

8.70x REPORTED ROAS. SIX-MONTH ACCOUNT.

An anonymized e-commerce account built around Advantage+ Shopping, Evergreen, and Retargeting.

\$211,392.24 IN META-ATTRIBUTED SALES

Generated from \$24,302.61 in advertising spend across the supplied six-month reporting window.

SIX-MONTH RESULT

THE ACCOUNT DID NOT DEPEND ON ONE AD.

Three campaign layers captured demand, kept the brand active, and re-engaged shoppers who had already shown intent.

META-ATTRIBUTED SALES

\$211,392.24

six-month dashboard total

ADVERTISING SPEND

\$24,302.61

across three campaigns

CALCULATED ROAS

8.70x

reported sales ÷ spend

REPORTED ORDERS

1,284.8

plus 5,115.5 add-to-carts

THE PRIMARY CAMPAIGN PRODUCED 84.5% OF SALES.

Advantage+ Shopping used 74.3% of spend and generated 87.7% of reported orders.

THE CHALLENGE

BUILD AN ACCOUNT. NOT A SHORT-LIVED SPIKE.

The client wanted durable performance across a six-month reporting window. The account needed to capture new demand, surface relevant products, and support shoppers who required more than one interaction before purchase.

JOB ONE

CAPTURE

new product demand

JOB TWO

STAY LIVE

with evergreen coverage

JOB THREE

RETURN

high-intent shoppers

EACH CAMPAIGN NEEDED A CLEAR JOB.

The objective was not identical economics from every campaign. It was an account where each campaign supported a distinct part of the customer journey.

THE STRATEGY

THREE CAMPAIGNS. THREE DIFFERENT JOBS.

The strategy combined automated product discovery, always-on account coverage, and intent-based follow-up.

01

ADVANTAGE+ SHOPPING

9.89x

Dynamic Catalog Ads matched shoppers with products from the client catalog and gave Meta room to scale reported product demand.

02

EVERGREEN

4.52x

An always-on campaign maintained coverage beyond the primary shopping campaign and continued generating reported sales.

03

RETARGETING

6.20x

A dedicated campaign re-engaged people who had already shown intent and produced the highest reported average order value.

Strategy description supplied with the case-study context. Campaign metrics verified in the uploaded dashboard.

SIX MONTHS. THREE CAMPAIGN LAYERS.

↓ Spend	Total Sales	Net Profit	ROAS	Orders	Add To Carts	Average Order Value
\$18,064.75	\$178,703.06	\$160,638.31	9.89	1,126.3	4,643.6	\$158.67
\$3,565.72	\$16,116.85	\$12,551.13	4.52	83.3	268.3	\$193.54
\$2,672.14	\$16,572.33	\$13,900.19	6.20	75.2	203.6	\$220.41

REPORTED SALES

\$211,392

three-row total

CALCULATED ROAS

8.70x

three-row weighted result

REPORTED ORDERS

1,284.8

six-month total

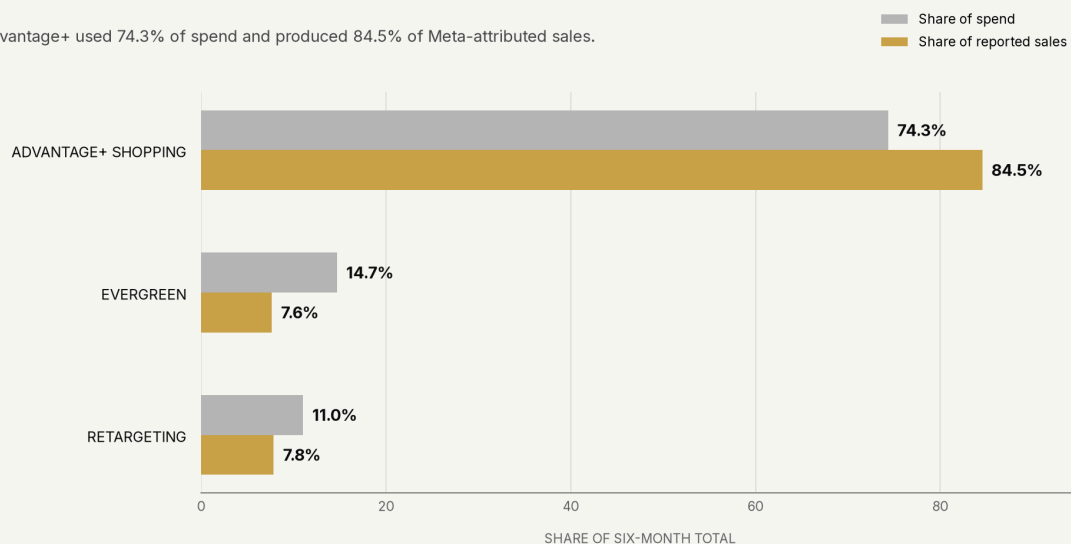
The complete campaign-name column has been removed. Every visible spend, sales, ROAS, order, add-to-cart, and average-order-value field remains unchanged.

BUDGET CONCENTRATION

THE PRIMARY CAMPAIGN EARNED THE BUDGET.

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Advantage+ used 74.3% of spend and produced 84.5% of Meta-attributed sales.



Source: supplied six-month campaign dashboard. Reported sales and ROAS are platform-attributed measures.

Advantage+ Shopping used \$18,064.75 of the \$24,302.61 account spend and produced \$178,703.06 of the \$211,392.24 in Meta-attributed sales.

The budget was concentrated behind the campaign producing the largest share of reported outcomes.

REPORTED SALES SHARE

84.5%

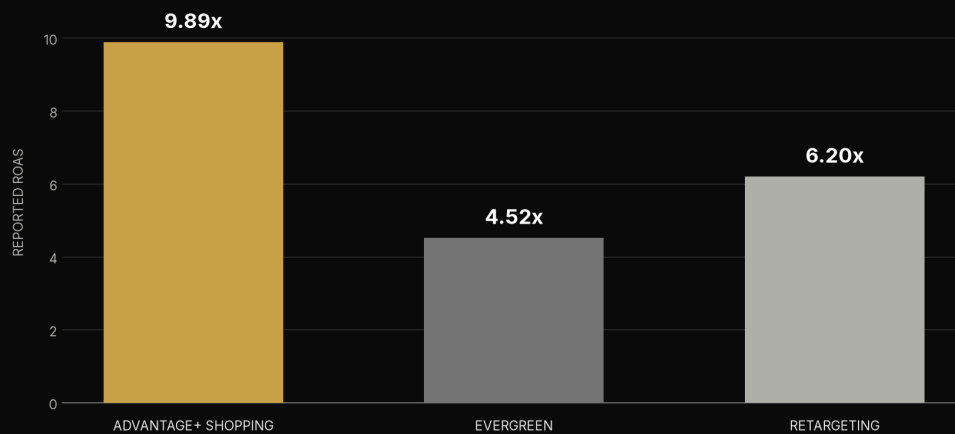
from 74.3% of spend

CAMPAIGN ECONOMICS

DIFFERENT CAMPAIGNS. DIFFERENT JOBS.

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Advantage+ produced the strongest reported return at the largest scale.



Source: supplied six-month campaign dashboard. ROAS is calculated as reported sales divided by spend.

SUPPORTING SALES

\$32,689.18

Evergreen plus Retargeting

SUPPORTING ROAS

5.24x

combined reported result

WHAT THE EVIDENCE SHOWS

THE ACCOUNT RESULT IS VERIFIED.

MONTHLY CONSISTENCY IS NOT.

VERIFIED

The dashboard verifies campaign-level spend, Meta-attributed sales, reported ROAS, orders, add-to-cart actions, and average order value for the supplied six-month window.

NOT SHOWN

The source does not include monthly rows. It supports 8.70x across the full reporting window, not a claim that every individual month produced the same return.

THE TAKEAWAY

CONSISTENCY COMES FROM STRUCTURE.

NOT ONE WINNING AD.

Alinea Business helps established operators give each campaign a clear job, validate the reported economics, and direct spend toward what the data supports.

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The figures are campaign-dashboard metrics from the supplied six-month screenshot. Sales, orders, add-to-cart actions, average order value, and ROAS are platform-reported or attribution-dashboard measures, not independently audited cash revenue, fulfilled-order totals, or profit.

The source rows calculate to 8.70x reported ROAS and 1,284.8 reported orders. Results vary by offer, product economics, market, tracking, creative, campaign configuration, and execution. The client identity is intentionally anonymized.