



*Case Study*  
**ReelPaper**

**Industry:**

DTC / Eco-Friendly  
CPG

**Service Areas:**

Funnel Design, Paid Social,  
Programmatic Retargeting,  
Bundle Strategy, CRO

# About The Brand

**ReelPaper** is a US-based direct-to-consumer brand selling 100% bamboo toilet paper and paper towels. Known for its sustainability-first approach, plastic-free packaging, and soft-but-strong rolls — they quickly built traction among environmentally conscious shoppers and subscription buyers. But as Meta CPMs rose and LTV stagnated, they were forced to reassess the viability of their scaling model.

***ReelPaper partnered with PixelRevs to build a performance funnel that could do more than just preach sustainability — it had to sell it profitably.***

# The Challenge

- **AOV stagnated at ~\$22**, making scale on Meta and Amazon DSP inefficient
- **First-time buyers weren't upgrading to bundles or subscriptions**
- Cart abandoners and website viewers were not being retargeted effectively
- Landing pages focused too much on the mission, not enough on conversions
- Amazon DSP campaigns lacked structured segmentation or creatives

***The brand was spending like a CPG company – but converting like a nonprofit.***

# What We Did

We crafted a new acquisition and retention strategy built on smart bundling, narrative retargeting, and impact framing.

## Meta Funnel Buildout

- TOF Ads (Prospecting):
  - 15s reels with side-by-side visuals: plastic-wrapped roll vs. ReelPaper's eco-packaging
  - UGC-style "unboxing" by eco-mom influencers
  - Hooks like "Your toilet paper is destroying the planet (seriously)"
- MOF Ads (Education):
  - Carousel ads showing bamboo farming, impact metrics, and FSC certification
  - Customer reviews with emojis + star ratings
  - Split test: "Tree-Free Living" vs. "Plastic-Free Bathroom"
- BOF Ads (Retargeting):
  - Testimonial video ad with countdown timer
  - Cart recovery DPA ad with urgency overlay
  - GIF showing "rolls delivered in a box, not plastic"

## Bundle Repositioning Strategy

- Designed 3 visual bundles with names:
  - Starter Roll (1-month supply)
  - Family Stash (2 months + free roll)
  - Eco Builder (3-month stack with subscription savings)
- Added value comparison module on LP: "Better than Big Box"
- Included savings in headline: "Save 31% when you subscribe to Eco Builder"

## Post-Purchase Retargeting & Subscription Push

- Targeted past customers on Meta with "Your Refill Reminder"
- Incentivized upgrades from single orders to subscription using:
  - Free bamboo tissue roll
  - Impact certificate for customers hitting 3+ orders
- Added WhatsApp drip to remind customers of bundle benefits

## Amazon DSP Activation

- Segment audiences by:
  - Product viewers
  - Cart abandoners
  - Buyers of eco-paper competitors
- Ran 3 ad creatives with:
  - "Switch from Amazon Basics to Bamboo"
  - Sustainability overlays with ASIN-specific CTAs
- Real delivery unboxing review clips

## Landing Page Optimization

- Integrated above-the-fold bundle selector with one-click auto-scroll
- "You're Saving Trees" meter: visualized impact per order
- Sticky upsell bar: "Upgrade to Family Stash & Save 18%"
- Bundle switcher on mobile with before/after delivery comparison

# The Results *(First 8 Weeks)*

<i><b>Metric</b></i>	<i><b>Before</b></i>	<i><b>After PixelRevs</b></i>
AOV	\$22.4	<b>\$34.7</b>
Subscription Rate	11.2%	<b>27.3%</b>
ROAS (Meta + DSP blended)	1.9x	<b>4.1x</b>
LTV (6-month)	\$49	<b>\$93</b>
Amazon DSP CTR	0.34%	<b>0.87%</b>
Cart Abandonment Recovery	~9%	<b>23%</b>



# Testimonial



*We were tired of feel-good creatives that didn't convert. PixelRevs brought firepower – bundle logic, real retargeting, and CRO that sells while staying on brand.*

**– Luis Roca,**

*Marketing Director @ ReelPaper*



# Summary

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## ***Why this worked?***

- Bundles clearly communicated value + eco impact.
- Mobile-first product pages with clear toggles and urgency.
- Sharp retargeting segmentation on Meta and Amazon.
- Consistent brand tone while making CRO tweaks.
- LTV-focused subscription push post-purchase.