



## Collectible Cards ROAS Soars **733.33%** Amid Frenzied Market in 30 Days!

The sports trading card industry is booming and the goal of this client was to sell more card spot positions to people who couldn't afford to buy a whole box of cards. The biggest obstacle we had to face was the resurging market competition, as well as a lack of credibility compared to older established brands.

We decided to present a full-funnel approach using Facebook ads for prospecting and retargeting, creating magnificent mobile-first videos and graphics as well as compelling copywriting to convert.





**IN THE FIRST 30 DAYS OF WORKING WITH BIG POPPA BREAKS, WE MANAGED \$3,149.41 AND WERE ABLE TO GENERATE \$35,393.10 FOR A WHOPPING 1023.79% RETURN ON INVESTMENT!**

As a result, the client has had to hire additional help, to help him move the business into a larger space to pack orders. We were able to keep the CPM's below \$15 and the CTR close to 3%. Our mobile-first creative, combined with CBO and blended audience targeting inside the campaigns, is what helped drive these prominent results on Facebook. The client had previously only run lifetime budget campaigns, so we made a pivot and switched them over to a daily budget campaign model. We also believe that by targeting our 1% Lookalike purchaser audience, as well as our interest-based audience all in the same campaign with CBO, we gave Facebook no choice but to truly allocate the spend toward the most profitable initiative in real-time.

Another large part of the success was our team's recommendations to broaden and expand our targeting. This expansive approach allowed the algorithm to search and select the prime conversions we were optimizing for. Through the hundreds of campaigns we've run, we've NEVER seen results as stunning as this following these practices when a client hits a double-digit ROAS. The results have been simply amazing and it wouldn't have been possible without our team working together.



*If you are interested in working with Monster Agency™ to tackle emerging markets with proper segmentation and a proven method (even during a pandemic), book your ROI Strategy Call with us today!*