

# Combat Wild

## Scaled Using Video for Big Wins

Get Lit Fire Sticks by Combat Wild is the **#1 reliable source of fire-starting tinder**. Lightweight, portable, packable, clean, efficient, and weather-resistant fire starters, they are **GUARANTEED** to light with several methods including lighters, matches, and ferro rods!



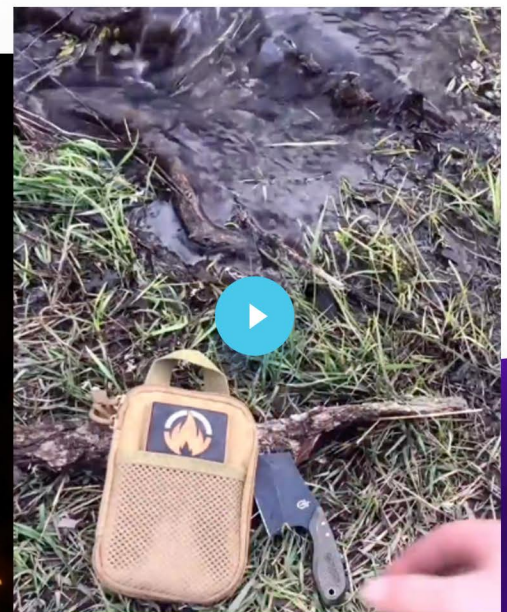
**Combat Wild came to Monster Agency®** with open arms on strategies and tactics to hook in more of their audience with creative ads. They were interested in increasing their existing ad spend as long as they could maintain or increase their strong ROAS.



From there we were able to grow the fire they started, scaling their monthly ad spend by 138% while maintaining a 2.45x ROAS. **We achieved this by leaning into video ads more to display the product USP's better while also improving branding efforts for the sticks.**



**FIRE STARTING STICK WITH AN INFINITE SHELF LIFE!**



## RESULTS:



Scaled monthly ad spent  
by **138% while maintaining a 2.45x ROAS**

