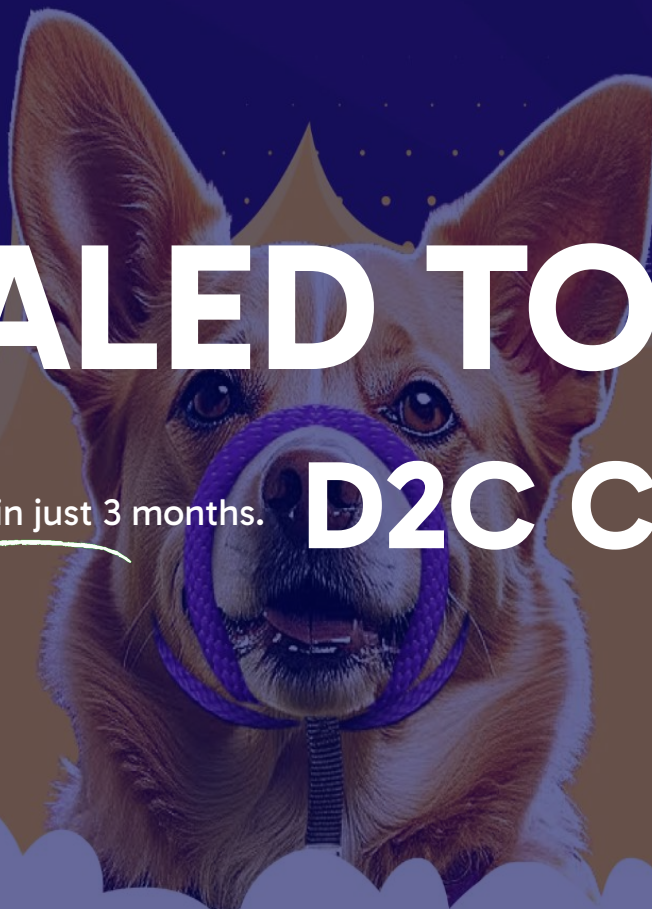




SCALED TO \$180K

with **3X** ROAS in just 3 months.

D2C Case Study



The Background

Heather's Heroes was founded by professional dog trainer Heather Beck to solve everyday walking, behavior, and socialization challenges. The brand combines innovative no-pull training tools with structured education programs to improve safety, strengthen the dog human bond, and build confidence for both pet parents and dog professionals.

Who are Heather's Heroes

Heather's Heroes is a dog training brand that helps owners and professionals create calm, safe, well-behaved dogs using gentle tools and clear communication.

Core Problems



Structural Inefficiency

The client lacked a foundational, scalable campaign structure, leading to critical inefficiencies and a constant struggle to reach the break-even point necessary for sustainable business growth.



Stagnant ROAS

The campaigns averaged a **1.5x ROAS** from 1st June to 30th Sept, with no improvement due to ineffective optimization efforts.



Revenue Leakage

By neglecting Google Ads, they ceded market share and missed high-intent, bottom-of-funnel revenue opportunities.



Message Misalignment

Uncoordinated messaging across ads, creatives, and the website failed to prioritize and drive sales of key products.

1 Jul 2025 - 30 Sep 2025							
Meta leads ↑↓	Purchases ↑↓	Purchases conversion val...	Purchase ROAS (return on ad...	Messaging conversations...	Cost per messaging...	Website purchase ROAS...	
2	208	\$11,202.08	1.64	6	\$1,141.67	1.64	
—	631	\$34,128.69	1.58	16	\$1,349.67	1.58	
—	20	\$2,320.98	3.24	1	\$716.46	3.24	
—	14	\$783.81	0.30	—	—	0.30	
—	14	\$664.46	0.93	—	—	0.93	
—	—	\$0.00	—	—	—	—	
—	3	\$221.78	1.75	—	—	1.75	
—	24	\$1,555.53	1.79	1	\$869.34	1.79	
2 Total	914 Total	\$50,877.33 Total	1.51 Average	24 Total	\$1,406.07 Per Action	1.51 Average	

Our 4 core secrets to Scale

AI Adoption

We leverage AI to automate execution and eliminate inefficiencies, ensuring our experts focus exclusively on **high-impact strategy** and **real-time performance monitoring**.

We don't cannibalize Profits

We practice disciplined scaling. We **never sacrifice profitability** or compromise your Marketing Efficiency Ratio (MER) for the sake of empty volume.



We don't opt for Vanity metrics

Ad platforms report data but **we report profit**. We validate all performance against your **actual P&L** to guarantee that we are scaling your business, not just your ad spend.

Data-Driven Scaling

We systematically **test and iterate creatives**, offers, and angles using **real performance data**, doubling down only on what drives incremental revenue and **sustainable ROAS at scale**.

Our Process

2. Marketing & Messaging Alignment

We identify winning products and customer motivations to align ads, offers, and messaging around what truly scales.

1. Foundation & Profit Reset

We audit ads, funnels, and P&L to fix inefficiencies and define real break-even and profit benchmarks.

4. Funnel Optimization

We optimize landing pages, checkout flows, and messaging to improve conversion rates and lower acquisition costs.

3. Scalable Campaign Architecture

We rebuild Meta and Google accounts into clean, modular structures designed for controlled and predictable scaling.

5. Disciplined Scaling & Automation

We scale proven systems using automation and AI while protecting profitability and marketing efficiency.

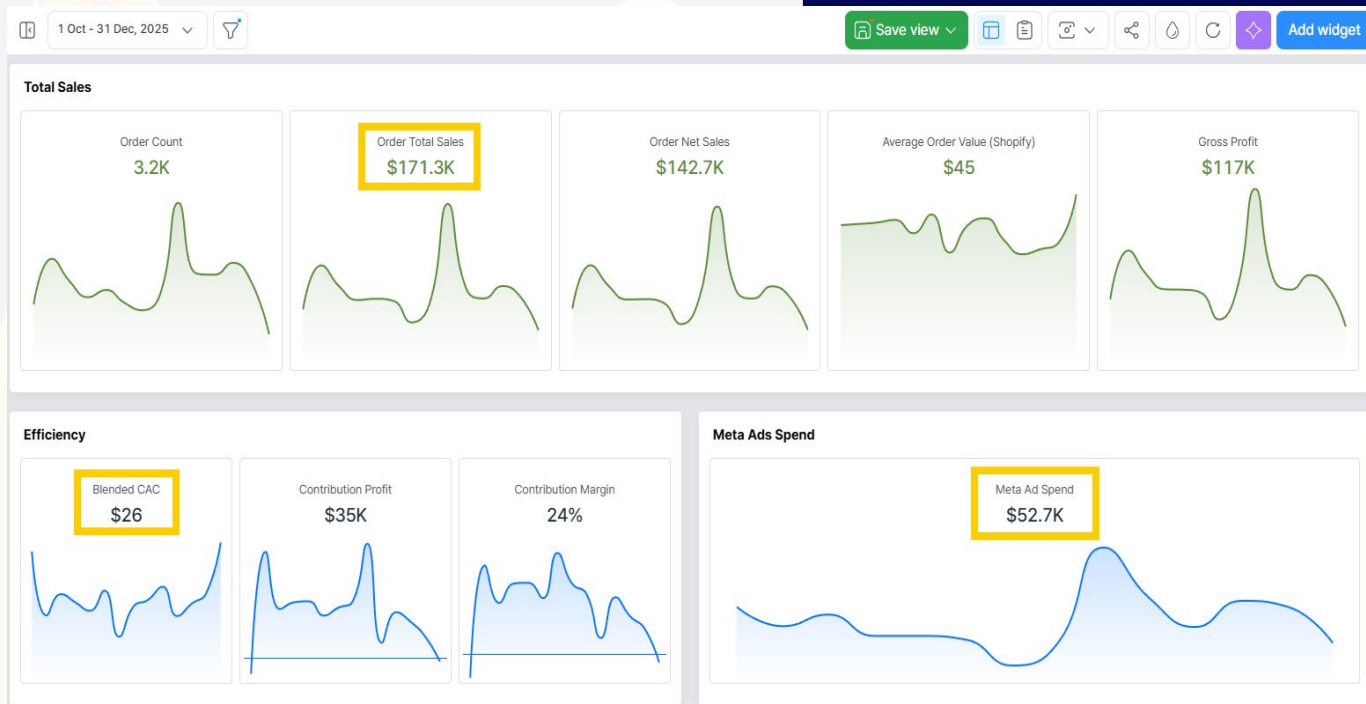
Results

Our performance in 91 days of working with the Brand

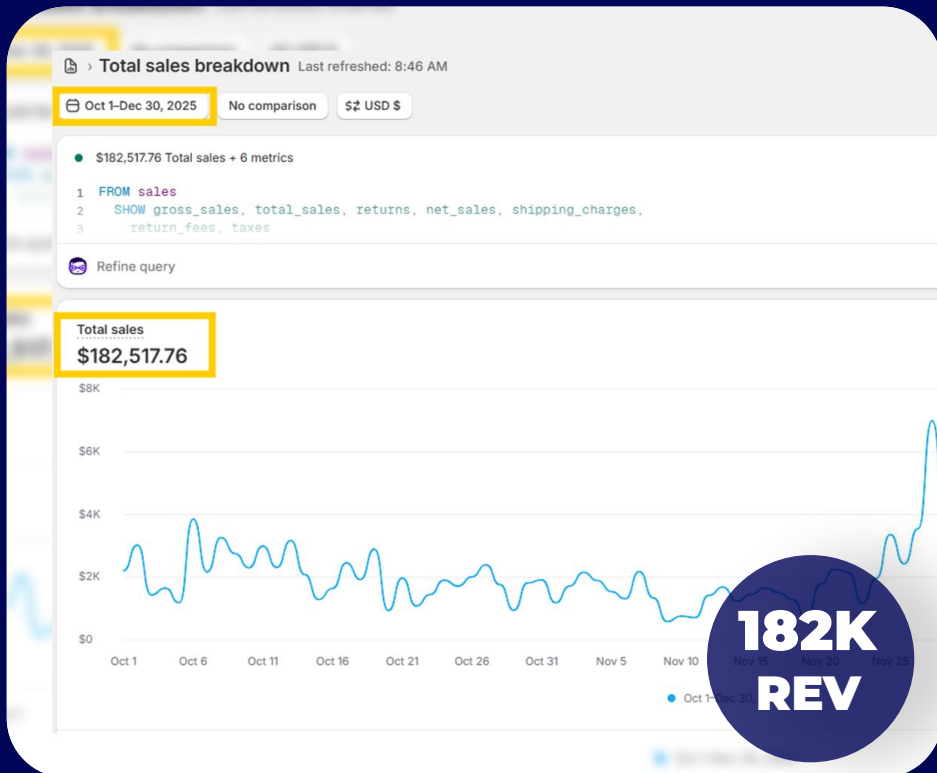
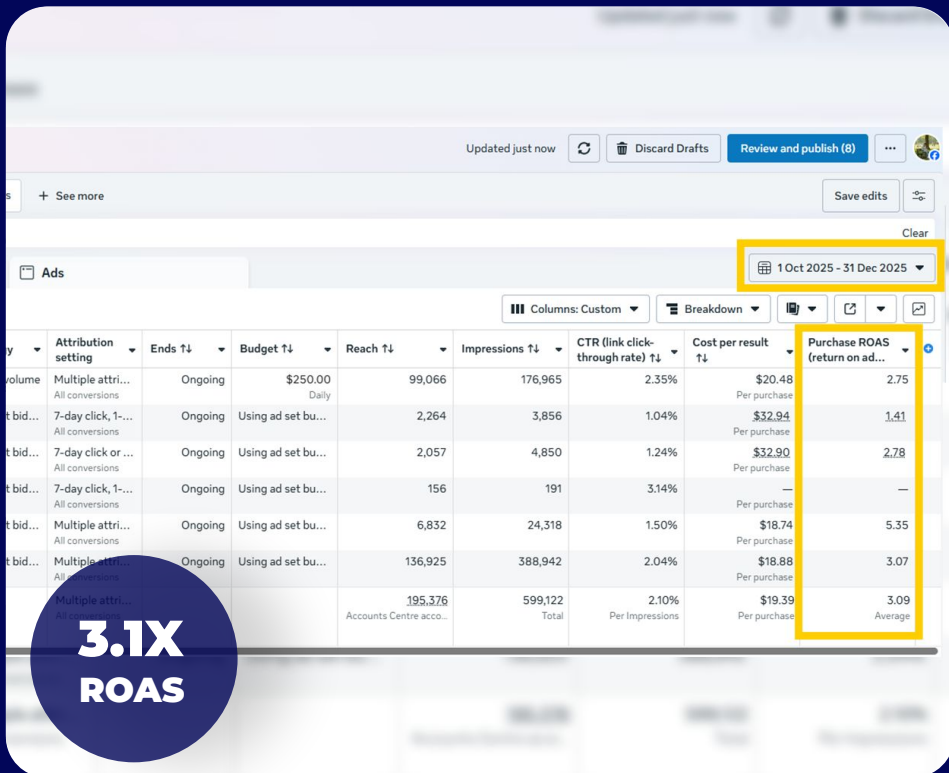
CAC \$26

3x ROAS

**Scaled to
\$170k**



Meta



Shopify

A dog, possibly a Corgi, is wearing a purple E-collar. The background is dark blue with white stars and clouds. The text 'WANT SIMILAR RESULTS?' is written in large, white, bold, sans-serif capital letters, centered over the dog's face.

WANT SIMILAR RESULTS?

REACH OUT TO US FOR FREE BRAND AUDIT