Case Studies

Prospecthouse Digital

Prospecthouse

Pega Sports

When Pega's growth stalled for the first time after years of success, we restructured their entire acquisition strategy around true profitability metrics, resulting in 127% revenue growth and nearly doubling their business in size in just over a year.

Current client as of April 2024
Website: https://pegasports.com.au/
Meta Ad Library: here
Google Ads Library: here

Background

Pega Sports had experienced consistent growth until early 2024, when founder Kosta faced his first year-over-year sales decline. Despite working with multiple agencies, the disconnect between agency priorities and business reality had eroded his trust in external partners.

- Previous agencies charged high retainer fees while sacrificing profitability for vanity metrics.
- Generic, standardised services failed to address Pega's unique business needs and growth levers.
- Fixed retainer models meant agencies weren't aligned with actual business outcomes.
- Kosta needed a partner that could actually deliver tangible results to his KPIs, not just fluff.

What We Did

Within our first week, we conducted a comprehensive audit and developed a growth plan built on historical data to maximise contribution margin whilst returning revenue to its previous growth trajectory.

Profitability Analysis & Strategy We dove deep into product unit economics to understand true profitability from both account-wide (MER and aMER) and per-product perspectives, setting targets to guide all ad spend decisions.

Meta Ads Restructure

1. Consolidated account structure to improve machine learning while maintaining granular product performance tracking
2. Leveraged existing high-performing content that previous agencies had dismissed as "poor quality"

3. Conducted deep audience research and historical ad analysis to develop new creative concepts that built upon proven winners
4. Established systematic creative testing processes with high-volume asset production to continuously feed Meta's algorithm
5. Created scalable creative workflows enabling routine testing of multiple concepts weekly, maximising learning velocity

Google Ads Expansion Launched Google Ads campaigns to capture untapped in-market demand, expanding beyond Meta's reach.

Email Marketing (Klaviyo) Implemented targeted email flows and customer lifecycle campaigns to support conversion optimisation and reduce churn.

Results

We started working with Pega Sports in April 2024. As of writing it is May 2025.

127%
Revenue growth year-over-year (2025)

99%
Cumulative revenue growth since April 2024

82%
Contribution margin $$ growth year-over-year (2025)

78%
Growth in google branded search volume since April 2024

185%
Profitable ad spend growth year-over-year (2025)

"I couldn't recommend Thomas and Prospecthouse enough! Thomas hit the ground running and made an immediate impact, transforming our META ads performance whilst taking all the hassle away from us. Having worked with agencies that promise the world but can't deliver, Prospecthouse was a breath of fresh air. Finally having someone comfortable working towards actual KPIs is great."

Kosta Mantis — Managing Director, Pega Sports

Key Takeaways

- **Unit Economics Drive Everything**

Understanding true product profitability at a granular level enabled us to scale ad spend while improving efficiency, proving that sustainable growth comes from contribution margin focus, not revenue vanity metrics.

- **Trust Existing Performance Data**

Previous agencies had dismissed high-performing creative assets as "poor quality." By analysing actual conversion data rather than aesthetic preferences, we leveraged proven winners to drive immediate results.

- **Integrated Approach Amplifies Results**

The combination of restructured Meta advertising, Google Ads expansion, and supporting email flows created compound growth effects that individual channels couldn't achieve alone.

- **Creative Volume & Testing Drive Exponential Growth**

Systematic high-volume creative testing isn't just about direct attribution—breakthrough creative winners can transform daily sales performance overnight and sustain growth over extended periods. The secondary brand benefits, evidenced by 78% growth in branded search volume, show how effective creative strategies amplify brand momentum beyond paid channels.

- **Partnership Over Agency Model**

By aligning our success with Kosta's true business objectives (profitability and sustainable growth), we became a trusted partner rather than just another service provider, enabling focus on long-term strategy rather than short-term fixes.

VAMOS Strength Training

When a revolutionary gym concept struggled to scale beyond their first location, we built a profitable acquisition system that brought them to capacity, enabling expansion from one location to signing their second lease and preparing for franchise growth.

Current client as of November 2024
Website: here
Meta Ad Library: here

Background

Vamos Strength Training launched with an innovative concept perfectly suited for the underserved 40+ market, but lacked the structured acquisition systems needed for sustainable growth and expansion.

- Single location in Balgowlah, NSW with ambitious plans for multi-location expansion after achieving product market fit in their first 6 months.
- Running Meta ads and print advertising without clear value measurement or structure
- Testing different monthly offers without understanding what drove quality member acquisition
- No systematic approach to member onboarding or retention optimisation
- Needed profitable acquisition systems that could scale across multiple future locations and to fill their location with capacity ASAP to meet investment targets.

What We Did

Starting in November 2024, we built a comprehensive acquisition and retention system focused on communicating Vamos's unique value proposition to their target demographic.

1. **Audience Research & Creative Strategy**

Conducted deep research into the 40+ demographic (primarily women) to understand key motivators behind gym membership decisions. Developed creative that explained Vamos's revolutionary concept: expert assessments, tailored programs, equipment-ready cubes, and measurable strength gains.

2. **Profitable Acquisition System**

Implemented Meta campaign structure focused on acquisition targets, with bid optimisation ensuring every dollar spent hit profitability benchmarks underpinned by creative that drove results. Established break-even targets on acquisition revenue while accounting for wages and onboarding costs.

3. **Offer Optimisation Through Testing**

Discovered that explaining the gym's unique concept drove higher win rates and better retention than discount-based offers. Eliminated the need for membership discounts while attracting higher-quality, longer-tenured members.

4. **Comprehensive Lead Management**

Built CRM processes to capture, handle, and report on leads properly, ensuring no potential members fell through the cracks and enabling data-driven optimisation.

5. **Customer Journey Mapping**

Developed detailed 12-week member journey map from initial lead form through ongoing membership, identifying key communication touchpoints to maximise retention and member experience across all future locations.

6. **Brand Foundation Building**

Currently developing a new website that clearly communicates the brand concept and drives conversion optimisation, positioning Vamos as a major industry player for both potential and existing members.

Results

73%

Increase in new member acquisition year to date vs previous period

97.85%

Increase in acquisition gross profit

127%

Active total member base growth

61.87%

Lead-to-member conversion rate with systematic acquisition process

40.80%

Reduction in cost per new member year-to-date

“Prospecthouse and Thomas have been an incredibly important part of the launch and growth of our new business VAMOS strength training, helping us massively to reach the right people and build our athlete base.”

Scott Hood — Founder & Managing Director, VAMOS Strength

Key Takeaways

- **Value Communication Beats Discounting**

Properly explaining the unique gym concept eliminated the need for membership discounts while attracting higher-quality members with better retention rates. Understanding your differentiation enables premium positioning.

- **Systematic Acquisition Enables Scaling**

Building profitable acquisition systems with clear metrics and processes creates scalable growth engines that work across multiple locations, essential for franchise-ready businesses.

- **Customer Journey Optimisation Amplifies Results**

Mapping and optimising the first 12 weeks of member experience dramatically improves retention rates, which increases lifetime value and allows for higher acquisition costs while maintaining profitability.

- **Expansion Through Proven Systems**

From one location to signing a second lease and preparing for franchise growth, proven acquisition systems with documented margins and processes enable confident business expansion and investor confidence.

Adelaide Junk Co.

When a junk removal business faced potential closure due to poor lead quality, we transformed their Google Ads strategy and built comprehensive performance tracking resulting in 206% more jobs and 189% revenue growth while dramatically improving lead quality.

Current client as of July 2024
Website: https://www.adelaidejunkco.com.au/
Google Ads Library: here
Meta Ad Library: Coming soon

Background

Adelaide Junk Co started strong in early 2024 with decent results from their initial Google Ads campaigns. However, after pausing and restarting their ads, everything changed for the worse.

- Lead volume dropped significantly and lead quality became extremely poor.
- Prospects were mostly tire-kickers who wouldn't convert to actual jobs.
- Business was entirely reliant on Google Ads for revenue, making this crisis potentially fatal.
- Previous agencies tried to fix the issues but failed to get campaigns back on track.
- Christian (the owner) reached out through a friend as a last resort to save the business.

What We Did

Starting in July 2024, we focused on rebuilding their Google Ads strategy around lead quality rather than just volume, while establishing comprehensive performance tracking.

1. **Google Ads Account Restructure**

Consolidated campaign structure to improve machine learning, separated brand vs non-brand campaigns, and focused budget allocation on high-intent keywords that generated quality leads rather than tire-kickers.

2. **Meta Ads Testing & Elimination**

Conducted granular testing of Meta advertising but discovered leads were extremely poor quality and massive time wasters, leading to budget reallocation entirely to Google Ads.

3. **Lead Quality Analysis & Keyword Optimisation**

Worked closely with Christian to identify which specific keywords and lead types generated the best win rates, highest average job values, and optimal operational efficiency. Restructured campaigns around these insights.

4. **Comprehensive Performance Tracking System**

Built detailed weekly and monthly reporting tracking total jobs completed, revenue, dump fees, wage expenses, ad spend, true ROAS, cost per job, win rates, average job values, gross profit, and gross profit margins. This enabled data-driven optimisation around true business outcomes.

5. **SEO Foundation Building**

Currently developing a new website optimised for the specific high-value keywords we've identified to reduce Google Ads reliance and improve long-term profitability through organic lead acquisition. Adjustments to branding are also being implemented for better awareness outcomes.

Results

206%
Increase in average monthly jobs completed

-31%
Reduction in customer acquisition cost

189%
Increase in average monthly revenue

9%
Improvement in gross profit margins

194%
Increase in average monthly gross profit

"Working with Prospecthouse has been a huge pivotal moment for my business. The communication from Thomas has been fantastic and the process involved from building campaigns that work for my business to running them and refining them has been great. Highly recommend them!"

Christian Psarros — Founder, Adelaide Junk Co.

Key Takeaways

- **Channel Quality Beats Volume**

Meta ads generated poor quality tire-kicker leads while Google Ads delivered high-intent prospects who converted quickly. For service-based businesses, understanding which platforms generate quality leads versus just volume is critical for survival and growth.

- **True Performance Metrics Enable Real Growth**

Building comprehensive tracking beyond vanity metrics including win rates, operational efficiency, and gross profit allowed us to optimise for actual business outcomes rather than misleading indicators like cheap clicks or lead volume.

- **Keyword Quality Analysis Transforms ROI**

Understanding which specific search terms generate valuable customers versus time-wasters enables focused budget allocation and can mean the difference between business failure and explosive growth.

- **Crisis Recovery Through Data-Driven Strategy**

A business facing potential closure due to poor lead quality can be rapidly transformed through systematic analysis, strategic restructuring, and relentless focus on quality over quantity metrics.

Farmer to Fridge

When a venture-backed meat marketplace suffered a 34% month-over-month revenue decline that just didn't go away no matter what they tried, we rebuilt their customer acquisition strategy and returned them to profitable scale achieving 163% year-over-year growth, 41% quarter-over-quarter growth, and their highest-ever monthly revenue of $704k.

Website: https://farmertofridge.com.au/

Background

Farmer to Fridge had achieved incredible month-over-month growth scaling to $400k+ monthly revenue until August 2024, when their growth trajectory suddenly stalled. As a marketplace earning only 4% commission on platform sales, continued growth was essential for survival.

- Revenue declined 34% from their July 2024 peak of $494k to $324k in August 2024
- New customer acquisition volume had been steadily declining over several months
- The business was funded by investment rounds and relied on growth to secure future funding
- Without returning to growth trajectory, the company faced potential runway issues
- Founder James needed to achieve sustainable profitability while accelerating growth velocity

What We Did

After conducting a comprehensive audit in December 2024, we began implementation in January 2025 focused on profitable customer acquisition and account restructuring.

1. **Customer Acquisition Analysis & Financial Modeling**

Identified that revenue stagnation resulted from declining new customer volume despite strong repeat purchase rates and LTVs. Built financial models incorporating lifetime values to determine target CACs and aMERs that would deliver sustainable profitability.

2. **Meta Ads Account Restructure**

Implemented consolidated campaign structure segmenting new vs existing customers, with churned customers re-included in new customer acquisition. Used bid caps to ensure spend only occurred when purchases met target costs for positive contribution margins.

3. **Creative Strategy Optimisation**

Discovered that "ugly" or socially native creative assets from their 40k+ member Facebook group significantly outperformed polished creative. Established systematic processes to source and optimise high-performing user-generated content.

4. **Product & Farm Performance Analysis**

Analysed product data to identify key farms and products driving growth, focusing budget on offerings that acquired higher-value customers with longer lifetimes and better AOVs.

5. **Google Ads Channel Expansion**

Optimised shopping feed with improved product titles and descriptions, then launched campaigns targeting high-intent keywords for their best-performing products, diversifying beyond Meta reliance.

Results

163%

Year-over-year revenue growth from Q1 2024 to Q1 2025

117%

Growth from August 2024 low point to April 2025 peak

$704,049

Record revenue month achieved in April 2025

58.44%

Highest ever new customer revenue percentage

41%

Quarter-over-quarter growth from Q4 2024 to Q1 2025

“Tom does an excellent job at taking your 'big data' and finding actionable insights. We engaged Tom for about six months and saw a 40% growth in our top line sales.”

James Gilbert — Founder, Farmer to Fridge

Key Takeaways

- **Growth Dependency Requires Precision**

For venture-backed businesses where growth is essential for survival, customer acquisition efficiency becomes critical. Understanding true unit economics and lifetime values enables sustainable scaling rather than growth-at-any-cost approaches.

- **User-Generated Content Outperforms Polish**

The highest-performing creative assets came from authentic customer posts in their Facebook community, not professionally produced content. Social proof and authentic usage scenarios drove significantly better acquisition results.

- **Channel Diversification Reduces Risk**

Moving from Meta-only advertising to include optimised Google Ads provided more stable lead flow and reduced platform dependency, crucial for businesses requiring consistent growth.

- **Data-Driven Recovery Beats Intuition**

Systematic analysis of product performance, customer segments, and acquisition channels enabled precise budget allocation that transformed declining metrics into record-breaking performance within months.

Arcadier

When a marketplace software company pivoted from enterprise to mid-market clients, we built a global lead generation engine that doubled their monthly lead volume while improving cost per lead by 54%, transforming scattered regional efforts into a systematic acquisition machine.

Current client as of February 2024
Website: here
Google Ads Library: here

Background

Arcadier was undergoing a major strategic shift from targeting enterprise-level clients to focusing on mid-market opportunities, requiring a complete overhaul of their lead generation approach.

- Previous Google Ads efforts showed minimal success with no clear structure or regional strategy
- No distinction between brand and non-brand campaigns despite existing brand equity
- LinkedIn and Google advertising lacked systematic approach to global expansion
- Needed sustainable lead flow that aligned with new mid-market client focus
- Required scalable system that could expand across multiple global regions efficiently

What We Did

Starting in February 2025, we built a systematic global lead generation strategy focused on scalable testing and regional expansion.

1. **Brand Protection & Account Structure**

Separated brand and non-brand campaigns to protect existing brand equity. Implemented dedicated brand campaigns achieving 90%+ search impression share globally, up from <10%, ensuring competitors couldn't capture Arcadier's existing demand.

2. **Regional Testing & Scaling Strategy**

Started with select regions (UK/Ireland, US/Canada) at lower budgets to identify winning keywords and approaches. Once proven, systematically expanded to additional key regions (Germany/Switzerland, UAE, Australia) using established learnings for immediate lead generation.

3. **Keyword Research & Campaign Optimisation**

Identified high-intent keywords driving early lead volume, then concentrated spend and resources on these proven performers. Built campaigns around search intent to maximise relevance and conversion potential.

4. **Tailored Landing Page Development**

Conducted research into search intent behind key terms and built dedicated landing pages using problem-solution frameworks that guided users naturally toward lead form completion, dramatically improving conversion rates.

5. **Systematic Global Expansion**

Leveraged learnings from initial test regions to launch campaigns in new markets without extended learning curves, ensuring immediate lead generation as budget scaled across territories.

Results

100%

Increase in total monthly website leads from 40 to 80+

90%+

Search impression share for brand campaigns

54%

Reduction in non-branded cost per lead from $544 to $252

51.9%

Improvement in landing page conversion rates through tailored content

"I love working with Prospecthouse, Thomas has been amazing across the clients I have given him (I am a Fractional CMO) and so use Prospecthouse as my "go to" digital support. He has worked miracles in a short time to drive results at the right cost with a complex Global Google Account structure."

Liz Lord — Fractional CMO, Arcadier

Key Takeaways

- **Regional Testing Enables Global Scaling**

Starting with focused regional testing at lower budgets allows identification of winning approaches before large-scale investment, ensuring successful expansion across multiple markets without extended learning periods.

- **Brand Protection Drives Efficiency**

Separating brand and non-brand campaigns and achieving high search impression share prevents competitor capture of existing demand while optimising budget allocation for different intent levels.

- **Search Intent Research Transforms Conversion**

Understanding the specific problems and solutions users seek when searching enables creation of highly relevant landing pages that significantly outperform generic approaches.

- **A Systematic Approach Beats Scattered Efforts**

Building structured testing, learning, and expansion processes creates repeatable success across regions rather than hoping each new market will perform independently.

Deal Advisory

When a respected business broker wanted to scale beyond referrals and reputation, we rebuilt their entire brand foundation and marketing infrastructure to systematically acquire high-value clients setting the stage for campaigns targeting $5+ million deal flow.

Current client as of December 2024
Website: https://www.dealadvisory.com.au/
LinkedIn Ad Library: Coming soon
Google Ads Library: Coming soon

Background

Deal Advisory founder Oliver Ciancio had built a solid reputation in the mid-market M&A space, but growth was limited to referrals and personal networks. To scale the business systematically, foundational marketing infrastructure needed to be established.

- Website was built offshore and represented the brand poorly
- No CRM system in place despite conducting targeted outreach
- Strong industry reputation wasn't being leveraged to build personal brand
- No advertising activities to reach new audiences and acquire qualified leads
- Lacked systematic approach to nurture prospects through complex, high-value sales cycles

What We Did

Starting in December 2024, we focused on building comprehensive marketing foundations before launching paid acquisition campaigns.

1. **Complete Brand Overhaul**

Developed comprehensive brand guidelines, messaging framework, and visual identity that reflects Deal Advisory's premium positioning in the mid-market space.

2. **Website Rebuild - Content & Design**

Created a conversion-focused website with detailed audience research informing both brand positioning and high-converting landing pages for future paid campaigns.

3. **Customer Journey Mapping & CRM Implementation**

Mapped the complex B2B sales journey and implemented Pipedrive CRM with automated workflows to manage leads through extended sales cycles while improving operational efficiency.

4. **Paid Advertising**

Currently building and optimising advertising campaigns across LinkedIn, Google, and Meta platforms, targeting business owners in the exit-planning phase with tailored messaging for each stage of the sales funnel.

5. **Content Production System**

Implementing in-house content creation processes and building the team structure to support both organic brand building and high-volume advertising asset production for sustained campaign performance.

Results

Paid advertising campaigns launching soon with results to follow as we move from foundation-building to active lead acquisition.

Foundations Built

All branding, website, and CRM infrastructure successfully implemented and operational

Campaigns Ready

Comprehensive paid advertising campaigns built across LinkedIn, Google, and Meta platforms, ready for launch

Systematic Lead Management

CRM workflows established to nurture prospects through complex sales cycles while improving team operational efficiency

Clear Growth Targets Set

Strategic framework in place to acquire 2-3 deals worth $5+ million and 6+ deals worth $1+ million annually

"Thomas has been a great help for my business. I highly recommend him"

Oliver Ciancio — Head of M&A, Deal Advisory

Key Takeaways

- **Foundations Before Scale**

In complex, high-value B2B sales like M&A, rushing to paid advertising without proper branding, website, and CRM infrastructure severely limits campaign effectiveness and wastes ad spend.

- **Alignment Drives Conversion**

By handling both website development and paid advertising strategy simultaneously, we ensure complete alignment between brand messaging, landing page content, and campaign targeting for maximum conversion potential.

- **Operational Efficiency Enables Growth**

Implementing comprehensive CRM workflows doesn't just improve lead management, it streamlines post-acquisition processes, allowing the team to handle increased deal flow without proportional staffing increases.

- **Content Volume Supports Premium Positioning**

Establishing systematic content production capabilities enables both organic brand building and provides the creative assets needed for sustained paid advertising performance in professional services.