

**€5K → €36K/MONTH.**

**10xROAS. €130/DAYADSPEND.**

**7MONTHS.**

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How we built a predictable paid revenue system for a founder led sports nutrition brand and helped them 7x monthly revenue.

# IRISH SPORTS NUTRITION.

Athletebacked supplementbrandbuilt for enduranceand everyday athletes.

Founded by an ultra marathon runner with real credibility and a loyal following.

Strong founder brand. 55k personal followers. Loyal organic audience.

The product was proven. The growth channel wasn't.

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## BEFORE MRPH

Monthly Revenue

**€4–5K**

Paid Ads

**None**

Email Flows

**None**

Growth

**Plateaued 6+ months**

# REVENUE WAS CAPPED. NOT BECAUSE OF THE PRODUCT.

A proven product and a founder with real credibility.

But revenue was entirely dependent on organic reach and personal brand.

No paid acquisition meant no control over daily revenue.

No email flows meant repeat customers were being left on the table.

No structured creative meant no way to scale beyond word of mouth.

**The brand was doing €4–5K/month and had been stuck there for over six months.**

# SYSTEM FIRST. THEN SCALE.

## DAYS 1 TO 30 FOUNDATION

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Audited Shopify store and fixed conversion friction.

Researched brand positioning, audience, and creative direction.

Built structured Meta campaigns from zero. Cold and warm.

Established creative assets and tested initial ad sets.

## DAYS 30 TO 90 OPTIMISE AND PROVE

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Refined creative based on performance data.

Scaled budget from €30/day to €50/day as ROAS held at 8–10x.

Conversion rate climbed from 4.47% to 7.46%.

Revenue grew consistently month over month. No spikes, no crashes.

## MONTHS 4 TO 8 SCALE

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Increased daily budget to €90, then €130. ROAS held.

System proved scalable: more spend = more revenue, predictably.

January 2026: €36.2K in sales. 734 orders. 6.99% conversion rate.

# €5K → €36K/MONTH.

From plateaued organic to a scalable paid revenue machine in 7 months.

MONTHLY REVENUE

## €36.2K

↑ 620%

MONTHLY ORDERS

## 734

↑ 600%

CONVERSION RATE

## 6.99%

↑ 56%

AVG ORDER VALUE

## €43.85

Stable

AD SPEND (JAN)

## €1,622

€54/day avg

AD REVENUE (JAN)

## €16,358

Tracked purchases

ROAS

## 10.08x

January 2026

COST PER PURCHASE

## €4.81

337 purchases

Returning customer rate: 24.56% (↑ 158%). Last 7 days run rate: €1,500/day. All figures from Shopify Analytics and Meta Ads Manager.

# MONTH BY MONTH.

Consistent, compounding growth. Not a spike. A system.

MAY 2025 DAY 0	<b>€4,789</b>	105 orders 4.47% CVR	Foundation and audit phase
JUN 2025 DAY 30	<b>€8,032</b>	168 orders 4.49% CVR	Campaigns launched. €30–50/day
JUL 2025 DAY 60	<b>€10,385</b>	218 orders 6.46% CVR	Optimising creative. ROAS 8–10x
AUG 2025 DAY 90	<b>€13,898</b>	286 orders 7.46% CVR	System proven. 190% growth
SEP TO DEC MONTHS 4 TO 7	<b>Scaling</b>	Steady 8–10x ROAS	Budget scaled €50 → €90 → €130/day
JAN 2026 MONTH 8	<b>€36,200</b>	734 orders 6.99% CVR	10.08x ROAS. €1,622 ad spend

# THIS ISN'T AD MANAGEMENT. IT'S A REVENUE SYSTEM.

## PREDICTABLE

Revenue is a function of input, not luck. Increase spend, increase revenue. The system converts reliably.

## SCALABLE

Started at €30/day with 8–10x ROAS.  
Scaled to €130/day. The ROAS held. The system didn't break.

## HANDS OFF

The founder focuses on product, content, and community.  
The paid revenue channel runs without daily involvement.

## COMPOUNDING

Paid acquisition feeds organic growth. More customers means more word of mouth, more returning buyers, more brand equity.



Clear reporting, seamless communication,  
and results we could finally trust.

FOUNDER, IRISH SPORTS NUTRITION BRAND

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Book a call or get in touch.