

# INCREASED FACEBOOK REVENUE 3X AT A POSITIVE RETURN

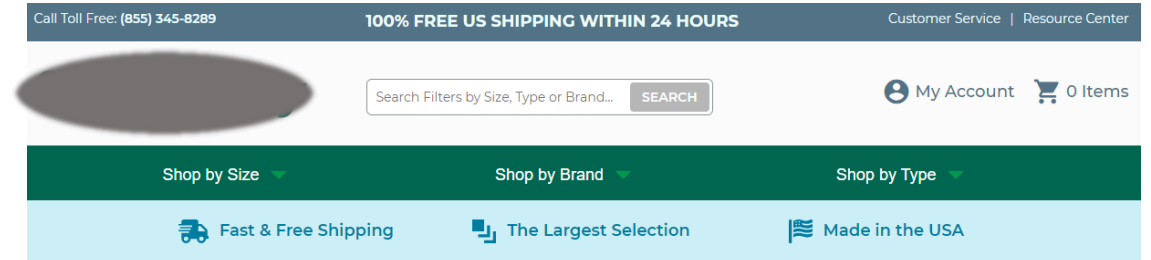
## Business Challenges

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

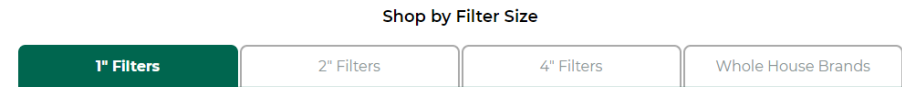
## (un)Common Approach

- 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

