

META ADS PORTFOLIO

\$5M Annual Ad Spend | **7x** Target ROAS | **30+** Countries

Sales, Leads, Traffic, Brand Awareness & More!





Only



Clients & Brands



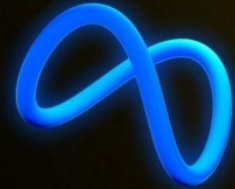
WHAT WE DO IN **META ADS MANAGEMENT!**

- **Conversion campaigns** aligned with goals.
- **Precise targeting** using interest, lookalike, retargeting.
- Full funnel targeting: **cold, warm, hot audiences.**
- **Testing** multiple ad sets, creatives, angles.
- **Scale winners**, pause poor performers fast.
- High CTR, **conversion-focused** ad frameworks.
- **Focus** on higher ROAS, lower CPA.
- ABO (**Ad Set Budget Optimisation**) for better control.
- **Audit** past ad campaigns, if any were run before.



WHO WE PARTNER WITH

- D2C eCommerce Brands
- Healthcare Clinics/Hospitals
- Retailers/Local Businesses
- Real Estate Developers
- Service Based Businesses (IT, Software) & **More!**



TRACK RECORD

- **\$5M+** Ad Spend Managed In Last 6 Years.
- **600+** Verified Testimonials
- Worked With **800+ Brands**
- Clients Across **30+ Countries**



"HOME FURNISHING BRAND - CANADA"

Signs

Ads for 3 Campaigns

1 Dec 2025 - 31 Jan 2026

THE MARKETING MAVERICKS™

Columns: mavericks

Breakdown

Amount spent	Purchases	Adds to cart	Purchase ROAS (retu...	Adds of payment info	CPM (cost per 1,000...	CPC (all)
\$3,266.54	161	521	35.52	35	\$16.64	\$1.08
\$5,111.69	337	1,058	34.36	81	\$13.97	\$0.89
\$2,780.16	142	527	34.67	22	\$16.99	\$0.81
\$11,158.39	640	2,106	34.78	138	\$15.37	\$0.91
Total Spent	Total	Total	Average	Total	Per 1,000 Impressions	Per Click

THE MARKETING MAVERICKS™

\$11,100+ Ad Spend | 34.78x ROAS | 640 Orders
\$17.30 CPP (Cost Per Purchase)



"LUXURY-AFFORDABLE JEWELLERY BRAND - USA"

Q1 2026

Q4 2025

USD \$

THE MARKETING MAVERICKS™

Gross sales

\$32,336.44 ↗ 52%



Returning customer rate

14.83% ↗ 4%



Orders fulfilled

609 ↗ 96%



for 1 Campaign

Ads for 1 Campaign

THE MARKETING MAVERICKS™

1 Jan 2026 - 31 Mar 2026

A/B test

More

Columns: mavericks

Breakdown

Cost per result	Amount spent	Purchase ROAS...	Purchases conversio...	Purchases	Adds to cart	CPM (cost per 1,000...	Average purchase...	Add payr
\$19.28 Per purchase	\$2,756.60	2.74	\$7,543.56	143	836	\$13.84	\$52.75	
\$19.29 Per purchase	\$3,183.47	2.93	\$9,332.12	165	947	\$12.12	\$56.56	
\$19.29 Per purchase	\$5,940.07 Total Spent	2.84 Average	\$16,875.68 Total	308 Total	1,783 Total	\$12.86 Per 1,000 Impressio...	\$54.79 Average	

\$5,900+ Ad Spend | 2.84x ROAS | 308 Orders



"AFFORDABLE CLOTHING BRAND - USA"

Campaigns Ads for 4 Campaigns 📅 1 Nov 2025 - 31 Dec 2025 ▼

Columns: MAVERICKS ▼ Breakdown ▼

Cost per result	Adds to cart	Amount spent	Purcha:	Purchase ROAS...	CPM (cost per 1,000...	Purchases conversio...	CPC (all)
\$13.54 Per purchase	2,743	\$4,183.00	309	3.73	\$18.94	\$15,623.13	\$0.50
\$18.50 Per purchase	2,661	\$5,641.19	305	3.02	\$19.64	\$17,020.20	\$0.65
\$20.81 Per purchase	2,095	\$5,222.77	251	3.08	\$23.46	\$16,088.74	\$0.80
\$14.30 Per purchase	436	\$915.50	64	3.69	\$23.47	\$3,377.13	\$0.79
\$14.88 Per purchase	366	\$744.21	50	2.81	\$19.18	\$2,089.44	\$0.51
\$16.41	422	\$754.81	46	3.46	\$17.10	\$2,612.64	\$0.45
— Multiple conversions	8,863 Total	\$17,834.97 Total Spent	1,043 Total	3.22 Average	\$20.45 Per 1,000 Impressio...	\$57,453.91 Total	\$0.63 Per Click

\$17,800+ Ad Spend | 3.22x ROAS | 1043 Orders
\$17 CPP (Cost Per Purchase)



"ELECTRONICS AND GADGETS BRAND - USA"

gns Ads for 2 Campaigns 1 Feb 2026 - 5 Apr 2026

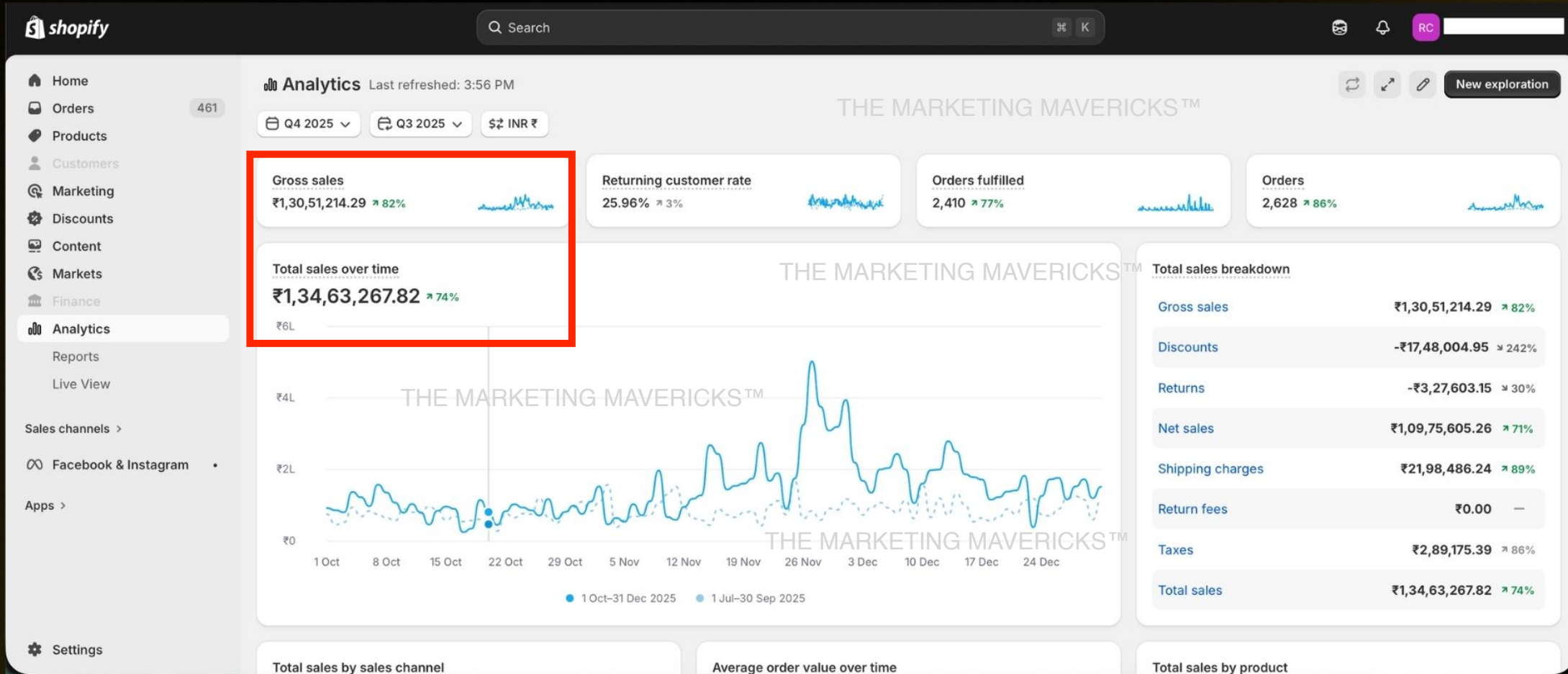
More THE MARKETING MAVERICKS™ Columns: mavericks Breakdown

Amount spent	Purchases	Adds to cart	Purchase ROAS (retu...	Adds of payment info	CPM (cost per 1,000...	CPC (all)
\$4,275.23	275	801	42.53	56	\$14.25	\$1.04
\$5,403.01	546	1,654	40.39	137	\$12.94	\$0.69
\$9,678.24 Total Spent	821 Total	2,455 Total	41.33 Average	193 Total	\$13.48 Per 1,000 Impressions	\$0.81 Per Click

\$9,600+ Ad Spend | 41.33x ROAS | 821 Orders
\$11.70 CPP (Cost Per Purchase)



SKINCARE AND BEAUTY BRAND – INDIA

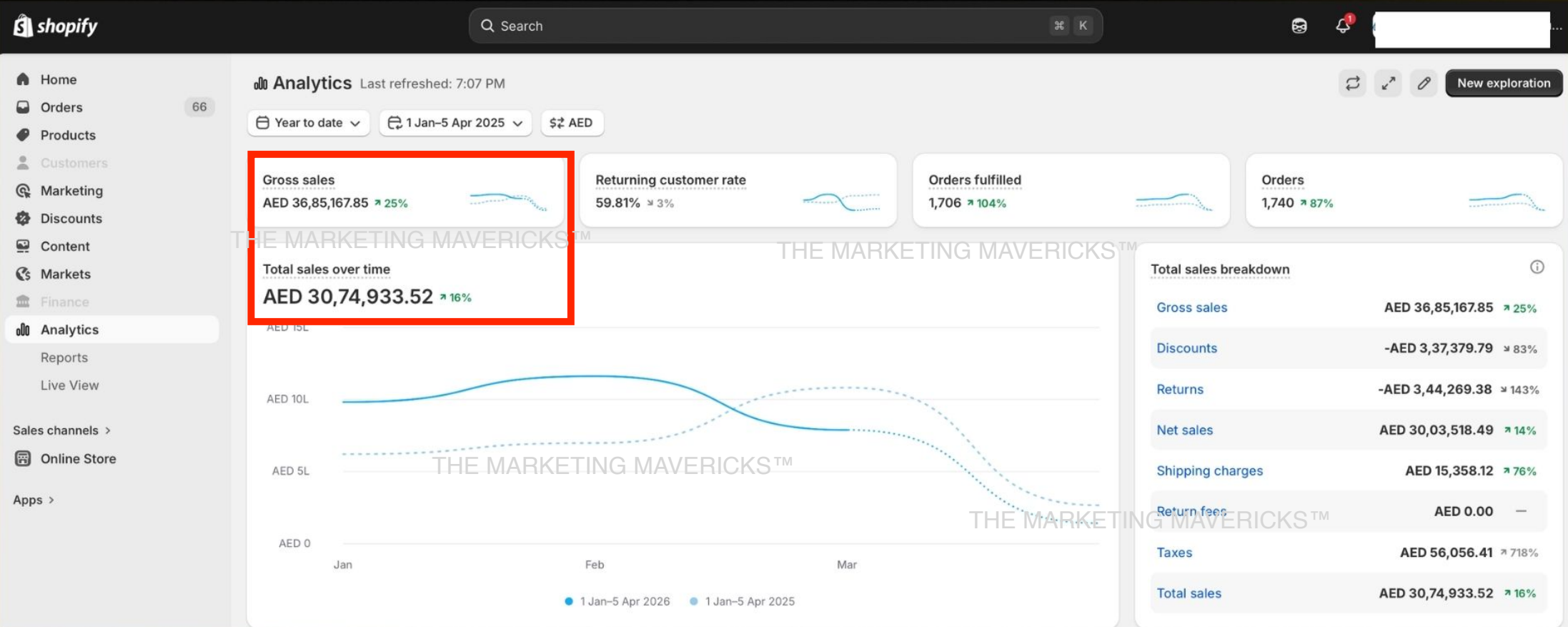


₹1.34 Crores INR Sales ≈ \$146k USD Sales | 2400+ Orders | 82% Growth

Q4 2025 RESULTS



PREMIUM CAR AUDIO SPEAKERS BRAND – UAE



3+ Months Results in 2026 (1st Jan 2026 to 5th April 2026) & Counting!
25% Growth Rate YOY!



LEAD GENERATION & BRAND AWARENESS CAMPAIGNS!

Nov 1, 2024 – Jan 31, 2025




- Total Amount Spent: **\$4,107.38**
- Leads Generated: **453**
- Average Cost Per Lead: **\$5.26**
- CPM: **\$3.51**



1 Nov 2024 - 31 Jan 2025 Status

Total amount spent **\$4,107.38** No spending limit

Campaigns

 Mavericks Message Ads Campaign Off · Engagement	453 Messaging conversations started	\$5.26 Cost per Messaging conversation started	\$2,384.04 Spent
 video engagement ads Off · Engagement	8,646 Link Clicks	\$0.15 Cost per Link click	\$1,339.77 Spent
 posts - awareness Off · Awareness	109,374 Reach	\$3.51 Cost per 1,000 people reached	\$383.57 Spent



1st Sept 2024 – 31st Oct 2024

- Total Reach: **993,695**
- Total Amount Spent: **£15,859.25**
- Total Purchases: **1,312**
- Average Cost Per Sale: **£12.09**
- Average Purchase ROAS: **2.90**



1st Sept - 31st Oct 2024

Off/On	Ad	Reach	Impressions	Cost per result	Amount spent	Purchase ROAS (return on ad...)	Purchases	Adds of payment info	Adds to cart	Website purchase RO
<input type="checkbox"/>	Paper Cover Ad	9,478	18,733	£6.11	£103.86	3.66	17	20	53	
<input type="checkbox"/>	Light Blue 4D Ad	23,782	34,929	£9.68	£106.52	3.49	11	16	26	
<input type="checkbox"/>	4D Features	388,391	959,462	£11.60	£4,221.85	3.16	364	460	932	
<input type="checkbox"/>	Pink text blue background features ad	63,011	146,678	£9.41	£620.87	3.15	66	65	131	
<input type="checkbox"/>	Quote, Insta, Plates Ad	65,541	145,926	£11.56	£726.17	3.10	63	76	145	
<input type="checkbox"/>	Car 4D Plate Styles Ad	24,534	37,720	£12.39	£123.89	3.03	10	15	28	
<input type="checkbox"/>	Us vs Them	600,635	1,632,207	£12.81	£7,735.66	2.87	604	774	1,665	
<input type="checkbox"/>	Plate Selection	66,410	135,113	£12.20	£557.53	2.87	45	52	141	
<input type="checkbox"/>	Services Ad Features Reviews Phone Car T...	19,613	41,371	£10.16	£162.57	2.57	16		30	
Results from 30 ads		993,695	3,608,106	£12.09	£15,859.25	2.90	1,312	1,611	3,635	
Accounts Centre acc...			Total	Per purchase	Total Spent	Average	Total	Total	Total	Ave

1st Nov'24 – 29th Nov 2024

- Total Reach: **337,518**
- Total Amount Spent: **£5,119.37**
- Total Purchases: **433**
- Average Cost per Sale: **£11.82**
- Average Purchase ROAS: **2.96**



1st NOV - 29th NOV 2024

Off/On	Ad	Reach	Impressions	Cost per result	Amount spent	Purchase ROAS (return on ad...)	Purchases	Adds of payment info	Adds to cart	Website purchase RO
<input type="checkbox"/>	Mavericks New Ads (C2)	3,567	4,809	£9.42	£47.11	4.86	5	4	9	
<input type="checkbox"/>	3mm 5mm Ad	12,497	24,988	£6.77	£101.53	3.97	15	18	26	
<input type="checkbox"/>	Pink text blue background features ad	83,930	196,579	£9.20	£809.77	3.92	88	101	193	
<input type="checkbox"/>	Mavericks New Ads (C1)	10,428	20,552	£12.29	£172.02	3.36	14	17	38	
<input type="checkbox"/>	Elevate Ad Features Reviews Phone Car H...	20,694	45,697	£8.35	£208.73	3.32	25	25	51	
<input type="checkbox"/>	Us vs Them	279,158	636,624	£12.86	£3,048.45	2.73	237	281	605	
<input type="checkbox"/>	Quote, Insta, Plates Ad	30,643	97,401	£13.80	£565.66	2.62	41	62	110	
<input type="checkbox"/>	4D Features	6,785	12,002	£19.30	£77.19	2.23	4	5	10	
<input type="checkbox"/>	Main Plate Styles	16,285	28,694	£22.19	£88.77	1.12	4	5	32	
Results from 30 ads		337,518	1,067,351	£11.82	£5,119.37	2.96	433	518	1,074	
Accounts Centre acc...			Total	Per purchase	Total Spent	Average	Total	Total	Total	Ave



LEAD GENERATION & BRAND AWARENESS CAMPAIGNS!

Amount Spent: **\$1,677.77**
Leads Generated: **1,565**
Average Cost Per Lead: **\$0.77**
Follows/Likes: **4,586**
Cost per Follow/Like: **\$0.10**



The screenshot shows a Facebook Ads dashboard for the period of 1 Jan 2025 to 10 Feb 2025. The total amount spent is \$1,677.77 with no spending limit. Two campaigns are listed:

Campaign Name	Status	Leads / Engagement	Cost per Unit	Spent
Prospecting - Simple Trick Sleep Calculator New Leads Campaign	Active - Leads	1,565 On-Facebook leads	\$0.77 Cost per On-Facebook lead	\$1,200.59 Spent
Sleep Engagement campaign - Variation 5	Active - Engagement	4,586 Follows or likes	\$0.10 Cost per Follow or like	\$477.18 Spent

LEAD GENERATION ADS FOR REAL ESTATE DEVELOPER SELLING PREMIUM APARTMENTS INDIA (BANGALORE)

Off/On	Ad set	Results	Reach	Impressions	Cost per result	Amount spent
<input checked="" type="checkbox"/>	Facebook Leads (Forms) - Location 1	23 Meta leads	12,787	22,005	₹637.65 Per Meta lead	₹14,666.06
<input checked="" type="checkbox"/>	Instagram Leads (Forms) - Location 2	19 Meta leads	31,188	59,716	₹1,150.54 Per Meta lead	₹21,860.18
<input checked="" type="checkbox"/>	Facebook Leads (Forms) - Location 3	31 Meta leads	9,644	19,596	₹474.58 Per Meta lead	₹14,712.13
<input checked="" type="checkbox"/>	Instagram Leads (Forms) - Location 4	46 Meta leads	24,239	48,730	₹529.30 Per Meta lead	₹24,347.90
Results from 4 ad sets ⓘ		119 Meta leads	67,307 Accounts Centre acc...	150,047 Total	₹635.18 Per Meta lead	₹75,586.27 Total Spent

Performance Summary From campaigns:

Total Leads: 119

Total Reach: 67,307

Total Impressions: 150,047

Average Cost per Lead: ₹635.18

Total Spent: ₹75,586.27



WE MAKE YOUR ADS ROAR LIKE A LION!

Amount spent	↑↓ ▾	Purchases ↑↓ ▾	Adds to cart ↑↓ ▾	Purchase ROAS (retu...)	↑↓ ▾
\$5,535.49		352	1,035	41.69	
THE MARKETING MAVERICKS™					
\$7,643.50		698	2,176	39.39	
THE MARKETING MAVERICKS™					
\$2,071.53		113	423	29.80	
THE MARKETING MAVERICKS™					
\$15,250.52		1,163	3,634	38.92	
Total Spent		Total	Total	Average	

\$5M Ad Spend | 7x Target ROAS
600+ Testimonials



THE MARKETING MAVERICKS™

META ADS • GOOGLE ADS • SEO • WEBSITE • BRANDING • SOCIAL MEDIA

◀ USA • LONDON • DUBAI • INDIA • AUSTRALIA • CANADA • NEW ZEALAND ▶

THE POWERHOUSE BEHIND POWERFUL BRANDS! 🍷