



OUR CLIENT

Komfuel is a supplement nutrition company that provides a variety of supplements and snacks to support the health and fitness journeys of thousands of clients. They stock hundreds of top brands but wanted to push more of their own line of products online.

Being a fairly new entrant in a highly competitive industry they needed to stand out and wanted to get more conversions on their Shopify store by using Facebook ads.

WHAT WE DID

After our consultation call, we analysed their target audience and set up a series of promotional campaigns for their unique Kombox range. We did an initial test run for a week to gain data and were seeing a varied CPC rate at first so it was clear we needed to make quick changes.

We then split tested the copy, images and target audience and ran for a few days which resulted in us finding our winning ads which we measurably scaled up to an average 716% ROI shown below.

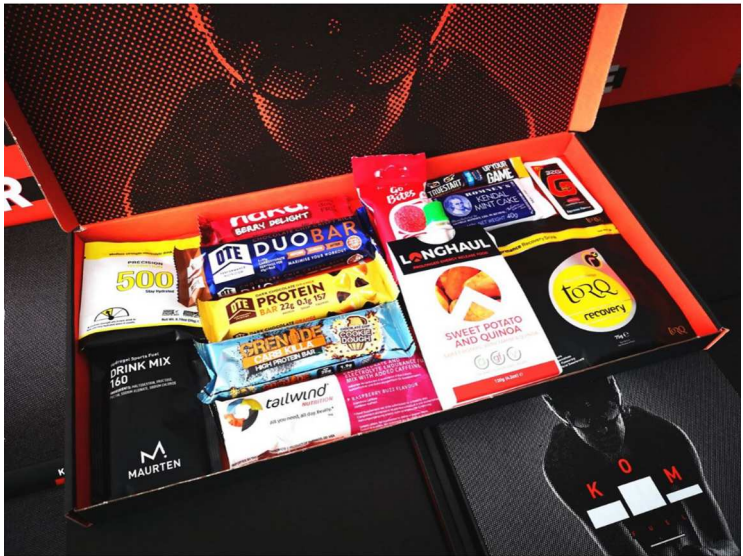
WINNING ADS



What makes us unique?

- ✓ We stock hundreds of sports nutrition brands
- ✓ You can mix and match
- ✓ Our unique "Komboxes" go straight through your letterbox!

#sportsnutrition #fueltorule



Komfuel Sport & recreation [Shop Now](#)



Fast packs for fast use now available!

- ✓ A surprise pick n mix of sports nutrition.
- ✓ It's a great way to try the Komfuel experience
- ✓ Free Postage & Packaging ... [See more](#)



KOMFUEL.CO.UK **Fast Pack Pick n Mix**
A pre-packed selection of 10 discounted sports nutrition items nearing...

