

We found the real buyer. Conversion doubled.

How a supplement brand went from losing money on every sale to \$82 in revenue for every \$34 spent.

4.41%

Conversion rate, up from 2.07%

\$34

Cost per purchase, down from \$65

\$82

Average order value, up from \$54

+33%

Revenue per click from the real buyer

THE BRAND

A bladder and sleep supplement for adults 60+, priced under \$100

WHAT WE DID

Rebuilt the ad message, the landing page and the pricing, testing one change at a time on Meta traffic

THE RESULT

From losing \$11 on every sale to bringing in \$82 for every \$34 spent

THE PROBLEM

Every sale was losing money.

The ads seemed to be working. Clicks were cheap and engagement was strong. But the brand was paying \$65 to win a customer who spent \$54. Every sale lost money, and spending more only lost more.

THE TWIST

Women clicked. Men bought.

Ads written from a wife's point of view hit ~7% click-through rates, so the brand invested in female UGC creators and statics featuring women. The purchase data told a different story.

	CLICKS	CUSTOMERS	CUSTOMERS PER CLICK	REVENUE PER CLICK
Women	39,439	766	1.9%	\$1.86
Men	37,584	969	2.6%	\$2.48

Men converted a third better and brought in 33% more revenue per click. The brand was optimizing for who clicked, not who paid.

Three changes, tested one at a time

01 Rebuilt the message around the real buyer

For women, the pain was the disruption: a husband up three times a night. For men, it was personal: the urgency, the lost sleep, a body not cooperating. We wrote new ads from his point of view, with male creators and copy in his voice. That told Meta exactly who to find, and traffic shifted toward men 55+.

Conversion 2.07% → 3.01% · Cost per purchase down 36%

02 Moved the buy box from 65% down the page to 20%

The video ads sent visitors who were already sold, but heatmaps showed many never scrolled far enough to reach the cart. On an impulse buy under \$100, they weren't going to hunt for it.

Conversion 3.01% → 3.54%

03 Tested the price curve in real time

We raised the single bottle from \$34 to \$36 to \$39, and conversion rose each time. At the same time we brought the 2- and 3-bottle offers down to just under \$60 and \$90, so the bundles became the obvious deal. Post-purchase upsells added to every order.

Conversion 3.54% → 4.41% · AOV up 52% · 34% more bundle orders

THE RESULTS

	BEFORE	AFTER
Conversion rate	2.07%	4.41%
Cost per purchase	\$65	\$34
Average order value	\$54	\$82

Next: a full video sales letter is being tested against the winning page.

THE LESSON

Engagement pointed to women. Purchases pointed to men. Most teams would have kept optimizing for the clicks. We followed the money, rewrote the message for the real buyer and cleared the path to checkout.

Brand details are kept private. Full specifics are available on a call.

Let's find where you're losing sales.

A father-and-son team with 47 years of direct-response experience.

Book a 30-minute call

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