

# Booty Bands® & Barbells Sculpted & Shaped Facebook Ads for Massive Results

Booty Bands® & Barbells is a **women-owned company** that has designed **over 18 fitness products** to help end the toxic weight loss loop and create long-term results starting with workouts lasting **only 15 minutes a day**.



Booty Bands® & Barbells came to Monster Agency® in need of someone to manage their ad campaigns on Facebook and Snapchat. They were swamped, had reached the limit of their skillset, and wanted to advance their efforts. What started out as coaching and consulting turned into something much greater.



The results were magnificent. We performed value proposition tests, testing multiple variations of ad copy against each proposition to determine which ad copy performed the best. On all the important KPIs such as ROAS, cost per link click (CPC), click-through rate (CTR), as well as time, efficiency, and communication Monster Agency® exceeded expectations.



*“Monster Agency®’s skill set is above average — they know what is necessary to create converting ads and campaigns on Facebook. They also have a very creative insight,”*

