

# INCREASED FACEBOOK REVENUE 3X AT A POSITIVE RETURN

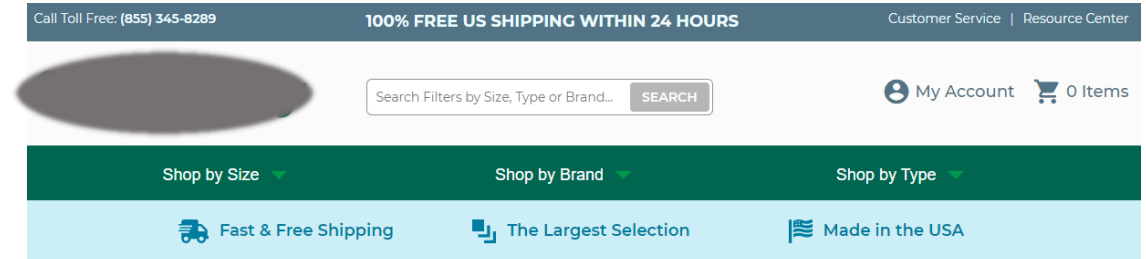
## Business Challenges

- 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



### Order Replacement Air Filters Here



### Quarter-over-Quarter Revenue & ROAS

