CASE STUDY · DTC ECOMMERCE

Premium Skincare DTC Brand

Beauty & Personal Care · Meta Ads, Google Ads, Landing Page CRO

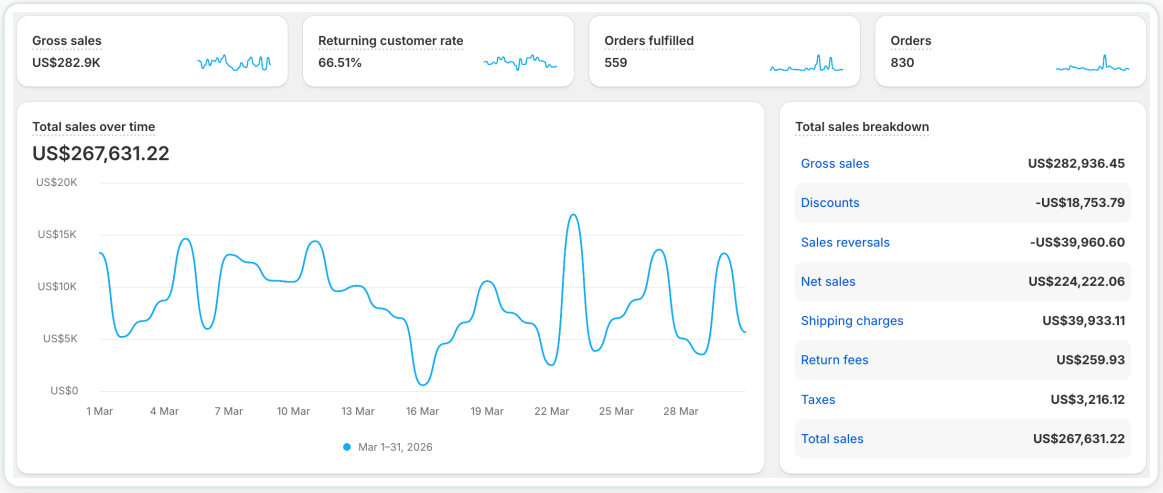
- Rebuilt prospecting and retargeting structure across Meta and Google, then tested UGC against founder-led creative on a fixed offer set.
- Shipped conversion-focused landing pages and bundle offers so average order value rose without discounting the brand.
- Cleaned up tracking and post-click flow so spend moved to the angles that produced purchases, not just clicks.

$4.3M+
Attributable revenue

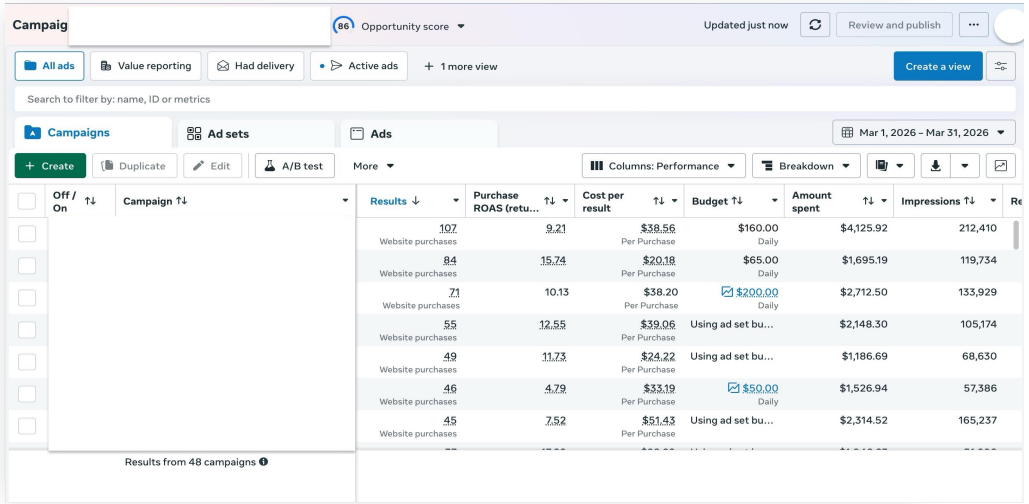
4.2–5.1x
ROAS across Meta and Google

2.0% → 4.9%
Purchase conversion rate

−36%
Cost per purchase



Store revenue — one month: 830 orders, 66.5% returning-customer rate



Meta ad account — purchase ROAS by campaign

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PROJECT OVERVIEW

CorTechSols supported a premium skincare ecommerce brand whose growth depended on turning paid traffic into profitable, repeatable purchase volume. The engagement brought Meta Ads, Google Ads, landing page conversion work and offer strategy into one connected system. We focused on attributable revenue, purchase efficiency and average order value rather than optimizing isolated platform metrics.

THE CHALLENGE

The account needed a clearer prospecting and retargeting structure, more disciplined creative testing and a post-click experience that matched the promise of each ad. Tracking also had to distinguish the campaigns and angles that generated purchases from those that only produced inexpensive clicks.

OUR APPROACH

We rebuilt campaign structure across Meta and Google, then tested user-generated creative against founder-led concepts using a fixed offer set. In parallel, we developed conversion-focused landing pages and bundle offers designed to lift order value without weakening the premium position. Tracking and the post-click flow were cleaned up so budget decisions could follow attributed purchases. Our role covered campaign architecture, creative test design, landing page optimization, offer development and performance analysis, keeping every part of the purchase journey inside one optimization cycle.

BUSINESS IMPACT

The resulting system contributed more than $4.3M in attributable revenue, delivered 4.2x to 5.1x ROAS and moved purchase conversion from 2.0% to 4.9%. Cost per purchase fell 36%. A representative month recorded 830 orders and a 66.5% returning-customer rate, showing acquisition and retention working together. The case study demonstrates how media efficiency becomes more durable when campaign decisions, landing pages, offers and customer value are improved as one connected commercial system.

VERIFIED OUTCOMES

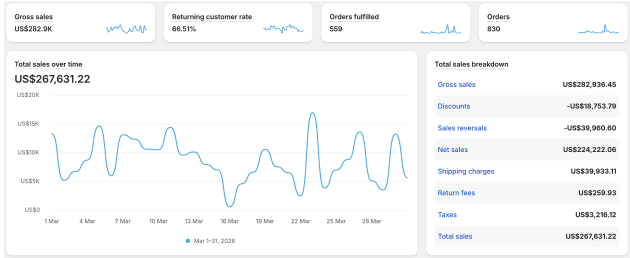
$4.3M+
Attributable revenue

4.2-5.1x
ROAS

2.0% to 4.9%
Purchase conversion

-36%
Cost per purchase

ENLARGED PERFORMANCE EVIDENCE



Store performance dashboard supplied in the original portfolio

WHAT WE DELIVERED

Meta and Google campaign structure | Creative testing | Landing page CRO | Offer and AOV strategy | Tracking

HAVE A SIMILAR GROWTH CHALLENGE?

Let's map the system before scaling it.