

# 6X RETURN ON FACEBOOK ADS

## THE CLIENT

The Bearded Bastard, an Austin, Texas based e-commerce company specializing in beard grooming products, came to Growth Engine to maximize their revenue from Facebook ads. They were looking for consistency and a high ROI after experimenting with different ad agencies for the last couple years.

**378%**

Return on investment

## THE SOLUTION

After applying a highly targeted Facebook audience and adjusting the structure of the ad account, Growth Engine created a three-tiered sales funnel based on adding new custom lookalike audiences. With new creative ads that focused on the voice of the brand and vibrant visuals, The Bearded Bastard was able to find success through Facebook.

## OUTCOME

With a modest Facebook advertising budget of approximately \$1,600 per month, they were able to find resulting profits of close to \$6,300 per month generating an average ROI of 3.78.



"The people at Growth Engine have been pleasant and professional to work with. We've seen positive results already on our social media ad campaigns and are looking forward to seeing more growth in the future."