

Performance Marketing Case Study

Google Ads + Meta Ads | Direct-Response Acquisition at Scale

7-Month Confidential Engagement

Muhammad Ibrahim Bin Zahid | LinkedIn

Anonymized case study. Figures are historical snapshots, not complete results.

At a Glance

7mo

Full Engagement

End-to-end campaign cycle

$19.6K

Peak Daily Spend

Peak-day Meta spend (Oct 1, 2024)

2

Verticals

Fatty Acids + Vitamins

24/7

Operating Cycle

Continuous Google & Meta campaign management

Peak-day Meta spend across 9 ad accounts, not a single campaign or account. Google Ads ran in parallel and is not included in this figure.



What I Owned

The complete acquisition loop across six functions:

Research

Ad spying, competitor analysis, market intelligence

Creative

UGC concepts, script development, winner iteration

Traffic

Google & Meta Ads management, launches, budget allocation

Funnel

Landing page optimization, conversion testing, backend architecture

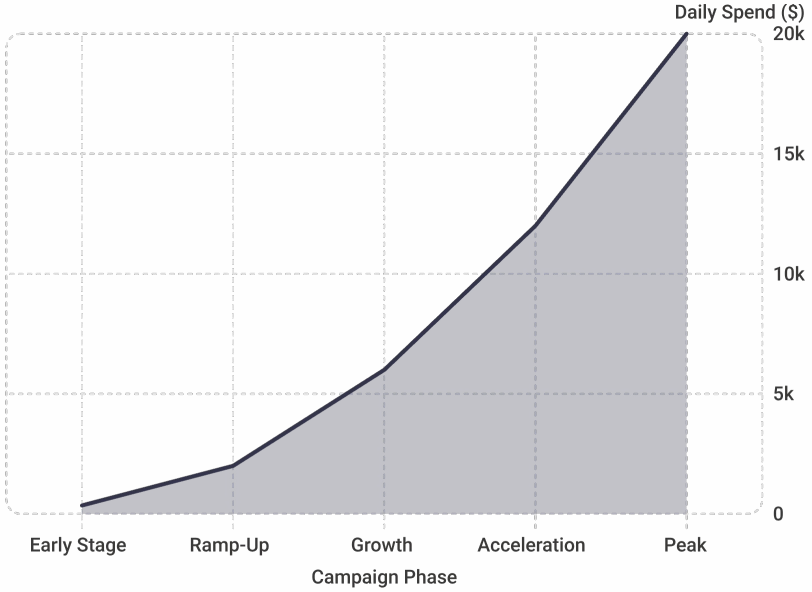
Tracking

ClickMagick tracking (Google & Meta), KPI monitoring, analysis

Optimization

Daily performance reviews, creative fatigue management, scaling decisions

The Scale Story



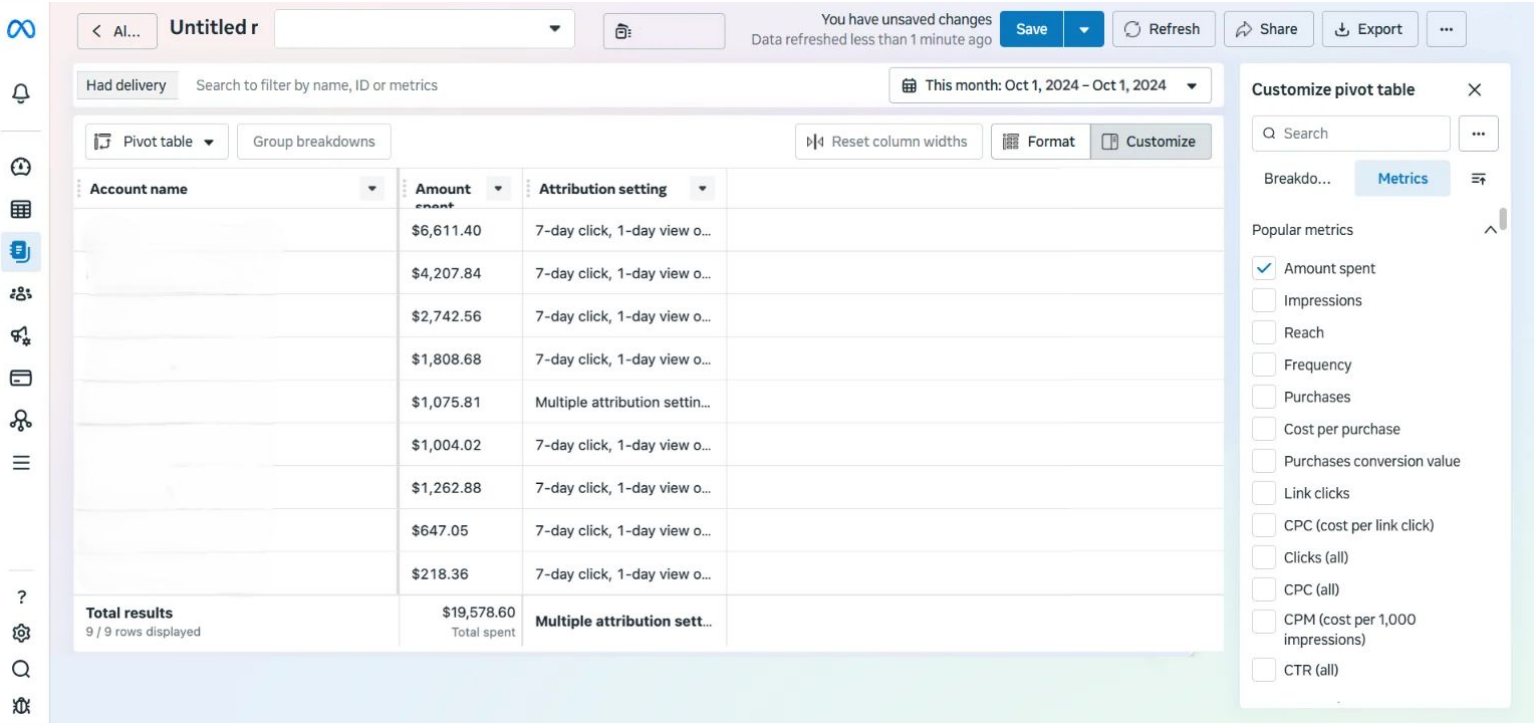
From $300 to ~$19.6K/Day

Campaign spend scaled dramatically over the 7-month engagement — from early-stage budgets of **~$300–400/day** to a peak day of **$19,578 on Meta (Oct 1, 2024)**, with Google Ads (Search, Performance Max, Display, Demand Gen) running in parallel.

This trajectory required constant operational sophistication: managing creative fatigue, audience saturation, and budget

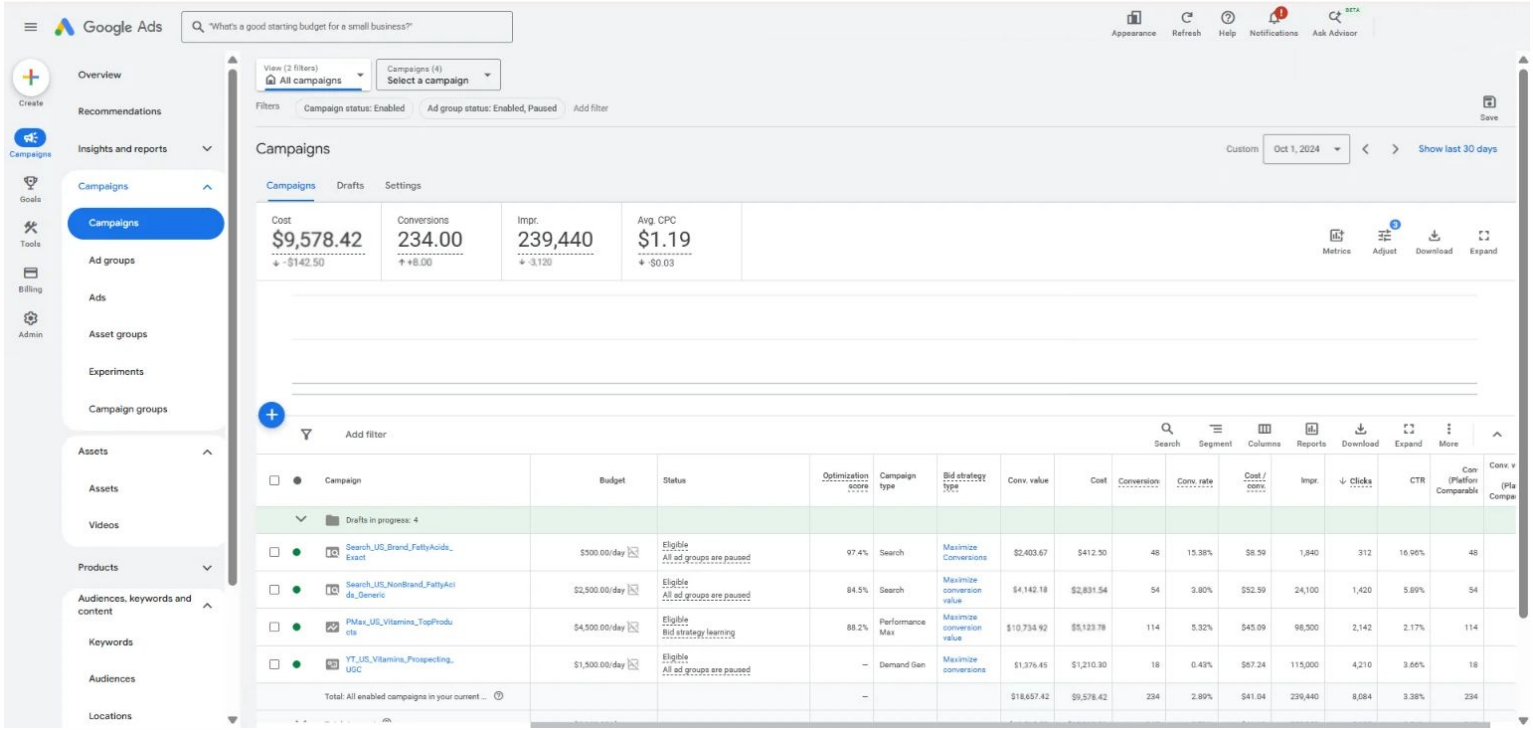
The peak is supported by the Meta Ads Manager snapshot on the next slide. Earlier spend levels are from my operating records and recollection; complete historical financials were not available.

Meta Ads: Proof of Scale



Note: Single-day snapshot (Oct 1, 2024) across 9 Meta ad accounts, $19,578.60 total spend. Account names have been redacted to maintain confidentiality.

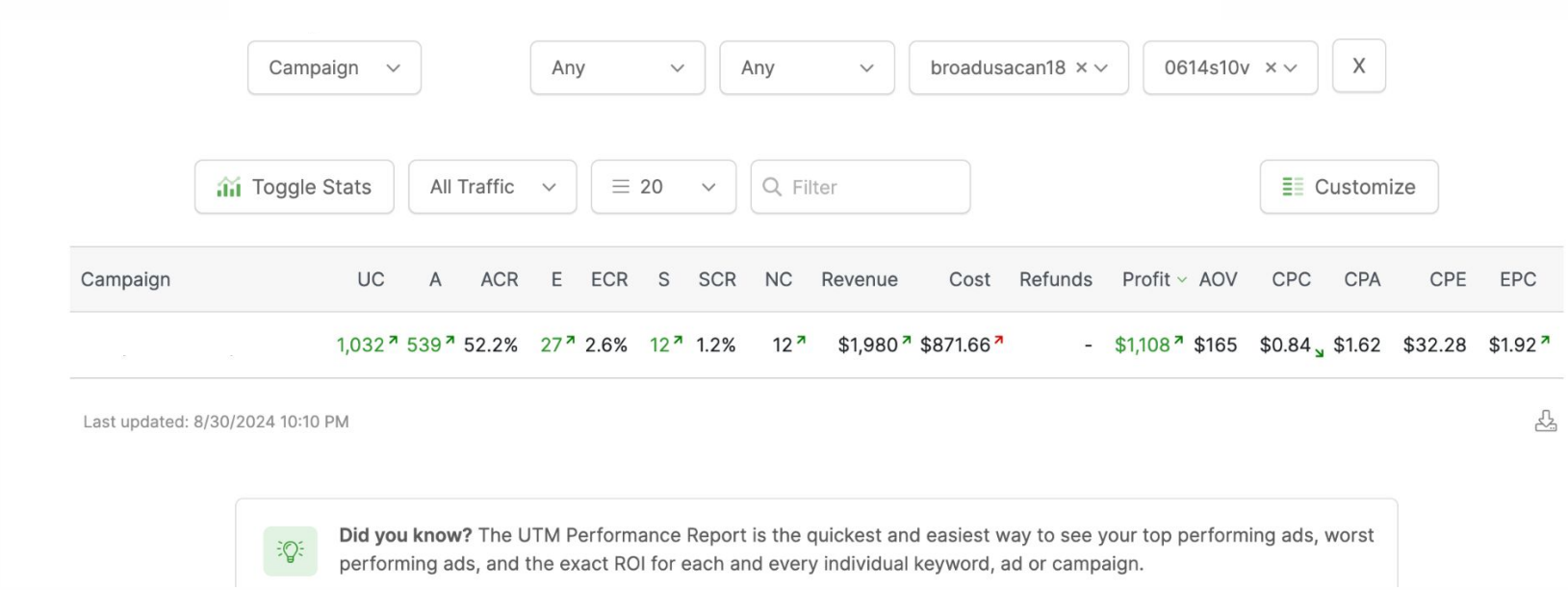
Google Ads: Proof of Scale



Note: Single-day snapshot (Oct 1, 2024) across 1 Google ad account, $9,578.42 total spend. Account names have been redacted to maintain confidentiality.

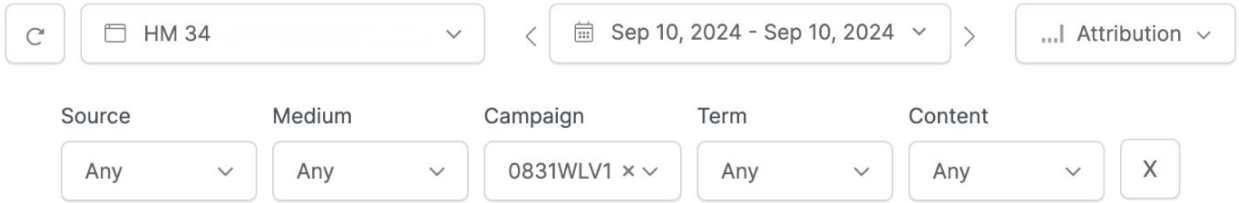
Fatty Acids Performance Snapshots

Daily Stats Per Account — Tracked and reported through ClickMagick



Vitamins Performance Snapshots

Daily Stats Per Account — Tracked and reported through ClickMagick



Clicks	CPC	EPC	Cost	Refunds	Profit	ROAS24	ROAS	ROI
697	$2.01	$3.55	$1,399	-	$1,075	$1.77	$1.77	77%

Actions	ACR	CPA	EPA	Revenue	Initial	Upsells	Backend	Recurring
435	62.4%	$3.22	$5.69	$2,475	$2,475	-	-	-

Creative Engine

The acquisition strategy relied on continuous creative iteration and competitor intelligence:

01

Spy & Analyze

Monitor competitor ads, identify winning hooks and messaging angles

02

Script Development

Create UGC concepts aligned with successful patterns

03

Production

Coordinate video editors, creators, and asset production

04

Test & Measure

Launch multiple creative variations, track performance

05

Iterate Winners

Remake and refine top-performing concepts

06

Scale

Increase budget on proven creative while maintaining efficiency

This continuous feedback loop maintained creative freshness and supported campaign growth across both verticals.

Creative Fatigue at $10,000+/day

Managing creative decay during aggressive Meta Ads scaling across US & Canada (Vitamins & Fatty Acids)

01

Situation

Winning UGC ad CPA & ECR started declining rapidly as spend reached **$10,000/day** on Meta Ads.

- The actual Cost Per Purchase (CPS) ballooned from a highly profitable baseline of **$110.00** up to a devastating **$150.00 (+36.4%)** as audience fatigue set in.
- TOF efficiency crumbled, dropping the overall Sales Conversion Rate (SCR) by **20%** (falling from a stable 1.5% down to 1.2%).
- Frequency reached **3.8x** in primary target demographics (US & CA)

02

Action

Executed rapid creative iteration and hook variation refresh within 48 hours.

- Deployed a comprehensive creative turnaround and variation cycle within a tight **48-hour** window to combat ad fatigue.
- Re-shot and remade the top-performing visual hooks utilizing **2 fresh UGC creators** to completely reset demographic blind spots.
- Developed and tested 8 hook variations, optimizing the first 5 seconds' visuals and psychological audio.

03

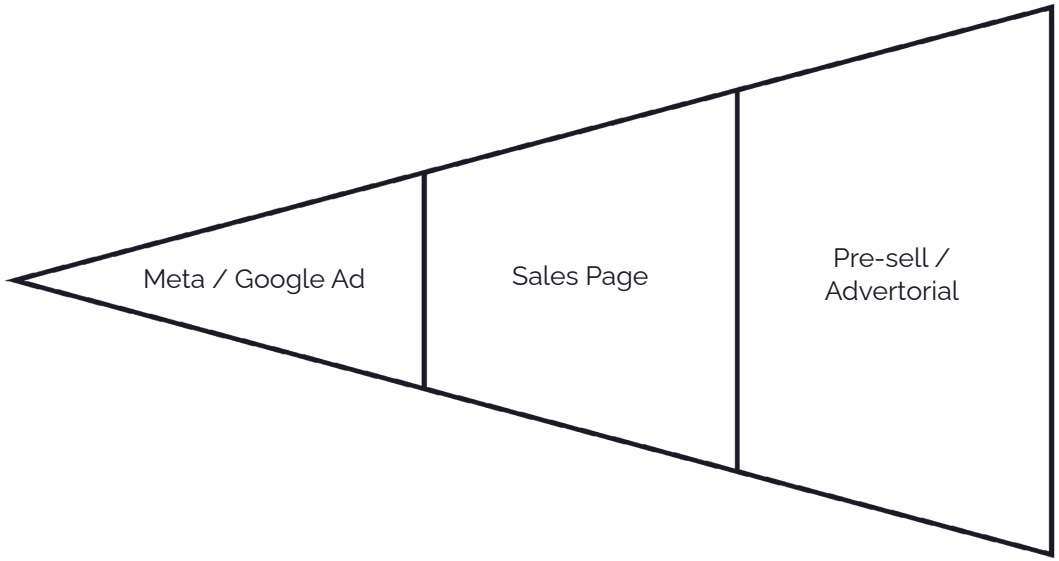
Result

Full ad account and funnel stabilization achieved within **10 days** post-launch of the fresh creative assets.

- Slashed the bloated Cost Per Purchase back down from **$150.00** to an optimized **$72.00** (−52.0% vs. peak; −34.5% vs. $110 baseline).
- Successfully rebuilt the Sales Conversion Rate (SCR) from **1.2%** to a highly efficient **1.8% (+50.0% lift)**.
- Sustained aggressive daily budgets of **$10,000+** while locking back in a highly secure, stable **1.5X ROAS** mirroring our best operational days.

Continuous hook testing, top demographic testing and top products scaling prevents creative fatigue and protects unit economics while scaling paid acquisition.

Funnel & Conversion Architecture



Every Stage Was a Lever

Each layer of the funnel was continuously tested and optimized for conversion efficiency — not just the ad creative at the top.

- **Pre-sell / Advertorial** — Warmed cold traffic and established credibility before the offer
- **Sales Page** — Tested headline variants, proof elements, and offer framing
- **Checkout** — Reduced friction and abandoned cart rate
- **Upsell / Backend** — Maximized AOV and customer lifetime value

Generic representation of the acquisition architecture; actual client funnel architecture is not disclosed.

Daily Optimization Loop

Campaigns were reviewed **4–5× daily** to maintain performance and identify scaling opportunities:

1

Diagnose

Monitor spend, CPC, CPA, EPC across all active campaigns

2

Evaluate

Assess creative performance, funnel conversion, cost trends

3

Decide

Kill underperformers, iterate mid-performers, scale winners

4

Execute

Adjust budgets, launch new creatives, test funnel changes

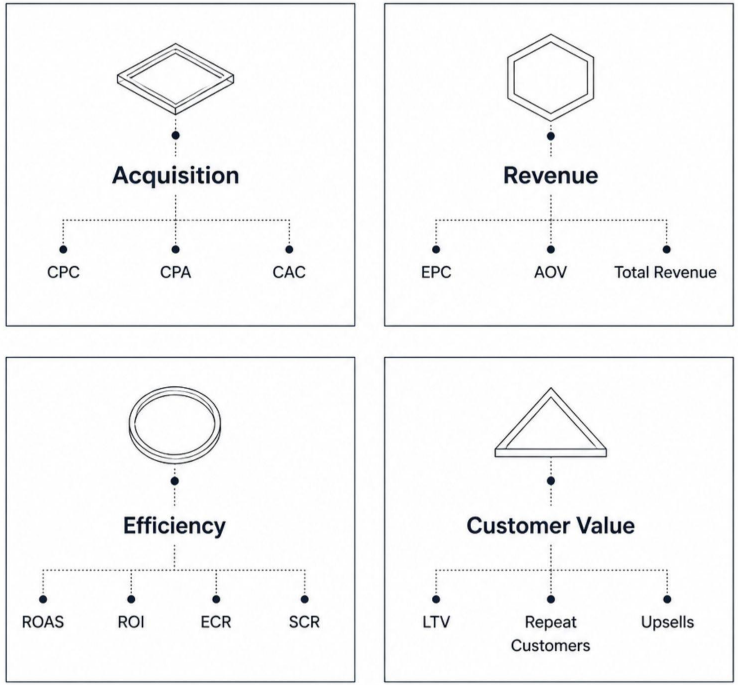
5

Recheck

Verify impact, repeat throughout 24-hour operating cycle

This operational cadence enabled rapid scaling while maintaining acquisition efficiency.

KPI Framework



Beyond Cheap Clicks

Performance was tracked across **four dimensions** — the objective was never simply to drive cheap clicks. The goal was to understand acquisition efficiency through the full revenue and backend economics of each offer.

KPI Definition:

- ECR = Engagement Conversion Rate
- ACR = Action Conversion Rate
- SCR = Sales Conversion Rate
- AOV = Average Order Value
- LTV = Lifetime Value

Acquisition	Revenue	Efficiency	Customer Value
CPC, CPA, CAC — cost per action	EPC, AOV, Revenue — per-customer economics	ROAS, ROI, ECR, SCR — return on ad spend	LTV, Repeat Customers, Upsells — backend economics

What This Demonstrates

Seven months of direct-response acquisition built a repeatable, scalable performance marketing operation — not just ad management.

Full-Funnel Ownership

From creative strategy through backend optimization — managed every lever in the acquisition loop

Operational Discipline

4–5× daily reviews, systematic KPI tracking, and rapid decision cycles at ~$19.6K/day peak daily spend.

Creative Intelligence

Competitor intelligence, UGC scripting, and continuous iteration to maintain creative freshness at scale

Transferable Expertise

Methodology, systems, and analytical rigor that translate across verticals, platforms, and offer types



Key Challenges

Creative Fatigue

Continuously identify and iterate winning concepts to maintain ad performance

Impact Metrics: +36.4% CPA Surge | -20.0% Sales Conversion Drop

Scaling Efficiency

Increase spend without allowing acquisition costs to deteriorate

Impact Metrics: $10,000+/day Ad Spend | Target 1.5x ROAS

Competitive Markets

Compete in saturated Fatty Acids and Vitamins Market

Impact Metrics: +50.0% Funnel Efficiency Lift (Post-Refresh)

Operational Speed

Coordinate media buying, creative production, and funnel optimization on a daily cycle

Impact Metrics: 48-Hour Creative Refresh Cycle

What I Can Do

From launching campaigns to operating the entire acquisition loop.

- Google & Meta Media Buying
- Creative Strategy & UGC Direction
- Funnel Optimization & Testing
- Performance Analytics & Reporting
- Direct-Response Marketing
- Campaign Scaling & Budget Allocation

Open to media buying and performance marketing roles / contracts

LinkedIn - Let's Connect

Confidentiality Notice

This case study has been intentionally anonymized. Client identities, proprietary creative assets, internal documents, account credentials, domains, complete financial records, and other confidential materials have been excluded.

Performance figures shown are limited to historical snapshots that I am permitted to reference and should not be interpreted as complete seven-month financial results.