in the First Month

## How Creative Variations Power Facebook's AI



- **Facebook's AI Feeds on Variety:** The more ad variations, the better it can pinpoint the audiences and creative combos that yield profitable CPAs.
- **Static Images First:** They're cost-effective to produce (vs. videos), and they allow us to test angles, hooks, visuals, and calls-to-action *rapidly*.

**Our Testing Matrix** typically includes:

1. **Value Proposition Variations**
  - "Save 25% This Weekend" vs. "Buy One, Get One Free" vs. "Limited Edition Release"
2. **Headline and Hook Angles**
  - Emotional triggers, fear-based hooks, aspirational messaging, social proof hooks, etc.
3. **Visual Styles**
  - Product-focused close-ups, lifestyle imagery, plain backgrounds, bold colors, text overlays, etc.
4. **CTA Variations**
  - "Shop Now," "Claim Your Discount," "Treat Yourself," "Join the Movement," etc.

**Example:**

- **Ad Variation #1:** Bright lifestyle image, "Get 25% Off Today Only," green CTA button, star-rating testimonial at the top.
- **Ad Variation #2:** Close-up product shot, minimal text, black CTA, focus on "Buy One, Get One 50% Off," with large discount visual.

- **Ad Variation #3:** Social proof emphasis (“10,000+ Happy Customers”), featuring a testimonial quote, a different color scheme, etc.

Within a few days, we can see which angles, images, or headlines prompt higher **eCTR**, ultimately resulting in profitable CPAs under the **\$30** bid cap.

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## Step 4: Real-Time Analysis & Scaling Winners

### Data Points We Track

1. **Stop Rate:** How many users pause to look at the ad
2. **Click-Through Rate by Demographic:** Which age/gender combos respond best
3. **Comment Sentiment:** Are comments excited or complaining?
4. **Conversion Data:** Actual sales or leads generated from each ad creative

### Scaling Process

- **Phase 1 (Testing):** Launch 100+ variations; daily checks on eCPA (estimated cost per acquisition), eCTR, and eCVR.
- **Phase 2 (Identify Winners):** Any variation consistently hitting under \$30 CPA (or whichever target we set) moves into a scaling campaign.
- **Phase 3 (Aggressive Scaling):** Facebook *automatically* increases spend on these winners, especially during “hot” times (e.g., weekends or after 6 p.m. on weekdays), without going above your bid cap.

Outcome: You invest heavily only in proven creatives. No more budget wasted on “maybe it’ll work” ads.

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## Step 5: Backend Optimization—Turning Break-Even into Profit

Getting customers *at cost* (or slightly profitable) is **just the beginning**. The real game is making *more* per customer **after** they purchase.

### 5.1 Conversion Rate Optimization (CRO)

#### Landing Page Architecture

1. **Above-the-Fold Design**

- Multiple hero images tested
- Strong, clear CTA placement
- 2. **Trust Signals**
  - Star ratings, “As Seen In” badges, real-time purchase notifications
- 3. **One-Click Checkout + Express Options**
  - Minimizing friction (Apple Pay, Google Pay, PayPal, etc.)

**Example:**

- We test a page with **no** top navigation to reduce distractions vs. a page with a standard header.
- We have seen a +10% boost in conversion when removing the header menu for ad landing pages (not the entire site, just a special ad landing page). That’s an instant 10% improvement in ROAS with zero extra ad spend. But this is hit or miss, doesn’t work for many. But this is one of many tests we can run.

## 5.2 Average Order Value (AOV) Maximization

1. **Pre-Purchase Upsells**
  - “Buy 2, Get 15% Off” on the product page
  - “Bundle Deal: Add 1 More for \$19.99”
2. **Cart-Based Offers**
  - Show a complimentary product at checkout with a special discount
3. **Post-Purchase One-Click Upsells**
  - Right after they complete the purchase, offer an exclusive “Thank You” deal (e.g., discounted accessory, subscription plan, extended warranty)

**Example:**

- Original funnel: \$39 AOV.
- Add pre-purchase upsell + order bumps + 3-stage post-purchase upsell flow (with something like funnelish) = \$8 bump to AOV (some people might take EVERYTHING presented to them, 80% of people might take nothing, 10% of people might take 1 of the upsells, etc).
- That \$8 net increase in AOV (on, say, 1,000 orders/month) = an extra \$8,000 per month in revenue with no extra ad spend.
- But more importantly, that means if i spend \$30 to acquire a customer on Facebook, and I used to make \$39 per order (and it cost me say \$8 to fulfil - so i was barely breaking even), by increasing my AOV from \$39 to \$47, i’m now comfortably making profit, and can scale my adspend - meaning my backend grows faster. AND, i give Facebook more data to optimize further (the more data you feed any AI model with, the better it becomes - for Facebook’s AI, this means better CPA, more scale)

## 5.3 Lifecycle Marketing (Email & SMS)

### 1. Automated Flows:

- **Welcome Series** (6–8 emails)
- **Abandoned Cart** (4–5 touch sequence)
- **Browse Abandonment** (reminders triggered if they view product pages but don't add to cart)
- **Post-Purchase** (8–10 emails to educate, cross-sell, and build loyalty)
- **Win-Back** (3–5 emails to re-engage customers after 30–90 days of inactivity)
- List others

### 2. SMS Integration:

- Real-time alerts for flash sales, restocks, and shipping updates
- Integrate SMS into flows
- Collect SMS

#### Example:

- Brand A recovers 15% of abandoned carts purely through a 4-step email series (with strategic subject lines, social proof, and a small discount in the last email). On a \$50k monthly revenue brand, that's an extra \$7,500 each month reclaimed automatically.

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## Step 6: The Scalability Loop—When the Front & Back Ends Align

Once you're acquiring customers *at or below* your target CPA and your **AOV** has increased through upsells, you're now making a small profit on every *new* buyer.

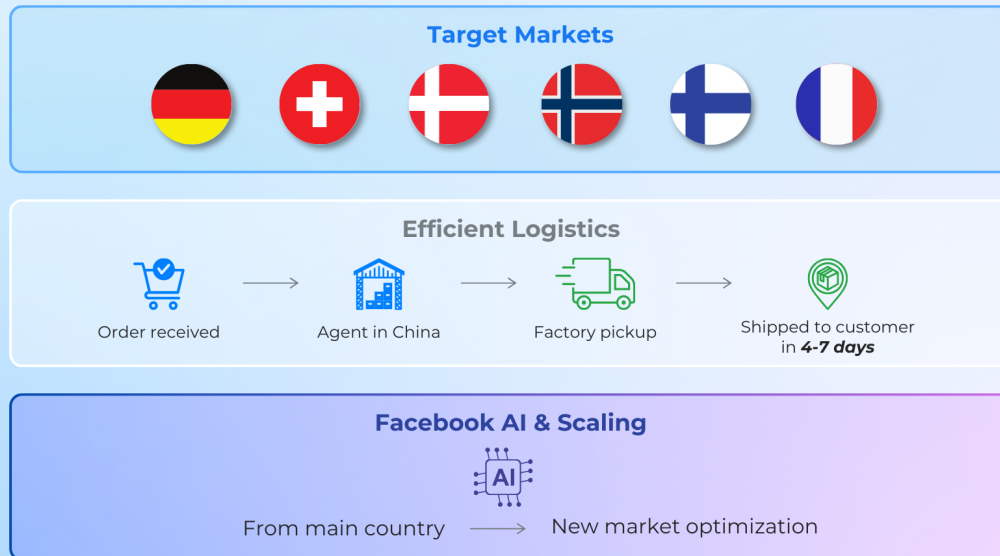
- **Profit on Day 1:** Even if it's \$1–\$10 net profit per new customer, you've unlocked the ability to **increase your bid cap** (and thus daily spend) while staying profitable.
- **Flywheel Effect:** Higher scale → more customers → bigger email/SMS list → more back-end sales → more revenue → you can afford a higher bid cap or create more ads to acquire even more customers.

Ultimate Goal: A self-sustaining acquisition and retention loop that drives consistent brand growth.

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## Step 7: Global Expansion & Advanced Scaling

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We scale your brand into rich geos in the world (think Germany, Switzerland, Scandinavia, France, etc). Huge open markets that have strong buying power, and there is much less competition than an English speaking market.

Again, we use bid caps to only spend in markets that Facebook believes we can be profitable in.

You may ask, 'what about logistics? How do i ship to these countries?'

There's lots of ways, 3PLs, agents, etc.

We would recommend shipping to an AGENT in China, and then they fulfil your orders.

When we dropshipped, we work with agents in China. When we receive an order, it goes straight to our agent, who picks it up from the factory, and ships it that day. 4-7 delivery times from China to Europe when shipping via an agent is common (\$3-6 shipping cost, depending of course on the size of product).

The days of 30 day shipping times from China are GONE.

We shipped all of our orders to customers in Europe & North America in 4-7 days...

So when we expand our marketing to these new markets, we recommend just using an agent in China to ship your products. They can literally go pick your order up from your factory, and ship it direct. This makes fulfilment a breeze.

Also, because we have an ad account with lots of data now (because we've been running ads in your main country), Facebook knows who your ideal customer is, and they know the data associated with when users are likely to buy your products. So scaling into these new markets is often very easy.

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## In Summary

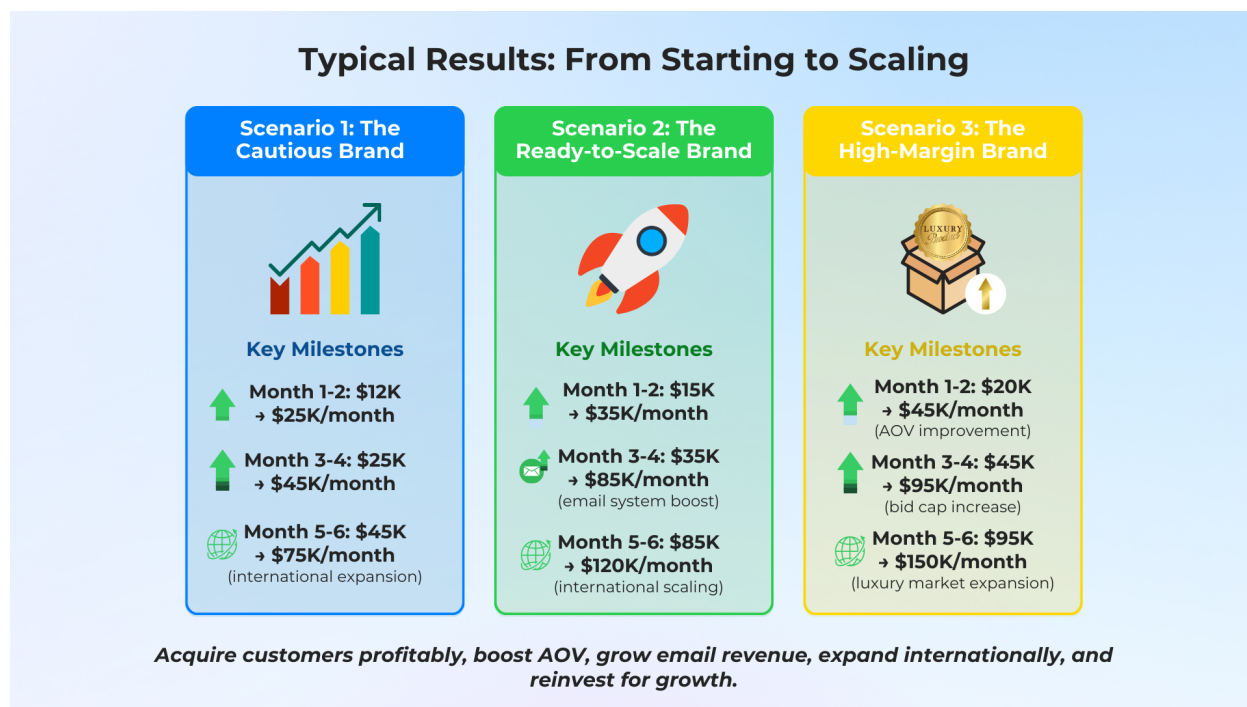
1. Only Spend Money When Facebook Knows It Can Get Profitable Sales
  - Use bid caps to tell Facebook your maximum cost per customer
  - Facebook's AI only spends when it's confident it can get sales at your target price
  - Stop gambling on ads that might not work
2. We Create Hundreds of Ads for You (On Commission)
  - Our full creative team works on your account: video editors, designers, copywriters
  - Account managers coordinate everything through proven systems
  - Test massive variations to find winners quickly
  - You only pay when we generate results
3. Turn More Visitors Into Buyers Through Proven CRO
  - Scientific landing page testing and optimization
  - Add proven trust elements and buying triggers
  - Streamline checkout for maximum conversions
  - Remove all friction from purchase process
  - 1. Increase Average Order Value to Unlock Greater Ad Spend
    - Strategic upsells to boost profit per customer
    - Smart order bumps and bundle offers
    - Post-purchase profit maximization
  - Higher margins = ability to spend more on ads
  - 1. Build a Repeat Purchase Machine Through Email & SMS
    - Convert one-time buyers into loyal customers
    - Automated flows bring customers back again and again
    - Strategic promotional campaigns drive consistent sales
    - Maximize lifetime value of every customer
  - 1. Scale What Works While Maintaining Profitability
    - Increase spend on proven winners systematically
    - Expand to new audiences confidently
    - Turn static winners into video ads
    - Keep strict profit controls as we grow
  - 1. Double Your Success By Expanding Globally

- Take winning campaigns to untapped markets
- Handle all translations and localization
- Set up international fulfillment
- Scale proven systems in new territories

## Typical Results

When brands fully adopt our system, they experience:

- **Stable, Predictable New Customer Acquisition:** No more “ad fatigue” rollercoasters.
- **Higher Conversion Rates:** From ongoing CRO tests. Makes everything more profitable
- **Increased AOV:** Via upsells and post-purchase strategies. Allows us to spend more money.
- **Greater LTV:** Thanks to optimized email and SMS.
- **Profitable International Expansion:** Once your domestic funnel is dialed in, often adds a minimum of 20 to total rev (we’ve seen increase in revenue of 3X in some cases)



### Scenario 1: The Cautious Brand

- Starting point: \$12K/month revenue, no ads (previously burned money on testing)
- Month 1-2:
  - Find first profitable ad at \$25 bid cap (product sells for \$35)

- Implement initial upsells → AOV increases to \$42
  - Now profitably acquiring customers
  - Revenue grows to \$25K/month
- Month 3-4:
  - Email marketing starts producing \$5K/month
  - AOV optimization hits \$48
  - Increase bid cap to \$35
  - Revenue reaches \$45K/month
- Month 5-6:
  - Expand to Germany and France
  - International adds 30% revenue
  - Email marketing now \$8K/month
  - Final revenue: \$75K/month

## **Scenario 2: The Ready-to-Scale Brand**

- Starting point: \$15K/month, struggling with inconsistent ad spend
- Month 1-2:
  - Set \$30 bid cap (product sells for \$39)
  - Quick win with first batch of ads
  - Add order bumps and upsells → AOV to \$47
  - Revenue jumps to \$35K/month
- Month 3-4:
  - Increase bid cap to \$40 due to higher AOV
  - Ad spend scales 3X
  - Email system generating \$10K/month
  - Revenue hits \$85K/month
- Month 5-6:
  - Launch in UK and Germany
  - International adds 40% to revenue
  - Final revenue: \$120K/month with stable growth system

## **Scenario 3: The High-Margin Brand**

- Starting point: \$20K/month, high-ticket product (\$89)
- Month 1-2:
  - Start with \$45 bid cap
  - Add premium upsells
  - AOV increases from \$89 to \$115
  - Revenue grows to \$45K/month
- Month 3-4:
  - Increase bid cap to \$60
  - Scale ad spend 4X
  - Email marketing adds \$15K/month

- Revenue reaches \$95K/month
- Month 5-6:
  - Expand to luxury markets (Switzerland, Scandinavia)
  - International adds 50% revenue
  - Final revenue: \$150K/month

In each case, the pattern is clear:

1. Find profitable customer acquisition through bid caps
  2. Increase AOV to enable higher ad spend
  3. Build email revenue from new customers
  4. Scale to international markets
  5. Reinvest profits into further growth
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## The Big “Aha” Moment

**You don’t need to gamble on Facebook ads.**

By telling Meta exactly how much you’re willing to pay for a customer (and feeding it **massive creative variety**), you transform paid ads from a random gamble into a **predictable growth engine**.

1. **Find a tight, profitable CPA** (bid cap).
  2. **Optimize your landing pages** for maximum conversion.
  3. **Boost your AOV** with pre- and post-purchase upsells.
  4. **Leverage email/SMS** for additional sales and retention.
  5. **Scale** to new audiences and geographies—protected by your bid cap discipline.
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## Why This Works (& What We Do For You)

## Why This Works & What We Do For You



1. **No More Wasted Ad Budget:** Facebook's AI blocks bad ads automatically, letting only the profitable ones thrive.
2. **Turn "Break-Even" into Profit:** Strategic upsells, bundles, and post-purchase offers drive up AOV, ensuring you actually **make money** on every customer you acquire.
3. **Keep Customers Around:** Email and SMS marketing boost repeat purchases, stabilizing your cash flow.
4. **Scale Nationally & Internationally:** Once profitable in your core market, we replicate the system globally, handling translations and logistics support.

**Most importantly:** You don't have to spend "tens of thousands" to discover a winning ad—Facebook won't even spend on the losers. Your real investment is in time and creative (designers, video editors, copywriters) to produce **mass ad variations**—*and we handle that entire creative churn so you can focus on your business.*

## Why We're Different

- **We're Not Just "Ad Guys":** Our origins are in **direct response + email marketing**, so we know how to get people to buy again and again.
  - **We Love Data:** Our system is hyper-analytical.
  - **No Guesswork:** It's a strict formula of testing, analyzing, and scaling.
  - **We Only Succeed if You Do:** We often work on a commission/performance model, meaning our success hinges on your profitability.
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# Are You Ready for This?

We only partner with brands that:

1. Have a **quality product** with positive reviews.
2. Already have **\$10k+ monthly revenue**.
3. Want to **scale fast**, understanding you need inventory and fulfillment in place.
4. **Embrace data-driven marketing**: If you prefer random “creative genius,” we’re not the right fit.

If that’s you, we’d love to implement this 7-Step Blueprint for your brand. Our team is ready to audit your existing funnel, craft a customized bid cap strategy, spin up 100+ creative variations, and skyrocket your backend results with upsells and retention marketing.

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## Final Word

This isn’t “hype”; it’s a *proven system* we’ve refined through scaling multiple e-commerce brands. If you’re tired of inconsistent Facebook ads and want a **scientific, data-driven** approach that produces **predictable profits**, this is your chance.

### Ready to Transform Your Brand?

- Schedule a call with our team
- We’ll audit your funnels and ads
- If we’re a match, we’ll outline a **custom roadmap** to implement all 7 steps

## Pricing

We must run your entire strategy - ads, retention (email+sms), aov, cvr. We don’t work with other agencies.

- 20% revenue share on email+SMS revenues, up to a commission cap of \$997 per month
  - Includes 8-12 campaigns a month.
  - 4x flow AB tests
  - Email collection optimization
  - Deliverability optimization

- 10% revenue share on ad revenue. Uncapped. Not negotiable - this is where we aim to make our money.
  - Includes 100 static images a month to begin with.
  - Videos later, but not until proven angles, etc, with statics.
- Nothing on any AOV/CVR improvements → because they're made to help us increase ad revenue. So AOV/CVR improvements benefit your wider store (which we don't get paid from) and your ad revenue,

We're a partner - not a service provider.