

FRESHD05E



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

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-onegift-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"

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

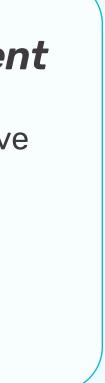
Paid Social Execution

- Ran Meta ads across IG Stories. Reels, and Feed
- Used tiered retargeting:
 - Tier 1: Viewers w/o add-tocart → 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)

Metric	Before	After PixelRevs
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



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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

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.

