

INCREASED FACEBOOK REVENUE 3X AT A POSITIVE RETURN

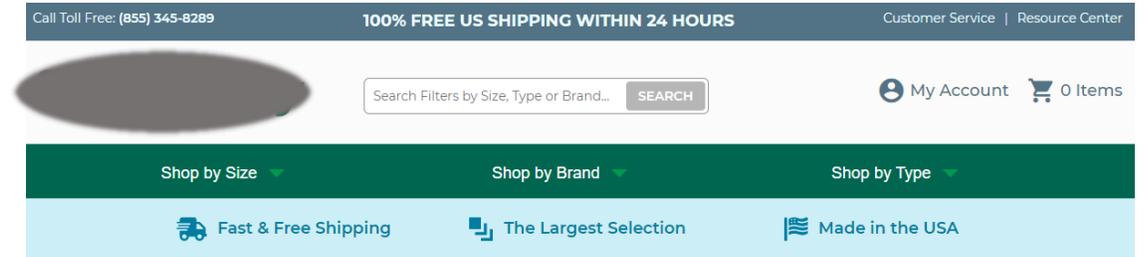
Business Challenges

- Scaling/expansion opportunities while maintaining positive return
- Increasing industry competition
- Hadn't before reached a positive return in Facebook

(un)Common Approach

- Return-based account management strategy
- Custom audience segments and testing
- Facebook channel expansion driven by ongoing, data-driven research & testing

(un)Common Results



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Quarter-over-Quarter Revenue & ROAS

