

SCALED TO \$430K

with 20X ROAS in just 3 months.

D2C Case Study



The Background

Founded in 1961, Strat-O-Matic was built to give sports fans a realistic, statistics-based way to play and relive their favorite games. By combining player cards, dice, and deep strategic decision-making, the brand evolved into a multi-sport simulation ecosystem that lets fans replay history, explore what-if scenarios, and experience sports as the manager, not just the spectator.

Who are Strat-O-Matic

Strat-O-Matic is a strategy-driven sports simulation brand that allows fans to manage games and entire seasons using real player statistics across board, computer, and online formats.

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 marketing efforts averaged very low from **1st Sept to 30th Oct**, with no improvement due to ineffective optimization efforts.



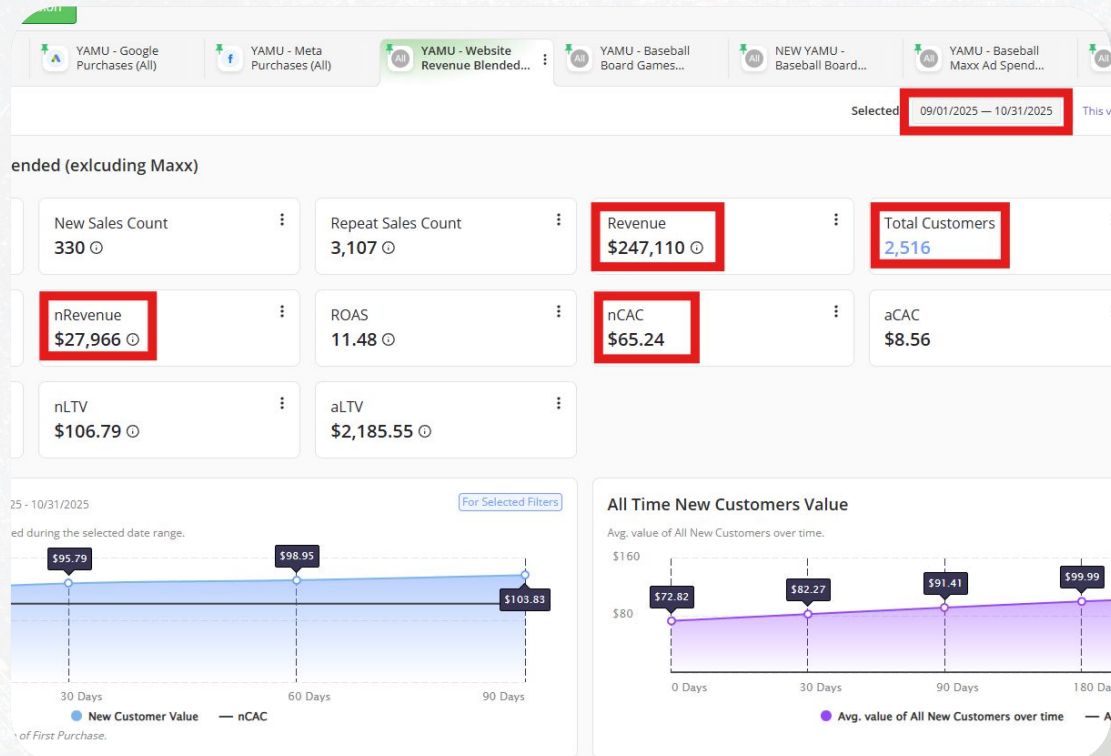
Revenue Leakage

By neglecting Meta Ads execution, they missed high-intent, bottom-of-funnel revenue opportunities along with TOFU.



Message Misalignment

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



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.



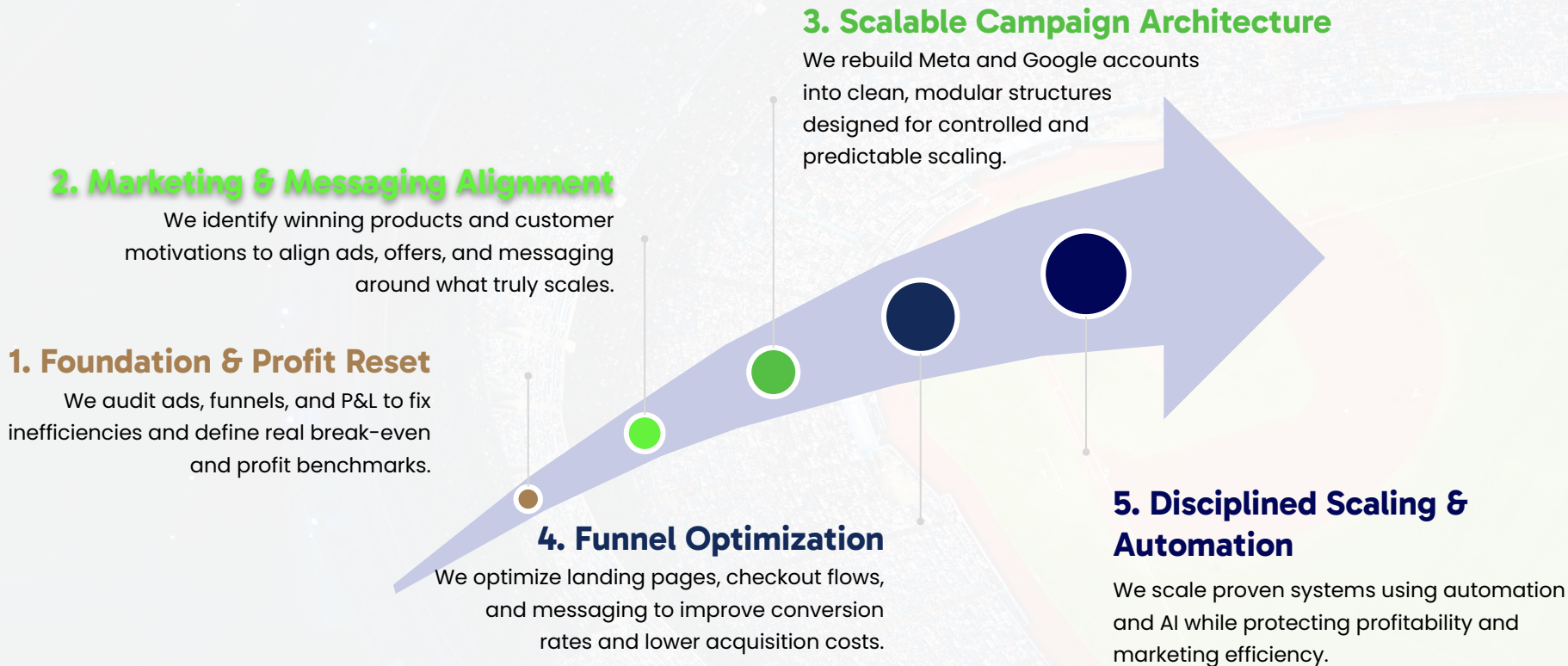
We don't opt for Vanity metrics

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



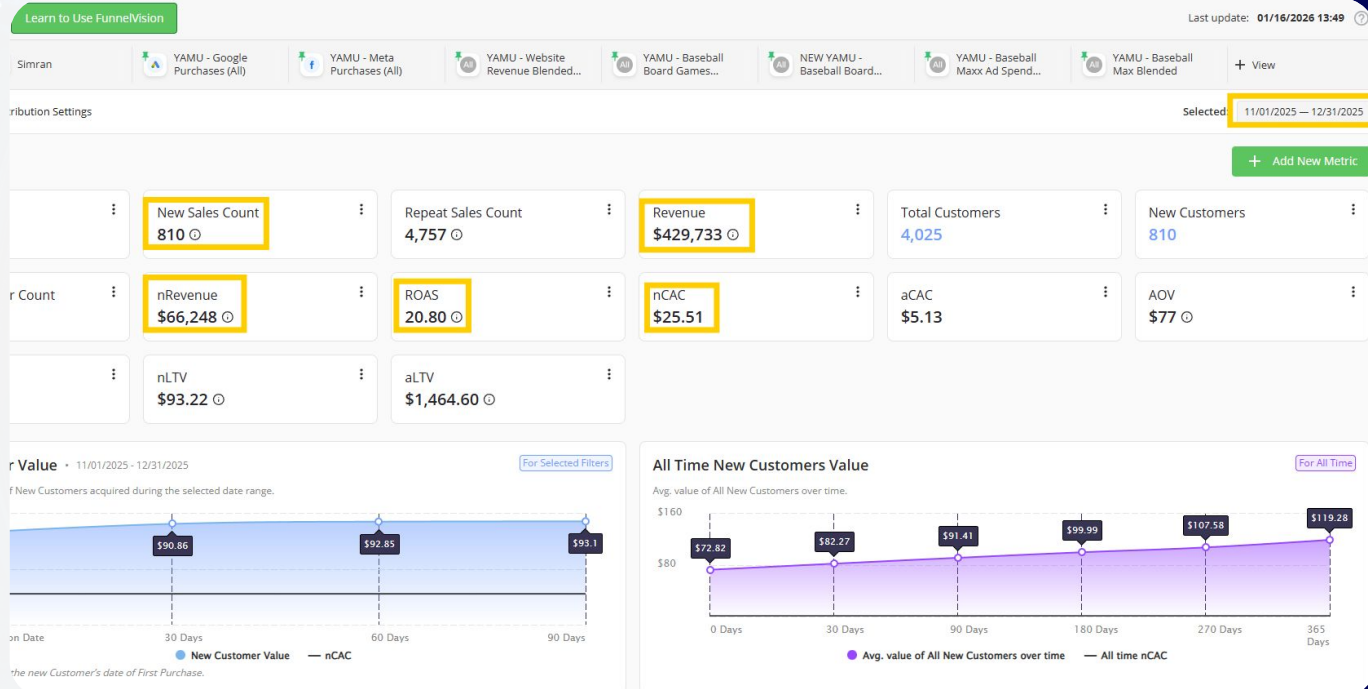
Results

Our performance in 60 days of working with the Brand

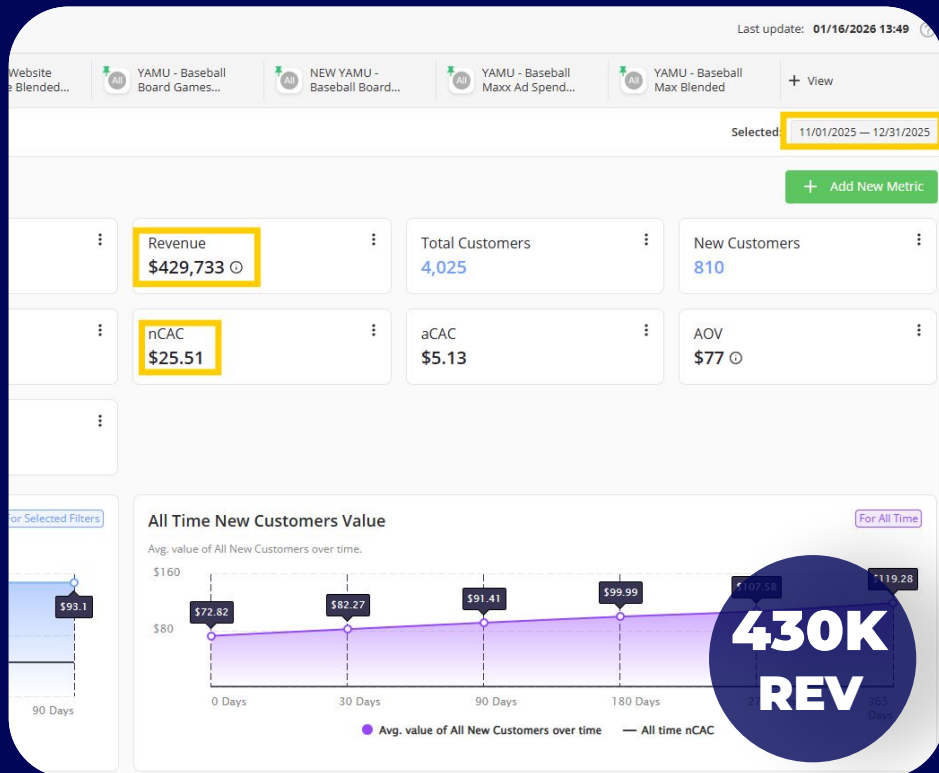
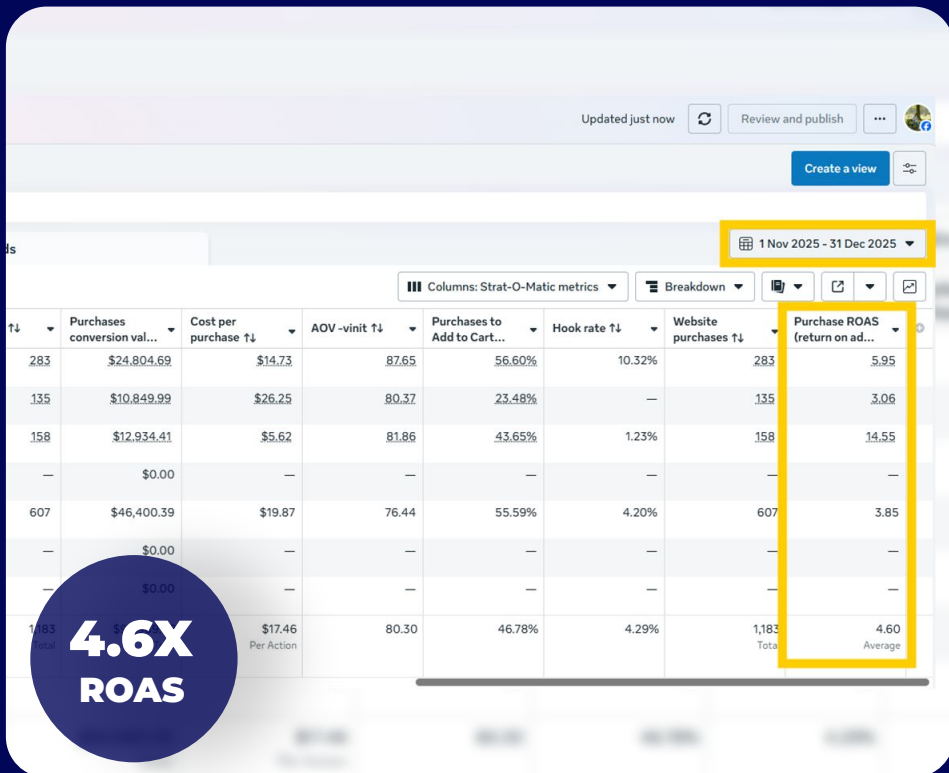
nCAC \$25

**20X
ROAS**

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Meta



Wicked Reports

WANT SIMILAR RESULTS?

REACH OUT TO US FOR FREE BRAND AUDIT