



# Case Study: Scaling D2C Growth for a Global Supplements Brand

## Background

This global supplements brand has a strong reputation in the health and wellness space. Historically, the business focused on a B2B model, selling primarily through professional channels and distribution partners. When the brand launched a direct-to-consumer (D2C) initiative, the marketing team needed to quickly establish a profitable paid media approach.

At the time, campaigns were underperforming. The brand was investing less than \$20K per month on Meta Ads, with most spend allocated to awareness-focused objectives that generated limited measurable action. The overall setup was not fully taking advantage of Meta's optimization or AI-driven delivery.

# Challenge

**Shift from a B2B-only approach to a scalable D2C growth engine**

**Redirect budget away from low-impact awareness campaigns toward performance-focused objectives**

**Build a sustainable full-funnel structure to move audiences from discovery to purchase**

**Improve ROAS to support increased investment and longer-term growth**

## Strategy & Approach

### Campaign Restructuring

- Designed a full-funnel setup covering prospecting, engagement, retargeting, and retention
- Reallocated budgets toward conversion-focused objectives to better align with platform delivery

### Audience Optimization

- Shifted targeting away from broad awareness and toward higher-intent audiences, including lookalikes and retargeting pools
- Used a layered audience approach to better match creative to different stages of the journey

### Creative Testing Framework

- Built a structured creative testing approach to identify and scale stronger-performing assets
- Tested variations in messaging, visuals, and formats to improve engagement and conversion

### Ongoing Optimization

- Used platform signals to continually refine performance
- Reviewed performance regularly and reallocated spend toward stronger performers while reducing wasted spend

# Results

**3.0**

## ROAS Growth

Increased from under 1.0 to over **3.0** within three months

**\$100K**

## Budget Scaling

Monthly ad spend grew from under \$20K to over **\$100K** as performance improved

### Pipeline Expansion

Built a stronger audience pipeline through engagement and retargeting

### D2C Momentum

Established a profitable and scalable paid media foundation to support the brand's D2C business

## Key Takeaways

Moving from B2B to D2C requires more than shifting spend. It requires a clear funnel and a solid account structure.

Audience targeting and creative testing play a major role in both efficiency and scale.

Aligning campaigns with how platforms actually deliver can unlock more reliable growth over time.

# Ready to Scale Your D2C Success?

Let's discuss how we can tailor a high-impact strategy to meet your unique business objectives and accelerate your brand's growth trajectory.



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