E-Commerce & Lead Gen Meta Ads

Campaigns Testing & Scaling + Tracking Setup + Content Strategist

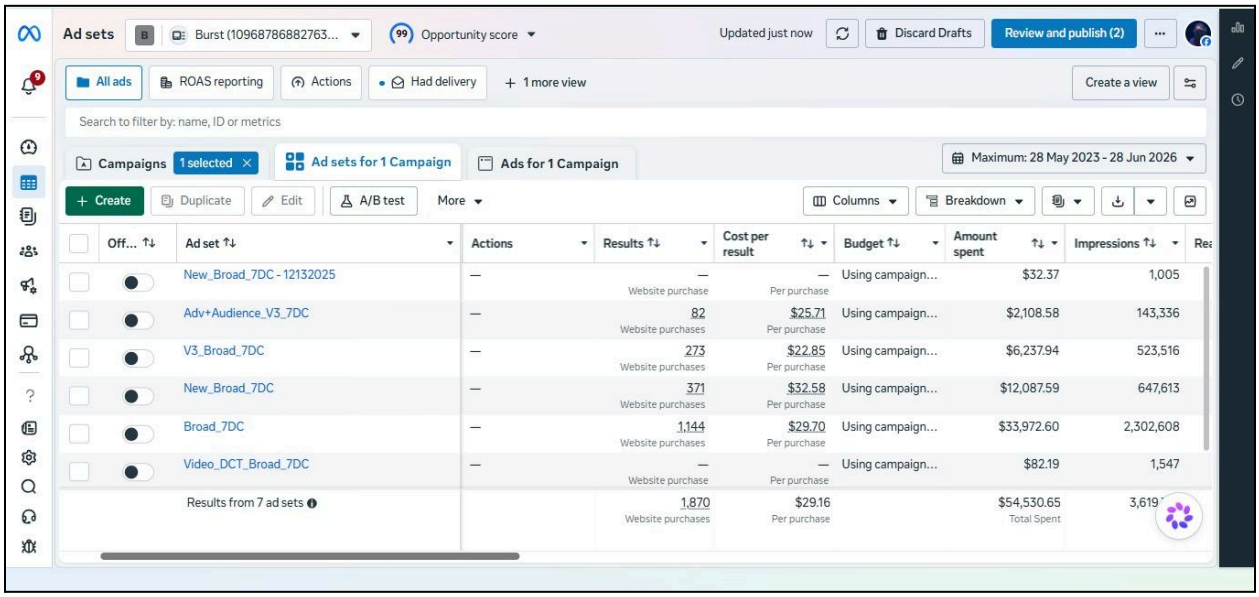
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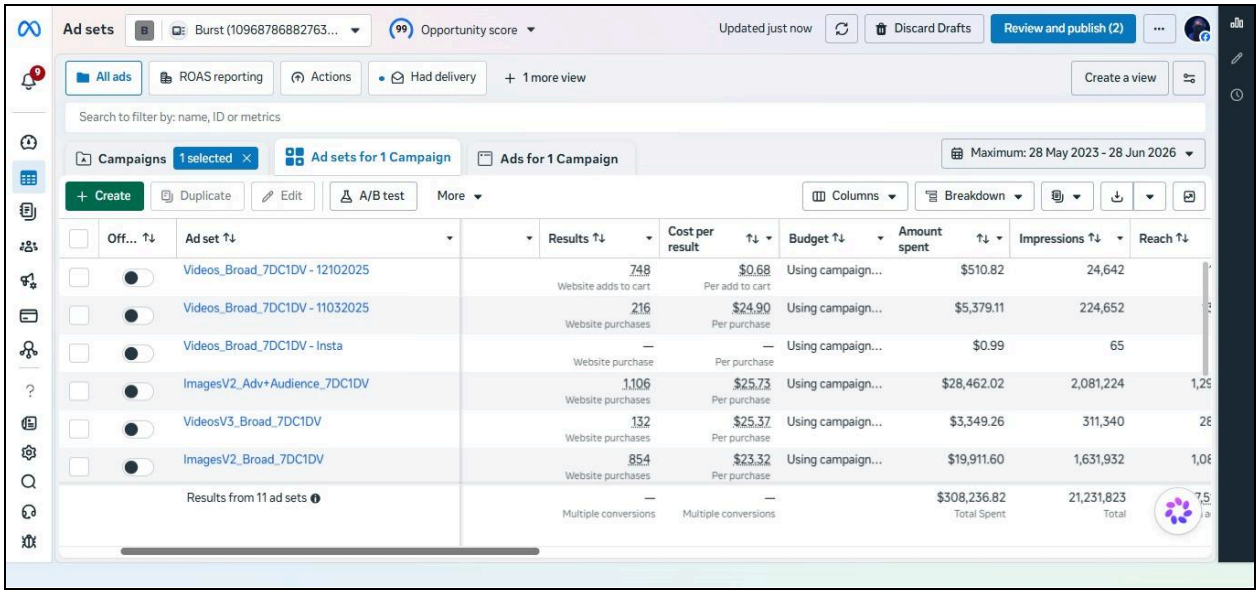
Case Study no1.

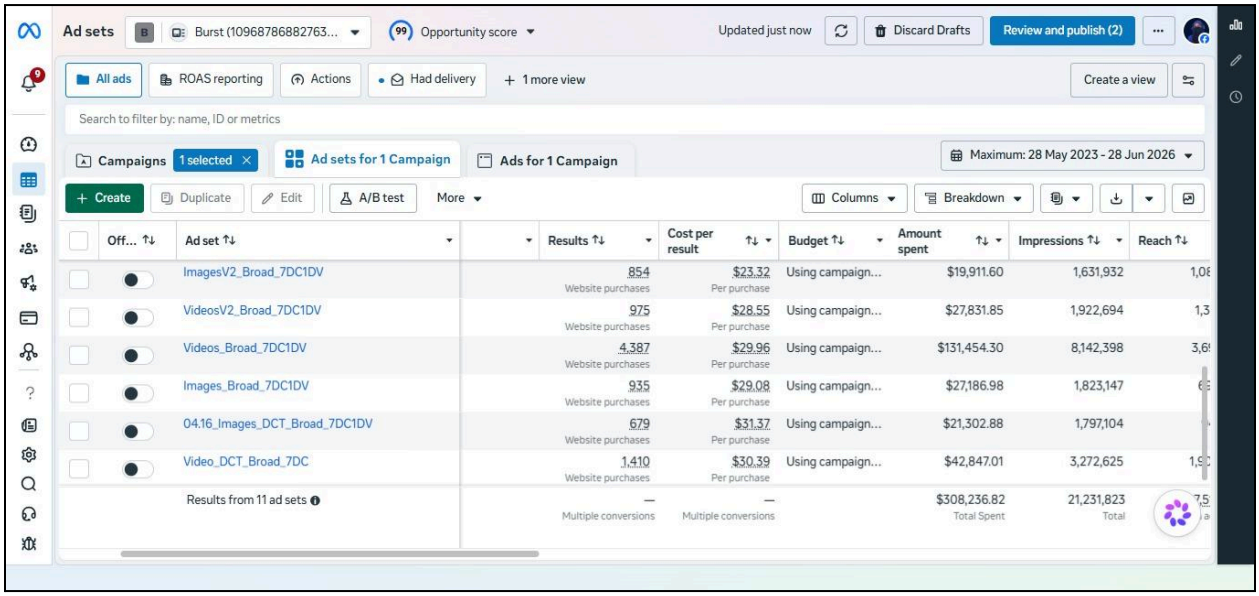
E-commerce | Meta Ads

Meta Ads for Burstbar (Nicotine-Free Diffuser)

Managed Meta Ads for Burstbar, a nicotine-free diffuser brand, scaling ad spend from $54K to $308K while keeping cost per purchase in the same $22 to $32 range throughout. Instead of just increasing budget, I kept testing new ad sets and creative angles side by side, so spend could grow without efficiency dropping. This let the brand scale close to 6x while purchases kept coming in at a stable, predictable cost.







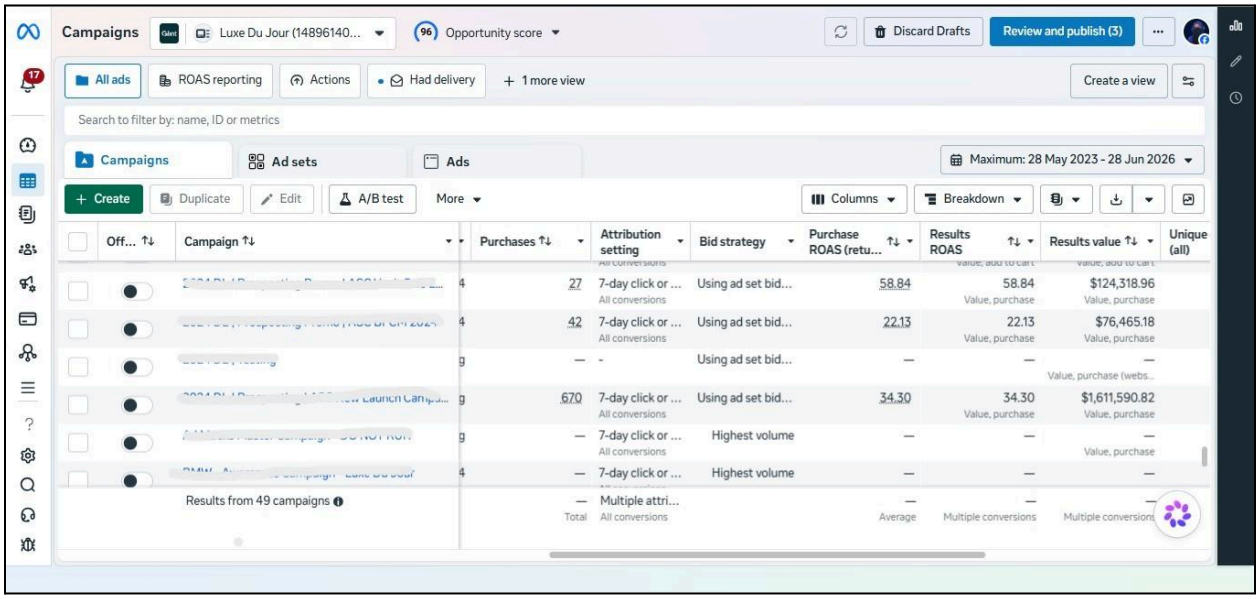
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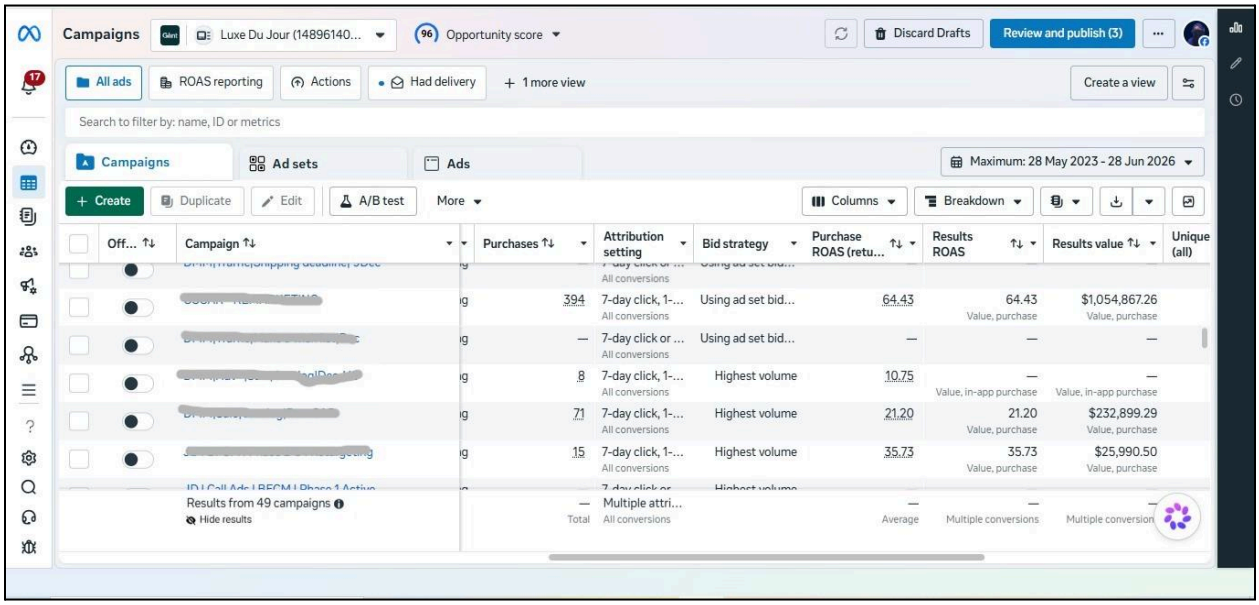
E-commerce | Meta Ads

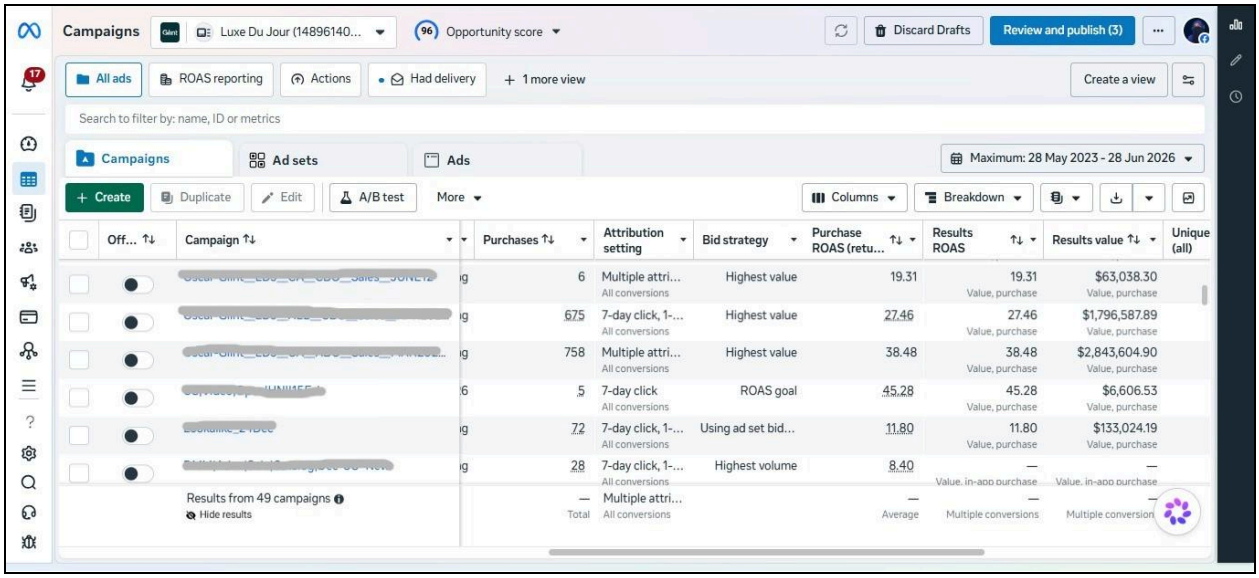
Meta Ads for a Luxury Handbag Resale Brand

Managed Meta Ads for a curated luxury handbag resale platform, running a mix of campaigns that delivered ROAS ranging from 11x to 64x. I built out multiple ad sets targeting different angles and audiences, giving the brand several consistent revenue channels running at the

same time. This spread of high-performing campaigns helped scale the brand toward 7-figure revenue while keeping returns strong across the board.





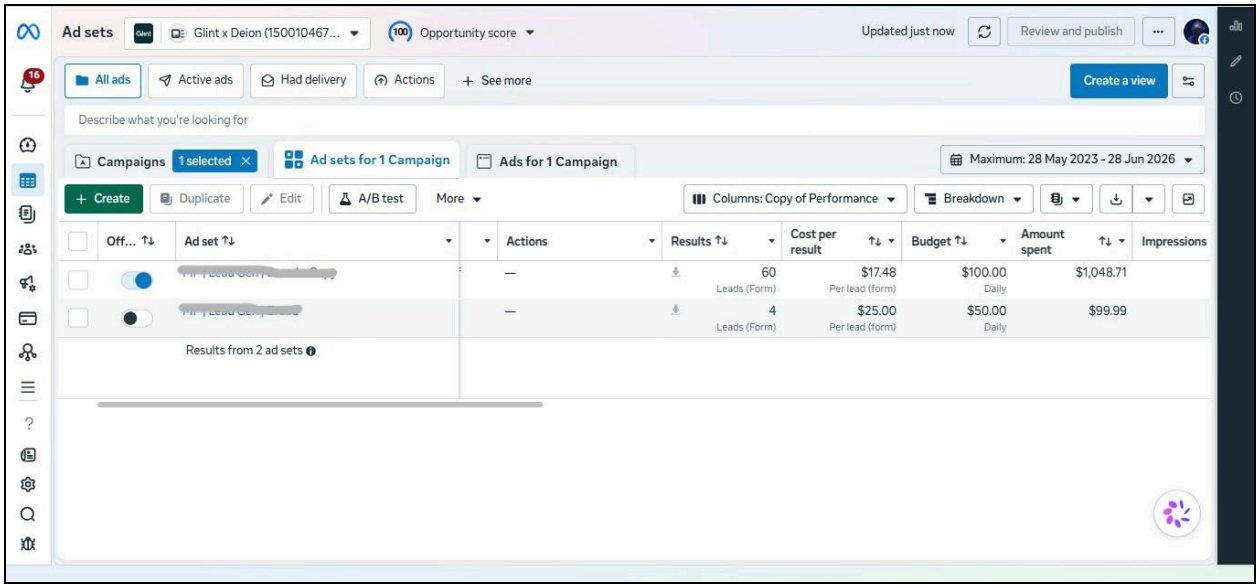


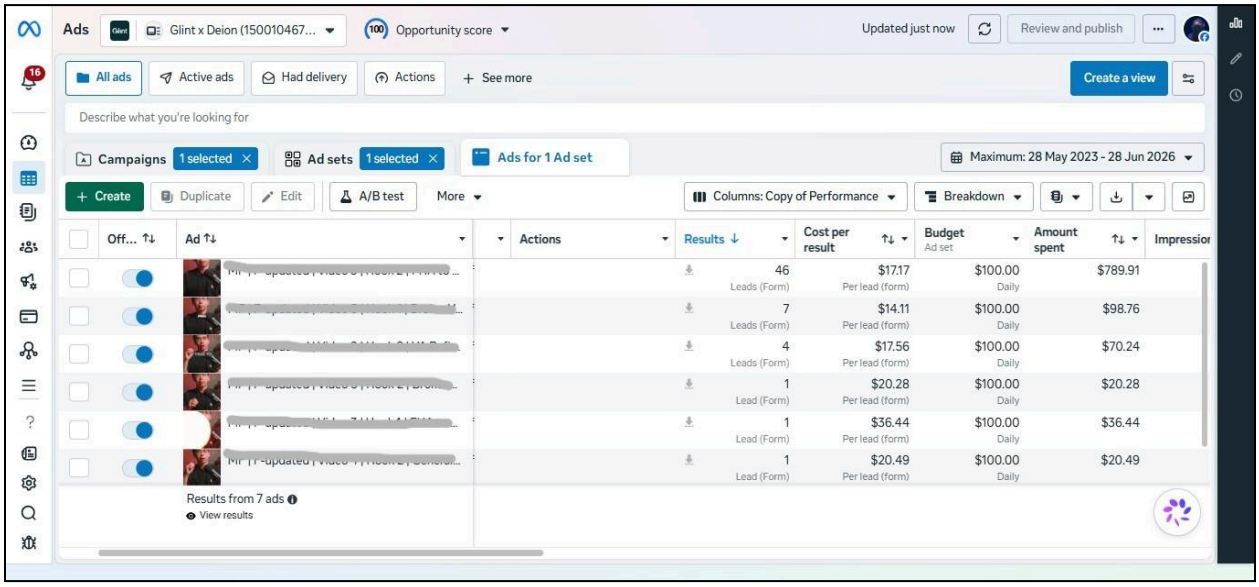
Case Study no3.

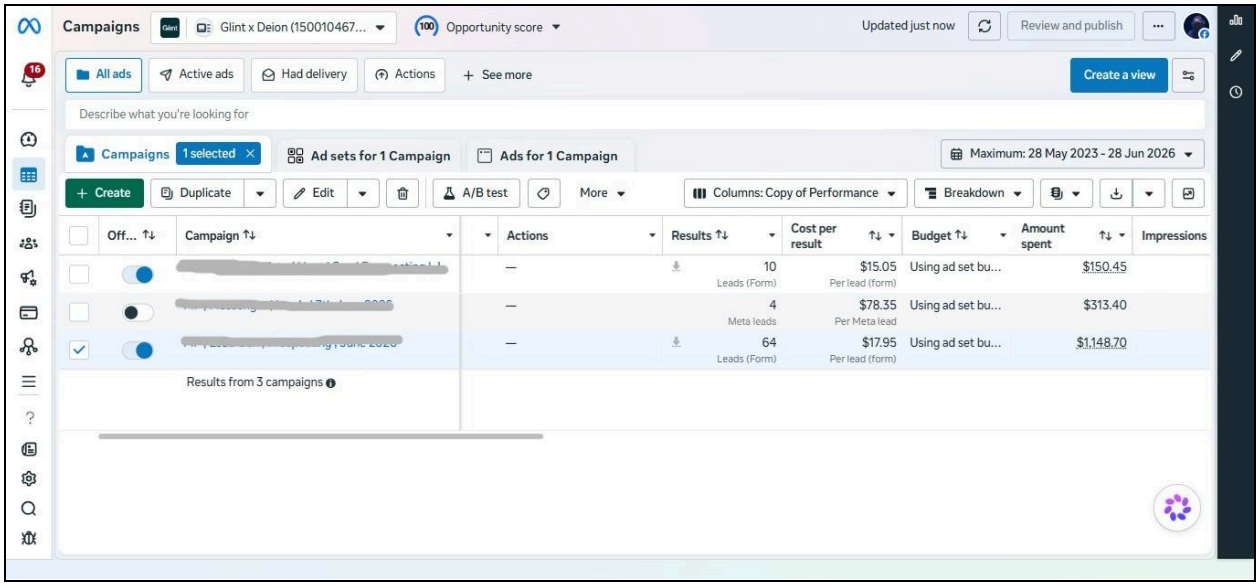
Lead Gen | Meta Ads

Meta Lead Generation for a Finance Brand in US

Ran Meta lead generation for Glint x Deion, a finance-related business, where the priority was consistency over chasing one big spike. I split budget across several ad sets and creative variations at the same time, then compared cost per lead across all of them to see what the audience actually responded to. The top campaign settled at 64 leads for $1,148.70 total spend, holding around $17.95 per lead, while the wider account stayed in a tight $15 to $25 per lead range throughout.


Ad sets
Glint x Deion (150010467...
Opportunity score
Updated just now
Review and publish
All ads
Active ads
Had delivery
Actions
See more
Create a view
Describe what you're looking for
Campaigns 1 selected
Ad sets for 1 Campaign
Ads for 1 Campaign
Maximum: 28 May 2023 - 28 Jun 2026
Create
Duplicate
Edit
A/B test
More
Columns: Copy of Performance
Breakdown
Off...
Ad set
Actions
Results
Cost per result
Budget
Amount spent
Impressions
60 Leads (Form) $17.48 Per lead (form) $100.00 Daily $1,048.71
4 Leads (Form) $25.00 Per lead (form) $50.00 Daily $99.99
Results from 2 ad sets


Ads
Glint x Deion (150010467...
Opportunity score
Updated just now
Review and publish
All ads
Active ads
Had delivery
Actions
See more
Create a view
Describe what you're looking for
Campaigns 1 selected
Ad sets 1 selected
Ads for 1 Ad set
Maximum: 28 May 2023 - 28 Jun 2026
Create
Duplicate
Edit
A/B test
More
Columns: Copy of Performance
Breakdown
Off...
Ad
Actions
Results
Cost per result
Budget Ad set
Amount spent
Impressio
46 Leads (Form) $17.17 Per lead (form) $100.00 Daily $789.91
7 Leads (Form) $14.11 Per lead (form) $100.00 Daily $98.76
4 Leads (Form) $17.56 Per lead (form) $100.00 Daily $70.24
1 Lead (Form) $20.28 Per lead (form) $100.00 Daily $20.28
1 Lead (Form) $36.44 Per lead (form) $100.00 Daily $36.44
1 Lead (Form) $20.49 Per lead (form) $100.00 Daily $20.49
Results from 7 ads
View results

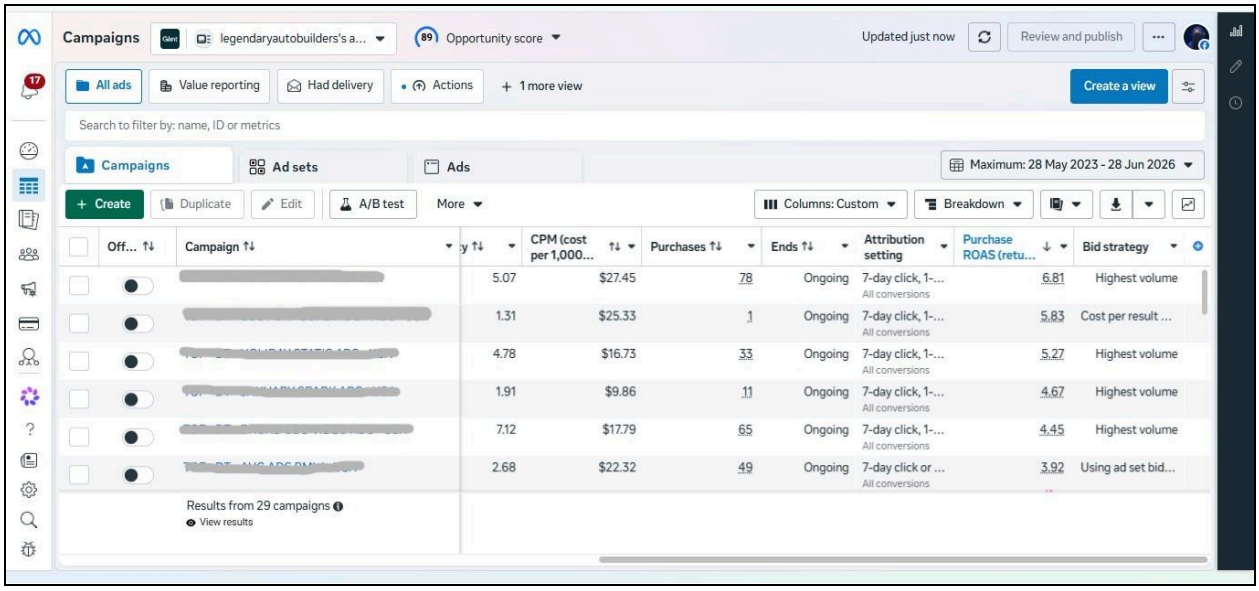


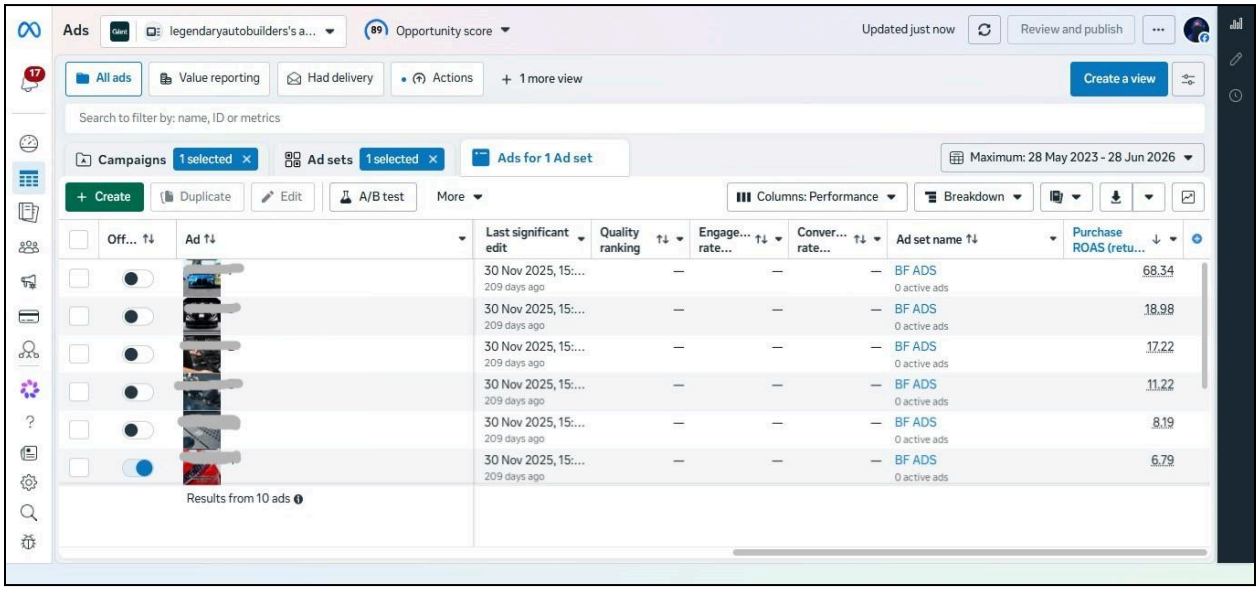
Case Study no4.

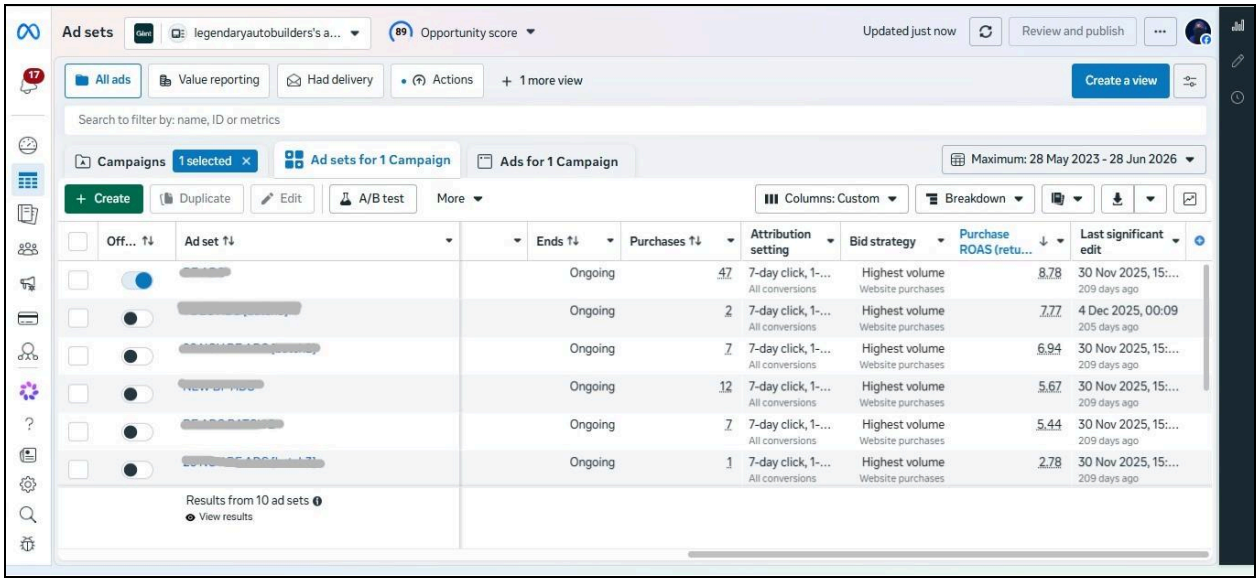
Auto Parts US Brand | Meta Ads

Scaled ad spend without breaking ROAS across multiple campaigns

Managed Meta Ads for an auto parts brand, focusing on scaling spend without letting ROAS drop as budgets grew. Rather than pushing one campaign harder, I spread spend across multiple ad sets and kept testing new creative angles, so the account had several strong performers running at once instead of relying on a single winner. This let ad spend scale up while ROAS on top campaigns still reached as high as 68x.


Campaigns
legendaryautobuilders's a...
Opportunity score
Updated just now
Review and publish
All ads
Value reporting
Had delivery
Actions
1 more view
Create a view
Search to filter by: name, ID or metrics
Campaigns
Ad sets
Ads
Maximum: 28 May 2023 - 28 Jun 2026
Create
Duplicate
Edit
A/B test
More
Columns: Custom
Breakdown
Off...
Campaign
CPM (cost per 1,000...
Purchases
Ends
Attribution setting
Purchase ROAS (retu...
Bid strategy
5.07 $27.45 78 Ongoing 7-day click, 1-... All conversions 6.81 Highest volume
1.31 $25.33 1 Ongoing 7-day click, 1-... All conversions 5.83 Cost per result ...
4.78 $16.73 33 Ongoing 7-day click, 1-... All conversions 5.27 Highest volume
1.91 $9.86 11 Ongoing 7-day click, 1-... All conversions 4.67 Highest volume
7.12 $17.79 65 Ongoing 7-day click, 1-... All conversions 4.45 Highest volume
2.68 $22.32 49 Ongoing 7-day click or ... All conversions 3.92 Using ad set bid...
Results from 29 campaigns
View results


Ads
legendaryautobuilders's a...
Opportunity score
Updated just now
Review and publish
All ads
Value reporting
Had delivery
Actions
1 more view
Create a view
Search to filter by: name, ID or metrics
Campaigns 1 selected
Ad sets 1 selected
Ads for 1 Ad set
Maximum: 28 May 2023 - 28 Jun 2026
Create
Duplicate
Edit
A/B test
More
Columns: Performance
Breakdown
Off...
Ad
Last significant edit
Quality ranking
Engage... rate...
Conver... rate...
Ad set name
Purchase ROAS (retu...
30 Nov 2025, 15:... 209 days ago — — — BF ADS 0 active ads 68.34
30 Nov 2025, 15:... 209 days ago — — — BF ADS 0 active ads 18.98
30 Nov 2025, 15:... 209 days ago — — — BF ADS 0 active ads 17.22
30 Nov 2025, 15:... 209 days ago — — — BF ADS 0 active ads 11.22
30 Nov 2025, 15:... 209 days ago — — — BF ADS 0 active ads 8.19
30 Nov 2025, 15:... 209 days ago — — — BF ADS 0 active ads 6.79
Results from 10 ads


Ad sets
legendaryautobuilders's a...
Opportunity score
Updated just now
Review and publish
All ads
Value reporting
Had delivery
Actions
1 more view
Create a view
Search to filter by: name, ID or metrics
Campaigns
1 selected
Ad sets for 1 Campaign
Ads for 1 Campaign
Maximum: 28 May 2023 - 28 Jun 2026
Create
Duplicate
Edit
A/B test
More
Columns: Custom
Breakdown
Off...
Ad set
Ends
Purchases
Attribution setting
Bid strategy
Purchase ROAS (retu...
Last significant edit
Ongoing 47 7-day click, 1-... All conversions Highest volume Website purchases 8.78 30 Nov 2025, 15:... 209 days ago
Ongoing 2 7-day click, 1-... All conversions Highest volume Website purchases 7.77 4 Dec 2025, 00:09 205 days ago
Ongoing 7 7-day click, 1-... All conversions Highest volume Website purchases 6.94 30 Nov 2025, 15:... 209 days ago
Ongoing 12 7-day click, 1-... All conversions Highest volume Website purchases 5.67 30 Nov 2025, 15:... 209 days ago
Ongoing 7 7-day click, 1-... All conversions Highest volume Website purchases 5.44 30 Nov 2025, 15:... 209 days ago
Ongoing 1 7-day click, 1-... All conversions Highest volume Website purchases 2.78 30 Nov 2025, 15:... 209 days ago
Results from 10 ad sets
View results