

A close-up, low-angle shot of a person's head and neck, tilted back. They are wearing a black earpiece heart rate monitor. The background is dark and moody, with a blueish tint. The person's hair is long and dark.

+ ♥ HeartMath®



How Brandetize achieved a **695% Return on Ad Spend** and made it the most profitable Black Friday and Cyber Monday ever for HeartMath.

### About HeartMath

HeartMath is a company that promotes a comprehensive system based on two decades of research resulting in techniques, technology, and online programs that provide clear, concise methods for reducing stress and creating a deeper, richer experience of life.

### The Goal:

To achieve 350% Return on Ad Spend at a \$50 Cost per Acquisition and get to a 3% conversion rate with an ad spend of \$15,000.

### Industry Type:

Health and Wellness, Technology

### Business Type:

eCommerce, B2C. Certifications

### Specifications:

Facebook Ads, Google Ads, Pinterest Ads, Bigcommerce Platform

### Services:

- Marketing Strategy
- Art Direction
- Paid Ads Strategy
- Social Media Marketing



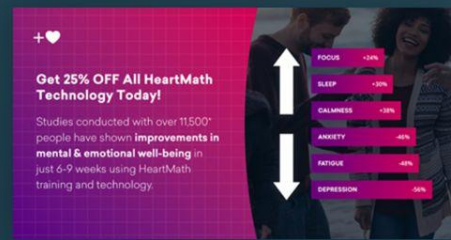
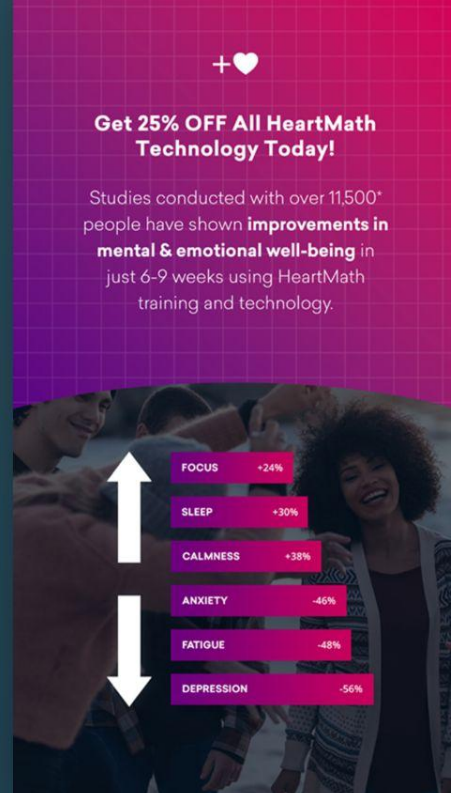
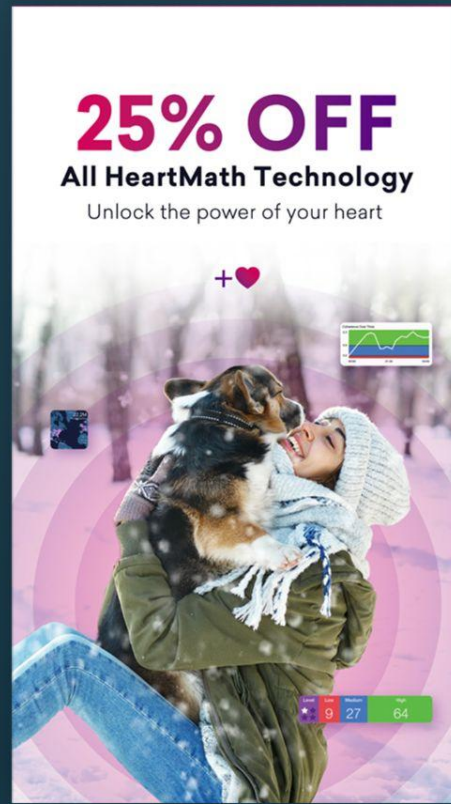


## Our Approach:

In face of competition and media costs during major seasonal shopping periods, we created ironclad KPI's that illustrated leading and lagging indicators of profitable success. Our projections outlined spending thresholds based on conversion rate, CPA's, and return-on-ad-spend that made scaling the campaign methodical and safe.

We also made conscious efforts to disrupt in-feed timelines with ads focused on the art of gift-giving and brand values versus the sale, staying away from over-promotion and mimicking the success of our organic social posts.

To do so, we mixed creativity with scientific approach to scaling, allowing our team to incrementally raise budgets during pivotal moments of the sale period, while maintaining profitability.



## Results:

In strategizing and managing the most profitable seasonal sale period, we resulted in a return-on-ad-spend of 695% or 98% above our ROAS goal.

Additionally, we generated 36% more revenue than originally projected at a 50% lower cost per acquisition than the client's target goal.

We successfully completed the most profitable November for the client by increasing the client's return by 41% year over year.

### Campaign Summary:

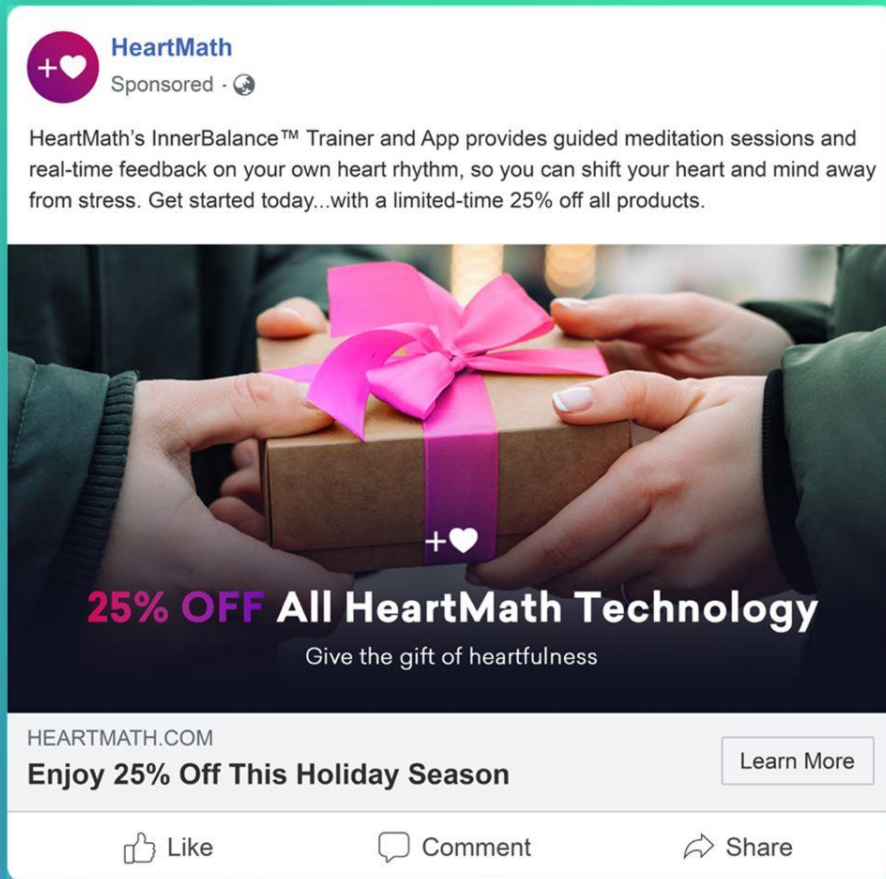
Conversion Rate	22.93%
Return on Ad Spend	695.93%
Cost per Acquisition	\$25.25

### 2020 Metrics for YoY Growth

Conversion Rate	10% (24% YoY Growth)
Return on Ad Spend	404% (42% YoY Growth)
Cost per Acquisition	\$35.05 (19.82% YoY Decrease)

We amplified our learnings from social and applied it to the ad space, which **resonated with the audience.**

We also scaled budgets bi-daily if ads were meeting or succeeding our planning projections. This allowed us to make fast decisions and avoid any analysis paralysis.



The image shows a Facebook advertisement for HeartMath. At the top, the HeartMath logo (a purple circle with a white heart and a plus sign) is next to the name 'HeartMath' and the word 'Sponsored' with a globe icon. Below this, a text block describes the 'InnerBalance™ Trainer and App' as providing guided meditation and heart rhythm feedback, with a limited-time 25% off offer. The main visual is a close-up of hands holding a brown cardboard gift box tied with a bright pink ribbon. A small HeartMath logo is visible on the box. Overlaid on the bottom of the image is the text '25% OFF All HeartMath Technology' in pink and white, with the tagline 'Give the gift of heartfulness' below it. At the bottom of the ad, the website 'HEARTMATH.COM' is listed, followed by the text 'Enjoy 25% Off This Holiday Season' and a 'Learn More' button. The bottom of the ad features standard Facebook interaction icons: 'Like', 'Comment', and 'Share'.

HeartMath  
Sponsored · 🌐

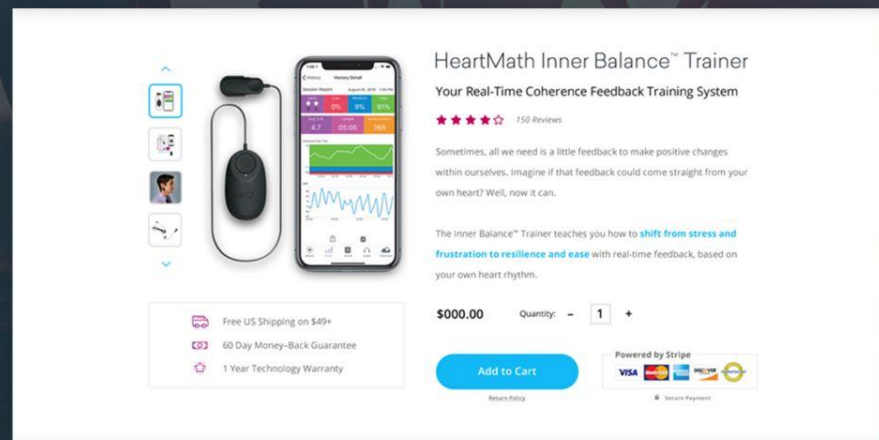
HeartMath's InnerBalance™ Trainer and App provides guided meditation sessions and real-time feedback on your own heart rhythm, so you can shift your heart and mind away from stress. Get started today...with a limited-time 25% off all products.

**25% OFF All HeartMath Technology**  
Give the gift of heartfulness

HEARTMATH.COM  
**Enjoy 25% Off This Holiday Season** [Learn More](#)

👍 Like    💬 Comment    ➦ Share

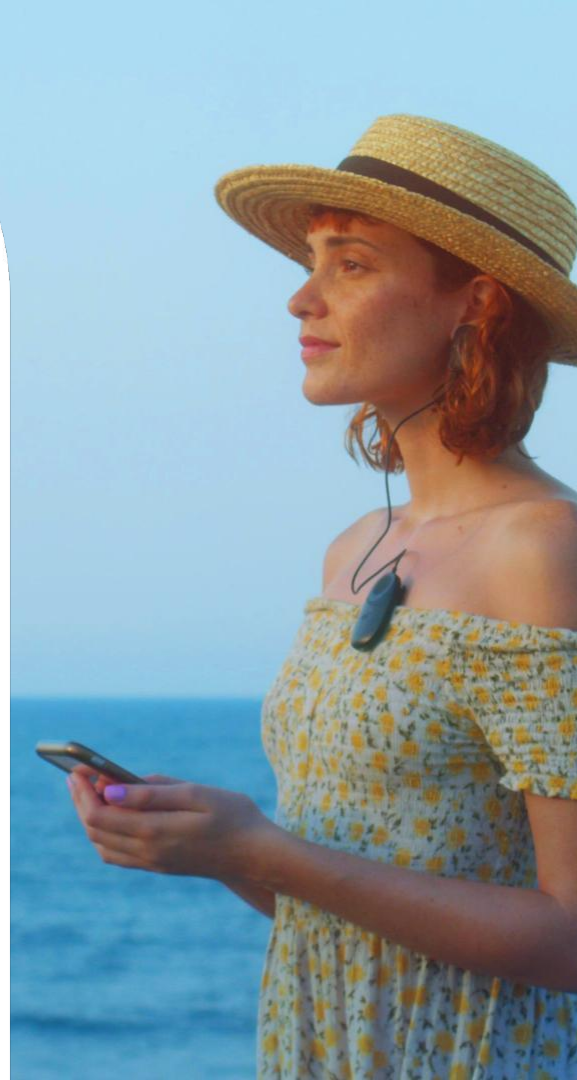
Designed landing page  
that **contributed to  
conversion.**





With a successful paid media strategy, HeartMath had **the most profitable** Black Friday / Cyber Monday ever.

We exceeded expectations by preparing media projections that were rooted in the client's profit margins and creating ironclad confidence to scale with our client's business in mind.



"They bring in deep expertise and are easy to collaborate with.

Brandetize has developed a successful partnership with the customer. The team's work has **increased traffic, enhanced conversion rates, and delivered great results on the customer's ROI and ROAS.** Clients can expect a professional team that commits to the project's success."

— HeartMath

