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BRANDALLY CASE STUDY

US baby brand. 60% more orders a day in one month.

A US baby brand sold in big-box retail, with a busy online store and a new infant formula line that was burning cash. We fixed the waste and tracking first, gave every campaign one job, rewrote the offer for each type of parent, then rebuilt the landing page. July to August: website orders went from 179 a day to 286, from fewer visitors.

CLIENT
US baby brand, online + retail

CHANNELS
Meta, Shopify

WINDOW
Jun to Aug 2026

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01 / THE CLIENT

Who they are

A US baby brand. Cups, bottles and feeding gear, sold in big-box stores and on their own Shopify site. Most of their revenue comes through retail. The website is where paid ads have to prove themselves.

In 2026 they also launched an organic infant formula, brand new, starting from zero. We ran paid media for both, the main store and the formula line, with Meta as the main engine.

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02 / THE STARTING POINT

What was broken

01 **$13,134 for zero sales**

A formula traffic campaign bought 47,302 landing page views at $0.28 each. Not one purchase.

02 **$219.62 per formula sale**

$77,307 of Meta spend for 352 purchases on the new formula line, Jun 1 to Jul 29.

03 **$337 per subscriber**

The Meta subscription campaign spent $6,749 to get 20 sign-ups. The repeat engine was the priciest part of the account.

04 **Platforms over-counting**

Meta's pixel reported about 4.8x the sales Shopify recorded. Budget was following numbers that weren't real.

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STRAIGHT FROM THE AD ACCOUNT

The formula account we walked into

Campaigns | Ad sets | Ads | 1 Jun 2026 - 29 Ju

+ Create | Duplicate | Edit | A/B test | More | Columns: Custom | Breakdown

Off...	Campaign	Delivery	Actions	Results	Cost per result	Budget	Amount spent	Impressions	Reach	Frequency	CPM (cost per 1,000...	Purchases
	CONV_Baby-Formula_sales_July26	Active	7 recommendations	23 Website purchases	$135.92 Per purchase	$500.00 Daily	$3,126.10	180,501	80,948	2.23	$17.32	23
	META_CONS_Baby-Formula_Subscription_jump...	Active	2 recommendations	— Website subscribe	— Per website subscript...	$300.00 Daily	↘ $6,748.99	428,241	203,806	2.10	$15.76	20
	META_CONS_Baby-Formula_traffic_jump_fy26	Active	1 recommendation	47,302 Landing page views	↗ $0.28 Per landing page view	$100.00 Daily	$13,133.76	1,228,921	720,534	1.71	$10.69	—
	META_CONV_Baby-Formula_sales_jump_fy26	Active	4 recommendations	308 Website purchases	$172.22 Per purchase	$1,500.00 Daily	$53,044.65	4,126,974	699,367	5.90	$12.85	308
	CONV_Baby-Formula_sales_July26	Off	1 recommendation	1 Website purchase	$1,253.98 Per purchase	$500.00 Daily	$1,253.98	148,356	123,356	1.20	$8.45	1
	MUN_001_US_FML_INFT_2026_H1_SOC_AO_C...	Off	—	— Website purchase	— Per purchase	$774.19 Daily	$0.00	—	—	—	—	—
	MUN_001_US_FML_INFT_2026_H1_SOC_AO_C...	Off	—	— Link click	— Per link click	$26,176.20 Lifetime	$0.00	—	—	—	—	—
	MUN_001_US_FML_INFT_2026_Q1_SOC_AO_C...	Off	—	— Website purchase	— Per purchase	$21,000.00 Lifetime	$0.00	—	—	—	—	—
	Results from 8 campaigns			—	—		$77,307.48 Total Spent	6,112,993 Total	1,671,761 Meta accounts	3.66 Per Meta account	$12.65 Per 1,000 Impressions	352 Total

$77,307 spent **352 purchases** **$219.62 each** **$13,134 on traffic, 0 sales**

Meta, formula ad account, Jun 1 to Jul 29 2026. Brand name redacted.

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03 / PHASE 1: TECHNICAL FIXES

Stop the waste before spending more

1 **Killed the zero-sale campaign**

The $13,134 traffic campaign went off in week one. The budget moved to campaigns that sell.

2 **Every campaign set to buy purchases**

Campaigns optimising for clicks and visits were switched to purchases. Meta had been finding clickers, not buyers.

3 **Backed the ads already selling**

The "10 ingredients" static and the buy-one-get-one ads were the only proven sellers. They got the budget, and the same ads went to people who'd visited the site.

4 **Shopify became the scorecard**

With the pixel over-counting 4.8x, every call got checked against real Shopify orders, not platform numbers.

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HOW WE THINK ABOUT META NOW

Meta picks the buyer. The ad tells it who.

1

The ad is the targeting

Meta's new delivery system (Andromeda) reads each ad and finds the people likely to buy from it. So we go broad and let the creative do the targeting, not interest lists.

2

Different ideas, not more copies

Ten versions of one ad look like one ad to Meta. We give it different reasons to buy: one for the pregnant mom reading labels, one for the tired new mom scared to switch.

3

Test next to the winners

New ideas go in as 3 creatives, 2 headlines and 2 texts, beside the proven ads. Meta moves money to what sells. We judge on where the spend goes and on Shopify orders, not day-one CPA.

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04 / PHASE 2: STRUCTURE

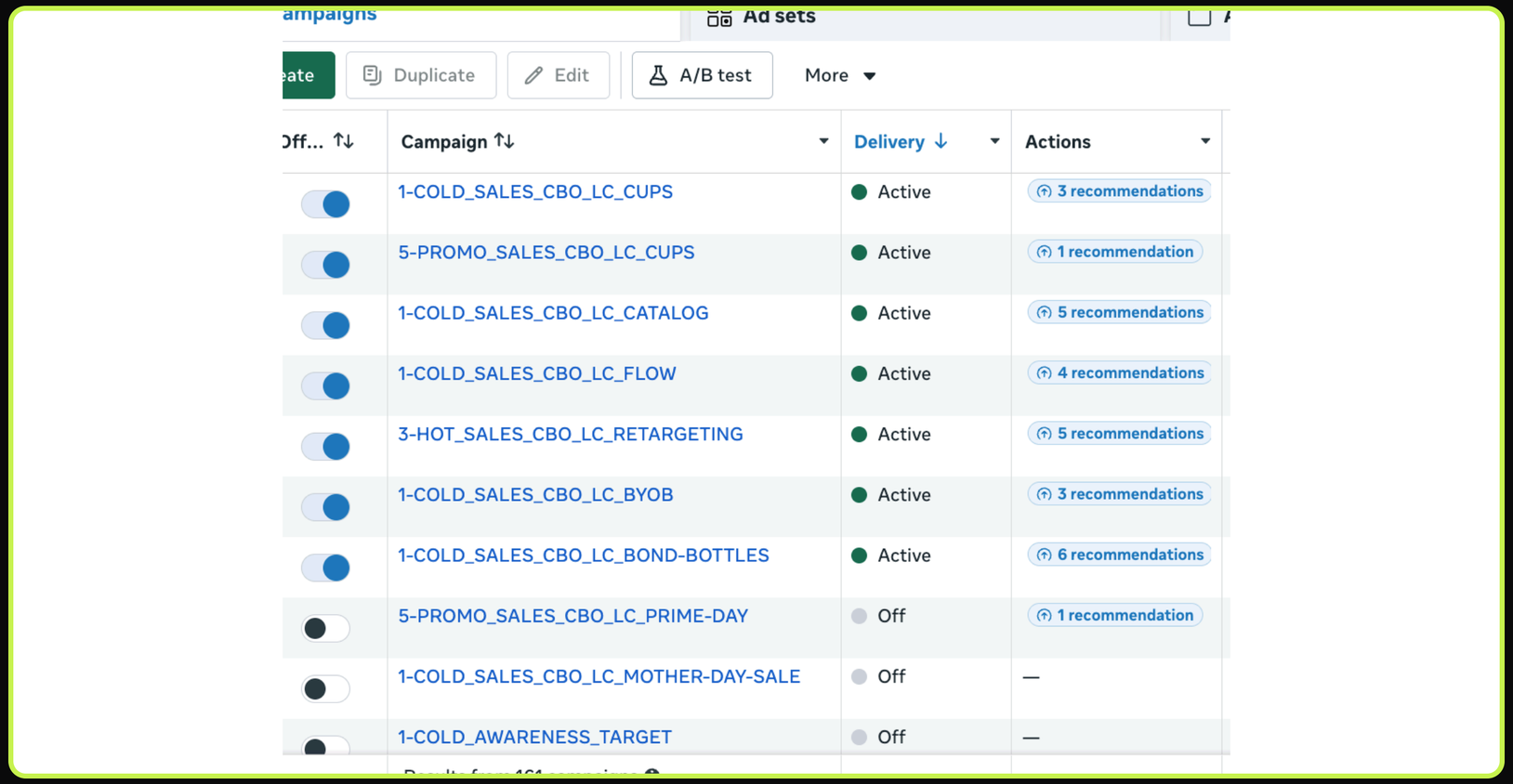
One job per campaign. Top, middle, bottom.

	GOAL	WHAT RUNS	JUDGED ON
Top Get seen in the buying window	Reach parents who are pregnant or 0 to 3 months postpartum	Creator partnership ads, YouTube	Reach, CPM, store sales lift. Not last-click.
Middle Win the first order	First purchase from cold shoppers	Cold sales campaigns, one per product line (cups, bottles, catalog)	Cost per first purchase, checked in Shopify
Bottom Close the visitors	Turn site visitors and cart drops into orders	Retargeting with the offer up front	Cost per purchase, ROAS
Retention Make it a habit	Second and third order	Subscription offer, email flows	Repeat rate, subscribers

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STRAIGHT FROM META ADS MANAGER

Every campaign has one job



COLD: win the first order | **HOT: close site visitors** | **PROMO: push the offer** | **AWARENESS: reach**

Meta, main store account, Jun 29 to Jul 28 2026. One campaign per product line, named by its job.

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05 / PHASE 3: OFFER AND MESSAGE

A different reason to buy for each parent

PARENT 1

Pregnant, researching

She's reading labels before the baby comes. She wants to know what's in it.

Message: 10 ingredients shared with breastmilk. Organic milk.

The "10 ingredients" static was already the formula account's top seller (48 purchases). We built around it.

PARENT 2

0 to 3 months, supplementing

Baby's here, she's tired, and switching formula feels risky.

Message: gentle on tummy, soft stools and sleep. Try one can before you commit.

First test on women 24 to 40 with the new page and offer: 38 purchases at $9.37 (Meta-reported).

THE OFFER CHANGE

Before: Buy one, get one free. One-time. Everyone in the category runs it.

After: Try one can, get one free, on subscription. Same hook, but the free can starts a monthly order.

Formula gets bought every month. The offer should be too.

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06 / PHASE 4: WEBSITE

One page, one offer, one button



SHOPIFY, ONLINE STORE	JULY	AUG 1 TO 26
Visitors a day	10,906	**10,242**
Added to cart	6.15%	**9.02%**
Reached checkout	3.86%	**7.31%**
Conversion rate	1.64%	**2.79%**
Orders a day	179	**286**

What changed on the page

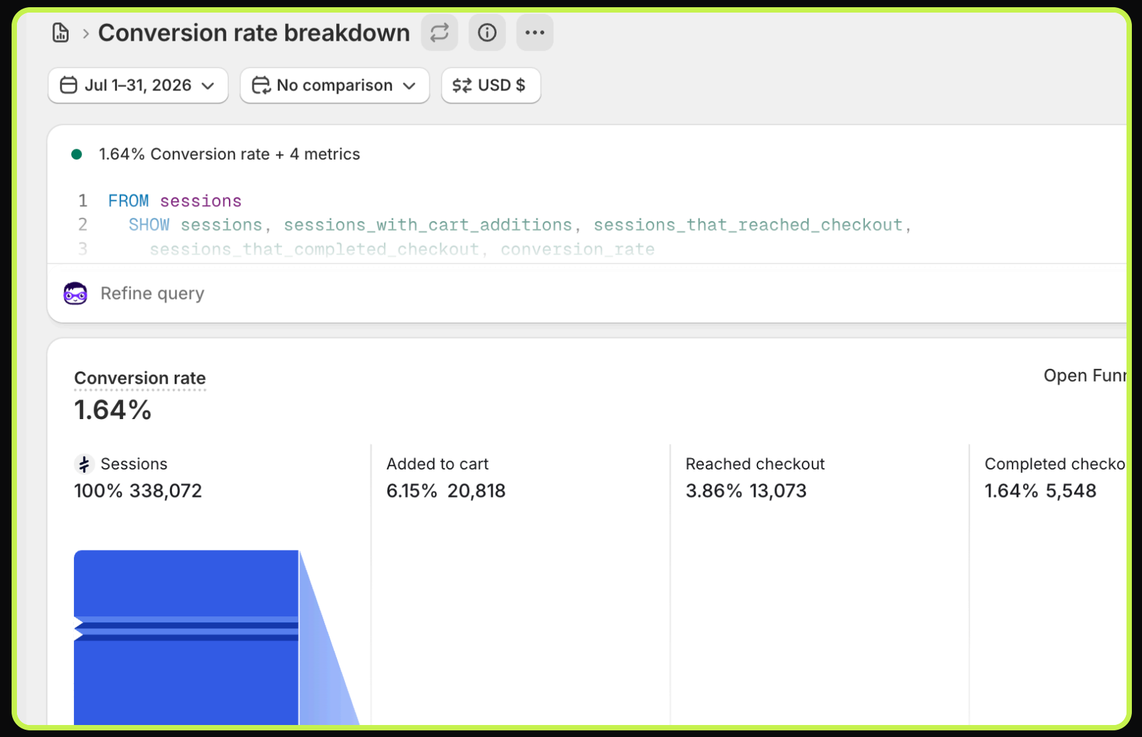
Hero shows mom and baby, not a product grid. One headline. Proof right under it: 4.7 stars from 178 reviews, 10 shared ingredients, in stores near you. One button with the offer on it. Everything else got cut. Fewer visitors, 60% more orders a day.

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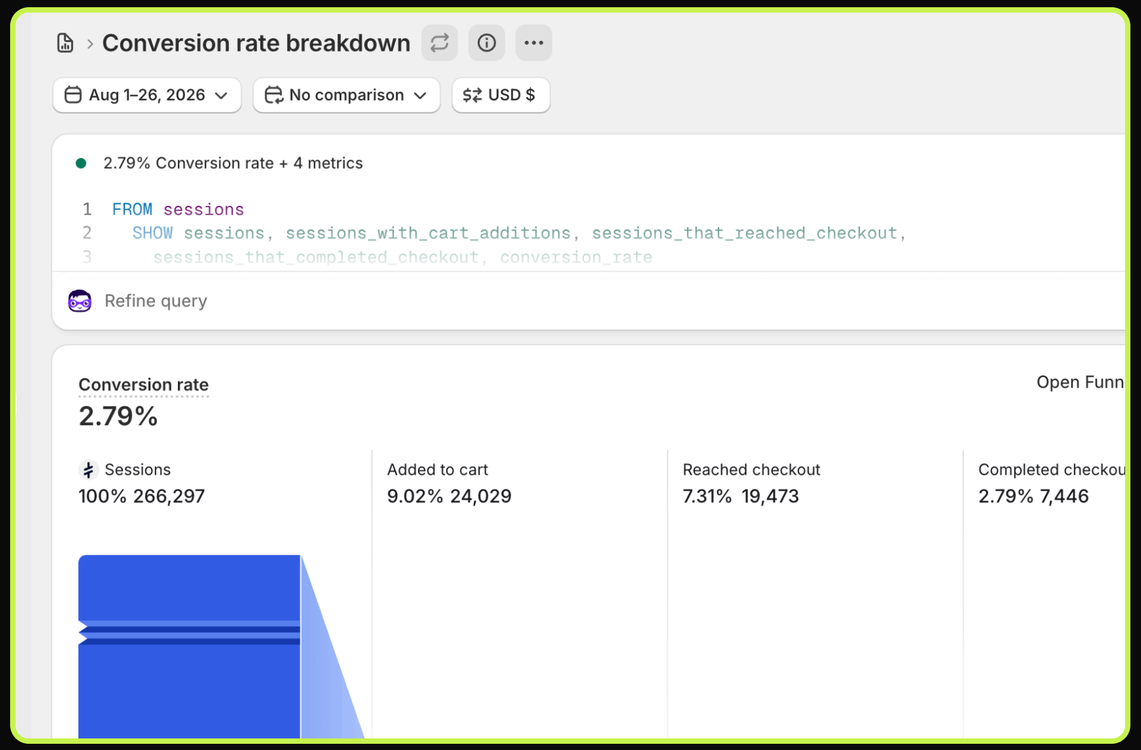
STRAIGHT FROM SHOPIFY

Conversion rate 1.64% to 2.79%

JULY 1 TO 31



AUGUST 1 TO 26



5,548 orders in 31 days

7,446 orders in 26 days

From fewer sessions

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THE NEW FORMULA LINE

A launch from zero, still building



Under $500 a day in May

$1K to $1.4K a day by August

$13,134 of zero-sale spend cut

Shopify net sales, formula products, May 1 to mid-August 2026. Formula isn't profitable on the first order yet. Its job is also to pull shoppers to the retail shelf, and the subscription offer is there to make the second can pay for the first.

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07 / RESULTS

The numbers, July to August

179 → 286
Website orders a day
Up 60%, Shopify

1.64% → 2.79%
Store conversion rate
From 6% fewer visitors a day

6.15% → 9.02%
Add-to-cart rate
Shopify funnel

$9.37
Meta cost per sale, new page + offer
38 sales in the first test, early August

10,906 → 10,242
Visitors a day
More orders from less traffic

$13,134
Meta spend with zero sales, cut
Formula traffic campaign, week one

Orders, conversion and visitors from Shopify. Cost per sale from Meta Ads Manager.

WANT SIMILAR RESULTS?

Get a free growth plan. We'll show you where your cost per sale is leaking and what to fix first.

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