



ABOUT THE COMPANY

Obvi offers re-generative ingredients in delicious drinks, with a variety of flavors and products to please everybody.

RESULTS

 **+ 117%**
Increase in scale

 **+ 67%**
Increase in revenue

 **+ 2,080 hrs**
Of manual calculation saved per year

 **- 44%**
Lower CPA on Facebook

NEVER STOP GROWING.

Harness Triple Whale's rock-solid attribution and spend effectively on every channel.



How Triple Whale Helped Obvi Scale Marketing **+117%** after iOS 14



"We were able to bring our marketing budget back up from \$300K a month to \$650K, which was a new record. It was all because of how Triple Whale helped us understand our data and pull the levers at our disposal."

ASH MELWANI,
CMO and Co-Founder, Obvi

OVERVIEW

When the iOS 14 update hindered Obvi's ability to scale ads, they turned to Triple Whale. With trustworthy attributions from the Triple Pixel, they got actionable data, slashed the time it took to compile and interpret performance across all of their channels, and scaled up marketing by 117%.

CHALLENGE

The iOS 14 update made in-app performance data unusable. Scaling up ads that appeared to be doing well brought no sales, and CPA rates skyrocketed. Managing omni-channel data by hand was unsustainable.

SOLUTION

With Triple Pixel, Obvi was once again able to identify and scale successful ads. Their all-in-one dashboard gave the team up-to-the-minute data that they could action immediately, allowing them to reignite performance and skyrocket growth.

RESULTS

Post iOS 14, Obvi scaled up marketing +117%, grew revenue +67%, and dropped Facebook CPA -44%. Now, they're saving +2,080 hours per year on performance calculations, and they have the data they need to keep growing, no matter what comes next.

"Now, I can tell on an hourly basis if my company is profitable or not. Having that type of power is incredible. With our old reporting, I could operate at a loss without even knowing."

— ASH MELWANI