

# A Paid Challenge That Paid Off:

## 3x ROAS on an \$87 Offer

META AD CASE STUDY

### Client Name

Cara Clark Nutrition

### Industry

Online Programs: Health/Wellness

### Client Overview

Cara Clark Nutrition is a wellness brand founded by integrative nutritionist Cara Clark. With macro-balanced meal plans, seasonal challenges, and practical education, CCN helps people, especially women, build healthier habits and feel more at ease with food. Cara's community-first approach combines live challenges and a supportive membership with personal, hands-on touchpoints. That mix of real support and approachable wellness has helped her grow a deeply loyal and engaged audience.

### Goal

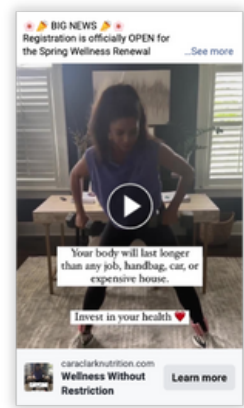
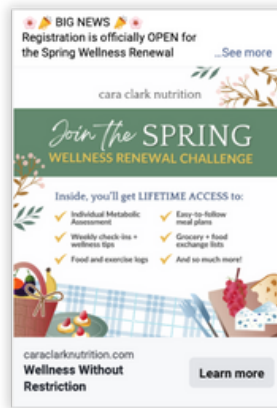
The client wanted to fill her \$87 Spring Challenge using ads. Our goal was to bring in 70-80 sign-ups while keeping the cost per purchase under \$30. We planned for a total ad spend of around \$1,800-\$2,000 and focused on a mix of warm and cold traffic. We'd run a similar campaign previously in January, so we used those results as a baseline, knowing ad costs might be a bit higher now that the "new year, new me" momentum had started to fade in the wellness space.

### Strategy

We ran a Sales campaign to both warm and cold audiences, building on what had worked well in a previous launch. We used proven creative elements, like textless photos and bold, direct hooks, to quickly capture attention and drive clicks. With a strong warm audience already in place, we put more budget there while still testing cold interest and lookalike segments to grow her reach. The goal was to deliver ads that felt seamless, on-brand, and easy for her audience to say "yes" to.

# Top Creative and Key Results

In this campaign, the Reel video ad performed best, but all of the ads below tracked multiple sales.



Total Ad Spend:  
**\$1881**

Purchases:  
**84**

Cost per Purchase:  
**\$22.39**

Total Sales:  
**\$6312**

Ad set	Amount spent	Purchase ROAS (retur...	Results	Cost per result	Purchases	Purchases conversion...
Warm - US/CA, W, 25+, Website, FB, IG, Email	\$891.20	3.44	41 Website purchases	\$21.74 Per Purchase	41	\$3,063.16
Cold - US/CA, W, 25+, MyFitnessPal	\$495.77	2.60	17 Website purchases	\$29.16 Per Purchase	17	\$1,291.00
Cold - US 25+, Cold LAL Combo	\$494.09	3.96	26 Website purchases	\$19.00 Per Purchase	26	\$1,958.04
	\$1,881.06 Total spent	3.36 Average	84 Website purchases	\$22.39 Per Purchase	84 Total	\$6,312.20 Total

## Important Campaign Takeaways

- Warm audiences had also been given coupon codes inside Cara's communities so some purchases were coming through at \$67 rather than \$87, this is one of the reasons our goal was to stay at \$30 per purchase or lower. We successfully met that goal.
- Sales came from both cold and warm audiences, with cold ad sets tracking over 50% of purchases, but Cara's warm audience really helped push the campaign even further. Successful launches are rarely *just* about ads. Organic content, email marketing, and audience engagement all play a role and in this case, everything worked together to boost performance and drive stronger results.

# Ready to see how ads can supercharge your next launch? Let's work together!

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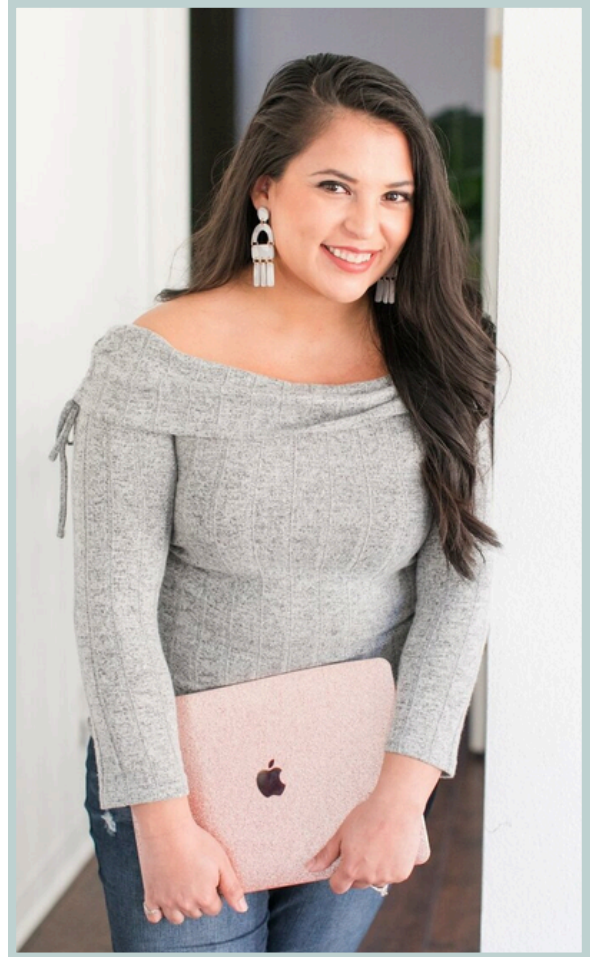
## Hey there, I'm Brianna Cortez!

I'm a Meta Ads Manager and Launch Copywriter for course creators and online coaches who are ready to stop second-guessing their strategy and actually enjoy launching again.

Whether you need scroll-stopping ads, a conversion-ready sales page, or email sequences that don't sound like everyone else's, I'll bring clear messaging, a proven plan, and grounded *not-my-first-rodeo* energy to help you pull it all together!

If you're over launching on vibes and hoping for the best, let's change that.

With top-notch copy that actually sounds like you (and ads that do more than just get clicks), we'll set your business up for real, repeatable success. I'd love to help make your next launch your best one yet.



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## Visit My Website to Get Started:

[BRIANNACORTEZ.COM](https://BRIANNACORTEZ.COM)

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