

CASE STUDY **D2C Health & Wellness Brand**



THE OBSTACLE

Premium Health-and-Wellness brand came to Klickly in Q4 wanting to grow revenues **without increasing spend-to-revenue ratio**. They wanted to scale quickly, and were able to allocate 30% of revenues to do so — their goal was to get aggressive on growth while avoiding the risks of spiking CPAs during Q4 they saw on other platforms.

THE SOLUTION

By integrating Klickly and leveraging our data-driven **commission-based advertising system**, the brand chose to maintain a 30% commission per sale (avoiding peaks and valleys in competitive CPAs) and scaled strongly through Q4

THE OUTCOME

While using Klickly, over a 6-month period, the Brand consistently **experienced a guaranteed 3X ROAS WITHOUT additional spend**. Payout never fluctuated from their chosen commission, resulting in Klickly contributing to increasing the brand's revenue while removing any risk or downside exposure.

guaranteed

**3.1X
ROAS**

Klickly-Driven Sales/m
= grew 20X

Klickly Orders/m
= grew by 16X

New Customers/m
= increased 14X

Month 1

Klickly-Driven Sales: **\$4.37K**

Brand Spend **\$1.42K**

Klickly Orders: **54**

New Customers: **35**

Month 6

Klickly-Driven Sales: **\$87.1K**

Brand Spend **\$29.4K**

Klickly Orders: **870**

New Customers: **492**