



FACEBOOK
Business Partners



Paid Advertising Case Study

Paid Social & PPC

PLUNGE

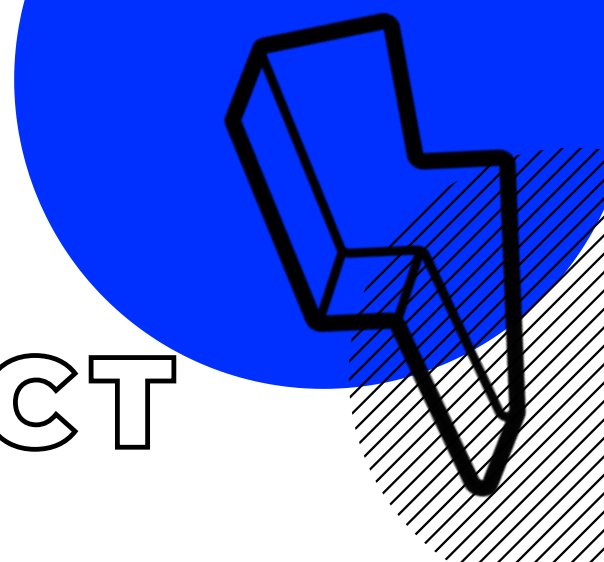



1942%

increase in spend

11X

Blended Platform ROAS



THE PROJECT

PLUNGE

Plunge approached electriQ marketing looking to double down on their initial traction with paid ads and truly scale their customer acquisition strategy. We needed to spend more, profitably, and fast!

GROWTH STRATEGY

We began with an audit of their Google and Facebook Ads accounts, specifically honing in on low-hanging fruit optimizations. After implementing, we focused on quickly cycling through high-quality creatives and testing various audiences until we found winners that we could scale spend with.

RESULTS

Paid Social

273%

increase in spend

7X

Platform ROAS

6%

CTR

[View our Creative Examples](#)

RESULTS

Google PPC

912%

increase in spend

13.26X

Platform ROAS

61%

Decrease in CPA



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If you're going to invest in marketing, you deserve bottom-line results. Get your free audit, analysis, and consultation today.

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