



SCALED TO \$250K

with 4X ROAS in just 3 months.

D2C Case Study



POWDER
Addicts

Who is Powder Addicts

Powder Addicts is a USA-based D2C brand that creates premium ski trail map blankets and home essentials designed for skiers to relive their favorite mountain memories.

The Background

Powder Addicts was born out of a deep love for skiing and the memories tied to mountain life. The brand was created to help skiers relive the places that shaped them by transforming real ski trail maps into beautifully crafted blankets and home pieces. Each product is designed to bring back the feeling of cold mornings, first runs, shared chairlift rides, and unforgettable days on the mountain, long after the season ends.

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 1.79x ROAS from 1st May to 31st August, 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.

	Reach ↑↓	Frequency ↑↓	CPM (cost per 1,000...)	Purchases ↑↓	Bid strategy	Purchases conversion val...	Purchase ROAS (return on ad...)
58	97,824	1.96	\$9.96	24	Highest volume	\$2,300.92	1.20
39	64,898	1.60	\$10.26	32	Highest volume	\$2,556.30	2.40
21	2,693	1.16	\$34.72	—	Using ad set bid...	\$0.00	—
33	2,355	1.14	\$21.90	—	Using ad set bid...	\$0.00	—
13	995	1.15	\$33.37	—	Highest value	\$0.00	—
38	4,445	1.16	\$25.97	—	Highest value	\$0.00	—
20	24,879	1.08	\$2.11	—	Bid cap	\$0.00	—
41	13,770	1.35	\$23.18	2	Highest value	\$164.00	0.38
15	13,481	1.38	\$11.30	2	Highest value	\$123.90	0.59
20	25,430	1.27	\$12.68	16	Highest volume	\$1,441.37	3.51
07	302,218	1.80	\$10.89	180		\$10,615.72	1.79
total	Accounts Centre acco...	Per Accounts Centre ...	Per 1,000 Impressions	Total		Total	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.

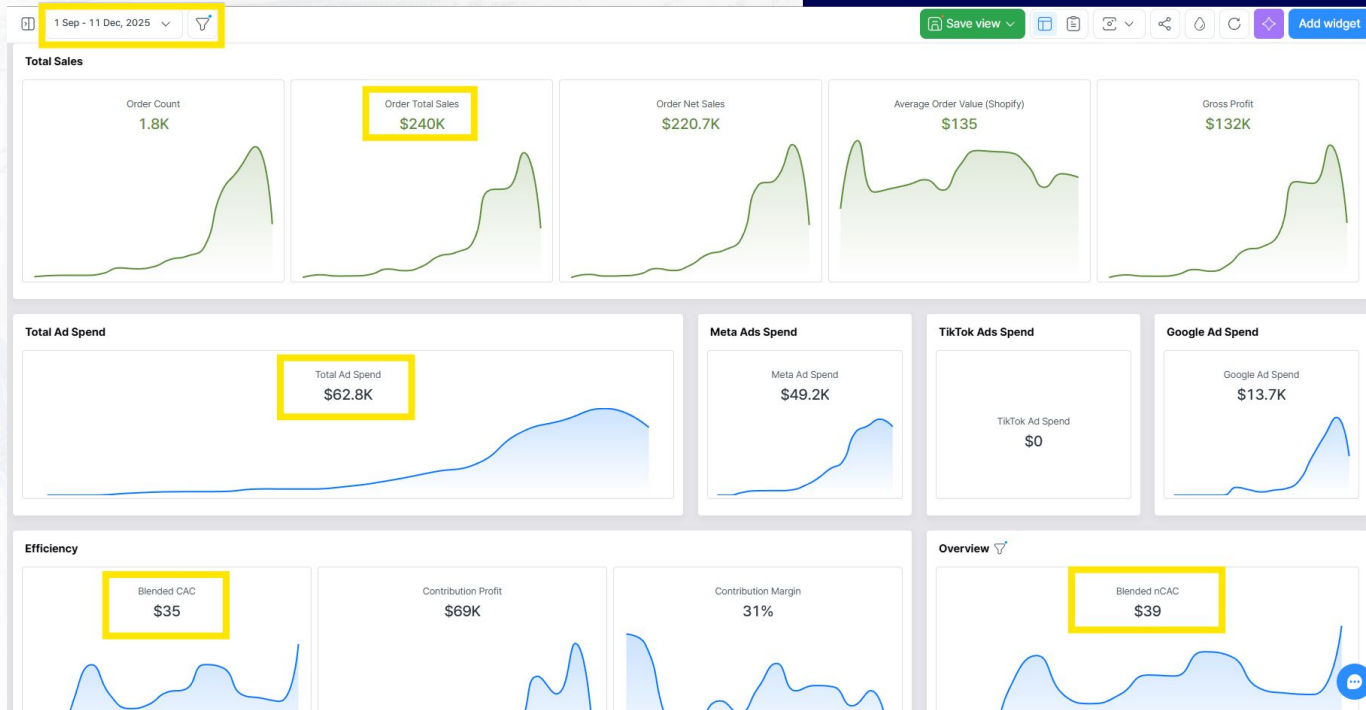
Results

Our performance in 100 days of working with the Brand

CAC \$35

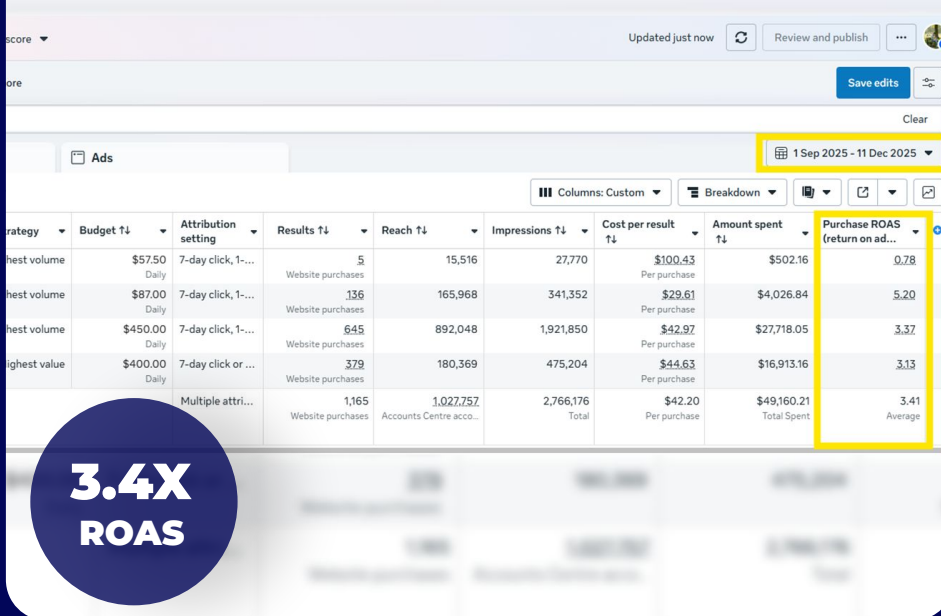
4x ROAS

**Scaled to
\$240k**



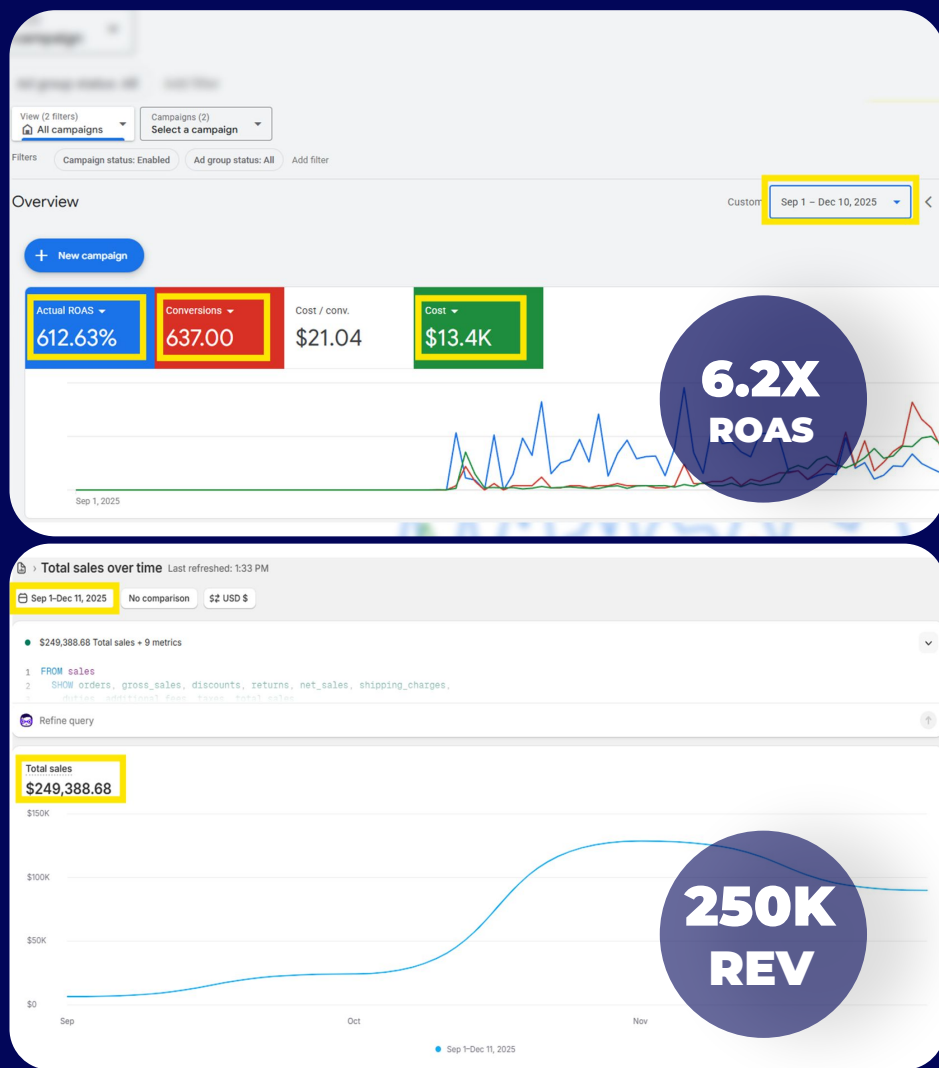
Google

Meta



3.4X
ROAS

Shopify



WANT SIMILAR RESULTS?

REACH OUT TO US FOR FREE BRAND AUDIT