

133% ROAS Lift Case Study

The Efficiency Flip - Tail Town

Client Overview

Tail Town is a premium pet care brand specializing in science-backed nutrition and wellness products for dogs and cats. With a loyal customer base and quality products, they needed to optimize their marketing efficiency to unlock profitable growth.

The Challenge

Tail Town was facing a critical efficiency problem:

- ROAS stuck at 1.5X making paid advertising barely profitable
- High customer acquisition costs limiting growth potential
- Inefficient audience targeting and ad creative performance
- Poor conversion funnel with significant drop-off points
- Wasted ad spend on low-intent audiences

Our Performance Marketing Strategy

1. Audience Funnel Re-engineering

We completely rebuilt their customer acquisition funnel:

- Advanced audience segmentation by pet type, age, and health concerns
- Behavioral targeting based on purchase intent signals
- Lookalike audience optimization using high-LTV customer data
- Multi-stage funnel: awareness → consideration → conversion
- Excluded low-intent audiences to reduce wasted spend

2. Creative Strategy Transformation

Instead of spending more, we invested in smarter creative:

- User-generated content featuring real pet parents and their success stories
- Educational content addressing specific pet health concerns
- Before-and-after transformations demonstrating product efficacy
- Veterinarian endorsements and expert testimonials
- A/B testing 50+ creative variations monthly for continuous improvement

3. Conversion Rate Optimization

Doubled down on bottom-line efficiency:

- Landing page redesign with clear value propositions
- Simplified checkout process reducing friction by 60%
- Trust signals: reviews, certifications, money-back guarantee
- Strategic upsells and product bundles increasing AOV
- Abandoned cart recovery sequences

4. Budget Reallocation

We didn't increase spend—we optimized it:

- Killed underperforming campaigns immediately
- Reallocated budget to high-performing segments
- Implemented bid cap strategies to control costs
- Focused on retargeting high-intent visitors

Results

Metric	Achievement
ROAS Improvement	133% lift (1.5 to 3.5 ROAS)
Ad Spend Efficiency	Same spend, 2.3X revenue
Cost Per Acquisition	Reduced by 58%
Conversion Rate	Increased by 145%
Timeline	4 months

Key Takeaways

- Efficiency gains often outperform budget increases for profitability
- Smart audience targeting eliminates wasted ad spend
- Creative quality and relevance drive performance more than volume
- Funnel optimization compounds advertising effectiveness
- Working smarter beats working harder in performance marketing

Client Testimonial

"We thought we needed to spend more to grow more. Growth Pandit proved us wrong. They didn't just spend smarter—they transformed our entire approach. Doubling our ROAS while keeping spend flat completely changed our business economics. This is what true performance marketing looks like!"

— Marketing Director, Tail Town

Ready to maximize your marketing efficiency?

Contact Growth Pandit today to discuss your growth strategy.

www.growthpandit.com | hello@growthpandit.com