



*Case Study*

**FRESHDOSE**

**Industry:**

Direct-to-Consumer  
(Health Supplements)

**Service Areas:**

Paid Social Advertising, Funnel  
Development, UGC Creative,  
Campaign Management

# About The Brand

**FreshDose** is a clean-label health supplement brand catering to millennials and Gen Z. Known for its minimalist packaging and focus on adaptogenic blends, it had strong product-market fit but struggled to scale beyond a basic influencer-led acquisition model.

***They came to PixelRevs looking for real performance  
– not just reach.***

# The Challenge

## ***Despite a strong product and engaged audience, FreshDose faced:***

- A plateau in ROAS (stuck at 1.8) despite increasing ad spend
- A generic Shopify product page with 60%+ bounce rates
- An influencer program that drove hype but not conversions
- No retargeting funnel – just broad interest ads and hope

***They had data, creative, and ambition – but zero structure.***

# What We Did

We rebuilt their acquisition engine from the ground up. Here's the breakdown:

## **Funnel Rebuild**

- Developed a 3-step quiz funnel (Built in Typeform + Unbounce)
  - Page 1: Lifestyle quiz (5 questions)
  - Page 2: Personalized blend + benefit highlights
  - Page 3: Limited-time offer page with social proof & urgency
- A/B tested 3 offer structures: first-purchase discount, bundle deals, and buy-one-gift-one.

## **UGC Ad Campaign**

- Sourced 5 creators to shoot TikTok-style unboxings, "routine reels," and mini Q&As
- Created 10 unique assets within 5 days
- Hook-first approach with "This supplement fixed my brain fog in 2 weeks"

## **Paid Social Execution**

- Ran Meta ads across IG Stories, Reels, and Feed
- Used tiered retargeting:
  - Tier 1: Viewers w/o add-to-cart → Benefits UGC
  - Tier 2: Cart abandoners → Scarcity + Offer
  - Tier 3: Past buyers → Upsell bundles
- Added LTV-based exclusions using Facebook value-based lookalikes

## **Campaign Management**

- Weekly optimizations, creative rotations, and bid strategy changes
- Used Triple Whale + Meta Events Manager to track journey

# The Results (Over 5 Weeks)

<i><b>Metric</b></i>	<i><b>Before</b></i>	<i><b>After PixelRevs</b></i>
Return on Ad Spend (ROAS)	1.8	4.2
Cost Per Acquisition (CPA)	\$42	\$19.10
Bounce Rate	61%	34%
Funnel Conversion Rate	2.1%	4.7%
First-Time Buyer Revenue	\$16,500/mo	\$38,400/mo

# Testimonial



*PixelRevs didn't just get us conversions – they taught us how to think like a performance brand. Every ad, every funnel step had intent. By week 3, we had the confidence to scale without second-guessing.*

**– Lara Sweeney,**

*Growth Lead @ FreshDose*



# Summary

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## ***What made this campaign work?***

- Smart funnel design aligned with product promise
- Native-feel UGC with low production effort, high relatability
- Iterative weekly testing and sharp retargeting logic

***FreshDose now runs over 60% of their spend through the funnel PixelRevs built – and they've since expanded to 3 new markets using the same system.***