



Brenton Way

# Client Case Study

**Beauty & magnetic lash  
company generates a 12x  
ROAS through FB ads**

## **Website**

[brentonway.com](https://brentonway.com)

## **Contact**

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(424) 208-2521



# Our Approach

## Brief Introduction

Every business is unique, so why settle for traditional marketing campaigns that prove no ROI? Brenton Way's core belief is that your uniqueness is followed with tailored solutions by a world class marketing team. Expect agile growth across various verticals and a planned out long-term strategy to position you as a thought leader in your vertical.



# Marketing objectives and strategy

Expectations and outcomes

## Objectives

Our primary objective was to outperform their existing ad campaigns using Facebook ads & Google ads while improving their overall conversion rates using Conversion optimization.

## Strategy

We focused on improving their Top-of-funnel ad campaigns by creating 8 subset ads and running new creative campaign around magnetic lash sales to generate over a 12x return on ads



## Company

Opulence MD Beauty

## Website

opulencemdbeauty.com

## Company Focus

OpulenceMD Beauty provides products that combine luxury and glamour with safety and quality.



### Findings

The clients website was not built well and required a major redesign. The redesign was aimed at driving consumers to their preferred lashes and away from distracting visuals that didn't convert.



### Findings

Their lash maven quiz became a stronger conversion-driver. We used their new quiz to build interest around the products then walk consumers through email to increase sales.





# Our Market Strategies for Success

## Improved retargeting ads optimization for Shark Tank

Completely re-optimized the entire retargeting ads funnel for abandoned cart consumers from Shark Tank.


## Pushed to the top 10% of Instagram Engagement

Crafted relationships with key influencers who fit the brand persona & hit the explore page 5 different times.

## Designed creative based on audience affinity

We developed over 8+ iterative ad creatives from UGC, Product, Testimonial, and Use Cases of the brand.




 **Opulent Lash Life by Opulence MD Beauty**  
Sponsored

Are lash extensions really safe?

Only an eye doctor can really answer that question 🙄

OpulenceMD Beauty offers the only magnetic lashes on the market that are Ophthalmologist created and approved....

*OpulenceMD*  
BEAUTY



The Socialite

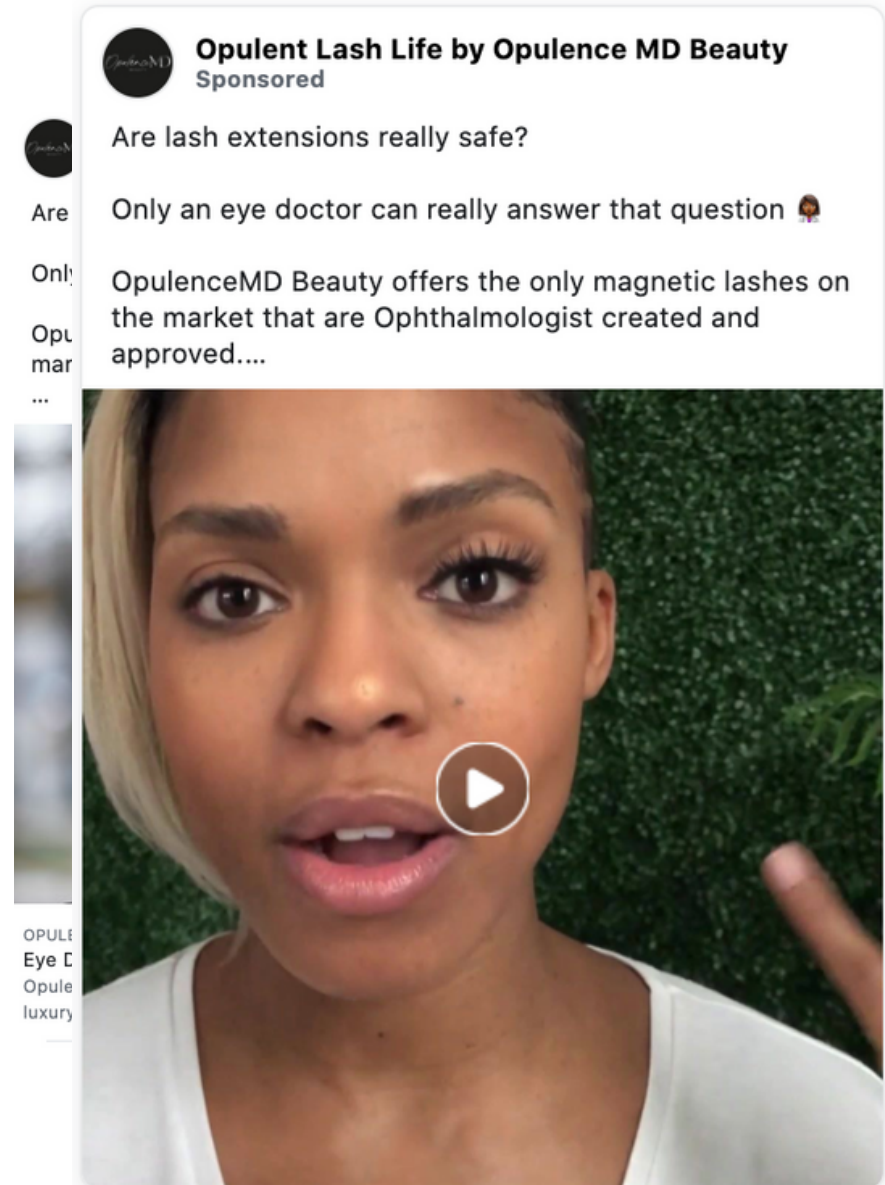
OPHTHALMOLOGIST CREATED FOR  
*luxurious beauty AND unwavering safety*

# Explainer UGC for Paid Ads

Gathering influencers that specifically met our brand personas helped drive over 12X in ROAS

# 8+ Weekly Iterative Ad Campaigns

We developed quick & iterative weekly ad creatives, focusing on performance at the middle & bottom of the funnel. We capitalized on Dr. Anika's relevance



The image shows a screenshot of a social media post. At the top, there is a profile picture of a woman and the text "Opulent Lash Life by Opulence MD Beauty Sponsored". Below this, there are three lines of text: "Are lash extensions really safe?", "Only an eye doctor can really answer that question 🙋", and "OpulenceMD Beauty offers the only magnetic lashes on the market that are Ophthalmologist created and approved....". Below the text is a video thumbnail showing a woman with blonde hair and long, dark, magnetic lashes. A play button icon is overlaid on the video. At the bottom left of the video, there is a small caption: "OPULE Eye E Opule luxury".



Keyword	Intent	Position	SF	Traffi...	Volume
⊕ opulence md >>	I	1	5	30.41	5.4K
⊕ opulence md lashes >>	N	1	7	16.33	2.9K
⊕ opulence lashes >>	T	1	6	4.05	720
⊕ opulence >>	I	11	5	3.61	27.1K
⊕ opulencemd beauty >>	N	1	6	3.32	590
⊕ opulent md >>	I	1	3	3.32	590
⊕ opulence md lashes review >>	C	1	4	2.70	480
⊕ opulence eyelashes >>	I T	1	5	2.70	480
⊕ opulence md eyelashes >>	N	1	7	2.19	390
⊕ opulent md lashes >>	N	1	7	2.19	390
⊕ opulence md lash reviews >>	C	1	6	2.19	390
⊕ opulent lashes >>	T	1	5	1.80	320
⊕ opulencemd >>	N	1	7	1.80	320
⊕ opulencemd eyelashes >>	N	1	6	1.80	320
⊕ opulence md lashes shark tank >>	I	1	4	1.46	260
⊕ opulence lash >>	N	1	5	1.18	210

# Scaling Brand-level Traffic

Our preparation for Shark Tank, Influencer, Social, and Paid efforts resulted in over 80K+ monthly searches



# Recap of our performance

## 12x Facebook ads ROAS

1 to 12 dollar return on Facebook ads spend.

## 100,000 new monthly visitors

100,000 increase in monthly visitors to the website.

## 40% increase in CTR

40% increase in the click throughs to the website from ads.

## 80,000+ new monthly brand searches

Garnered over 80K+ monthly brand searches on Google during Shark Tank





# Interested? contact us

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