AnVerse

CASE FILE

US E-COMMERCE · PAID MEDIA · 16 MONTHS

Spend went up 3.5x.
The return more than doubled.

A family-run nursery selling fruit trees direct to consumers across the US. When I took the account over in January 2025 it was already profitable, running Google Ads alone at about $2k a month and returning roughly ten dollars for every one spent. The brief was not to fix it. It was to grow it without breaking it. Sixteen months later the account was spending close to $7k a month across Google and Meta, and returning twenty.

MONTHLY SPEND	RETURN ON AD SPEND	MONTHLY PURCHASES
$6,989	2,050%	1,278
from $2,021 · 3.5x	from 982% · 2.1x	from 223 · 5.7x

WHY THIS ONE MATTERS

Most accounts lose efficiency on the way up. You exhaust the cheap demand, start paying for colder traffic, and the return slides. That is the normal outcome, and most reports absorb it quietly.

Here spend grew 3.5x and the return still doubled, while purchases went up almost sixfold. The account did not just get bigger. It got better at the same time.

WHAT I DID

The largest single lever was geography. The account was buying traffic across states that never paid for themselves, so I cut them and concentrated the budget where the numbers already worked. That one change did more for efficiency than any bidding adjustment.

From there I rebuilt Google as full funnel instead of bottom of funnel only, opened Meta as a second channel, and later added Bing. I wrote custom scripts to automate account maintenance so the hours went into strategy instead, and the account got a real review every two weeks for sixteen months straight.

Outside the ad accounts I ran the email program, the blog and the SEO, and tested the site for friction with heatmaps.

THE PART MOST CASE STUDIES LEAVE OUT

April 2026 was not this account's best month. Revenue was down 19% against March, and Google flagged every campaign as limited by budget, which means the ceiling was the client's budget and not the market.

I am showing April because it is the last month I hold full documentation for, not because it flatters the work.

IF THIS SOUNDS LIKE YOUR ACCOUNT

You are profitable at a spend level you have been afraid to move off. Every time you push budget the efficiency drops, so you pull it back and stay where it is safe.

That is usually a structure problem rather than a bidding one, and it is the one I work on.

Bring me the account and I will tell you what it can actually hold.

anverse.media/book
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Figures are platform reported conversion value over ad spend. December 2024 covers Google Ads, the account's only paid channel at that time; April 2026 combines Google Ads and Meta. Client name withheld. Monthly reports available on request.