



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.



Website

miguelbravo.co



LinkedIn

[miguelbbravo](https://www.linkedin.com/in/miguelbbravo)



Phone

[\(954\) 816-3539](tel:(954)816-3539)



Email

miguel@miguelbravo.co