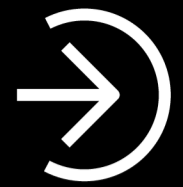




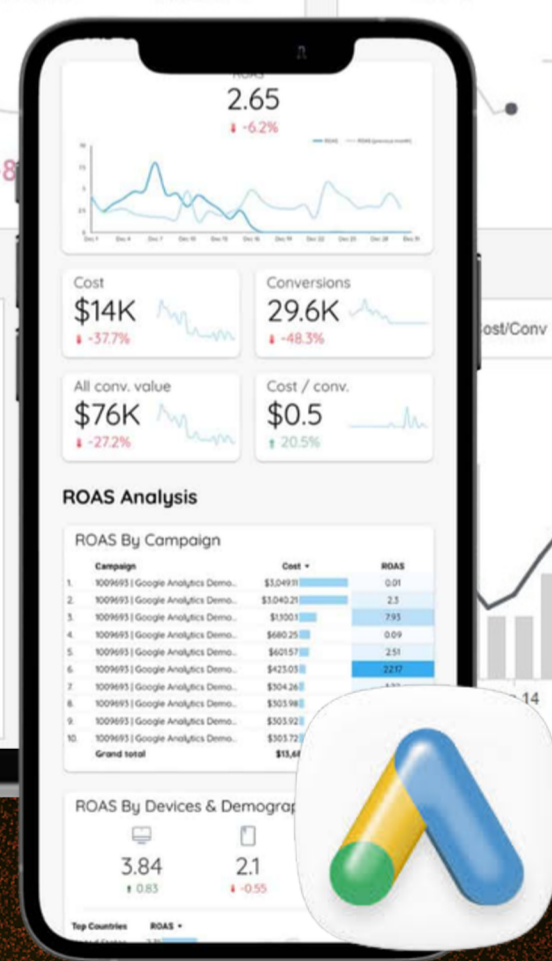
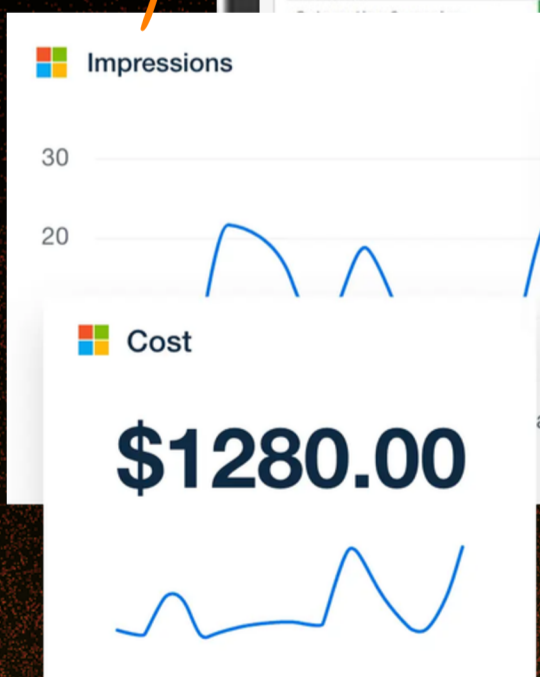
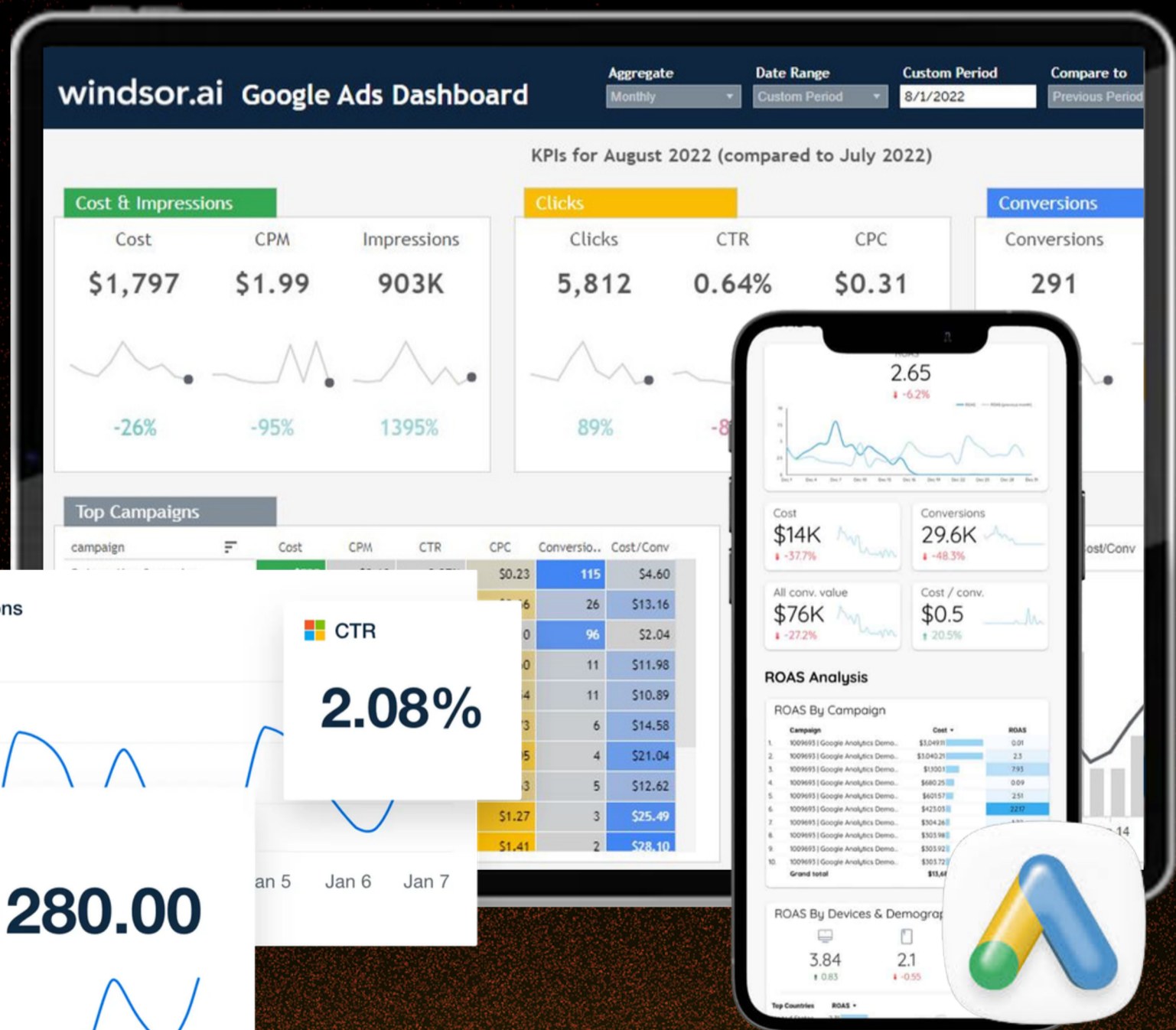
BRIAN LASONDE
 Founder & CEO @ PPC Boost



HOW WE SCALED AN ONLINE LIGHTING BRAND WITH PAID ADS

\$9.37M REVENUE | 350-400% ROAS

Real Results



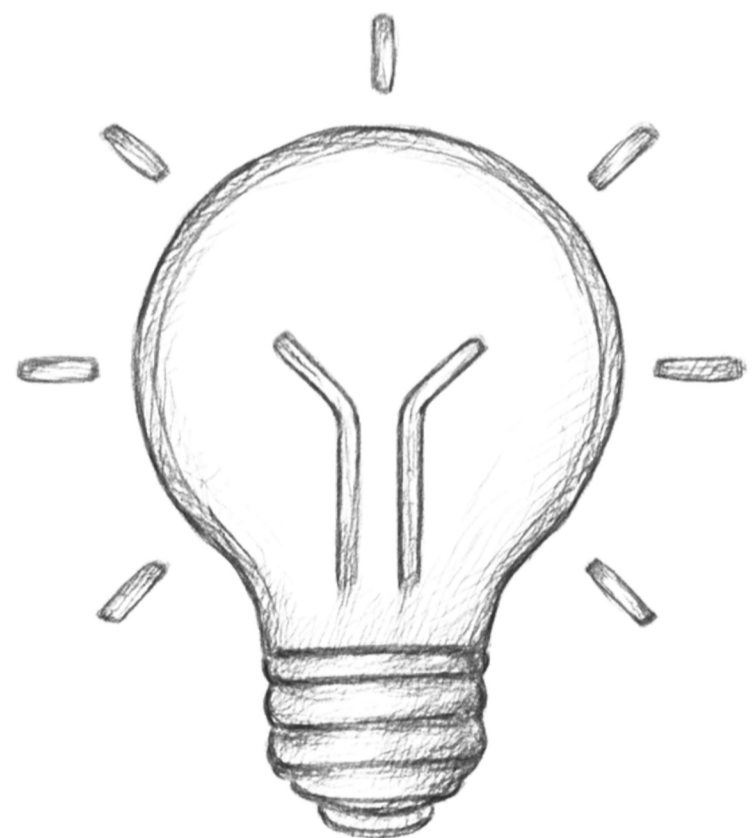


About MOD Lighting

MOD Lighting is an online store selling **indoor and outdoor lighting.**

Their products are made to be:

- Useful
- Beautiful
- High quality



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Founder & CEO @ PPC Boost



The Challenge

MOD Lighting wanted to:

- Increase online sales
- Keep ad costs under control
- Spend more on ads without losing profit
- Focus on products that sell the most



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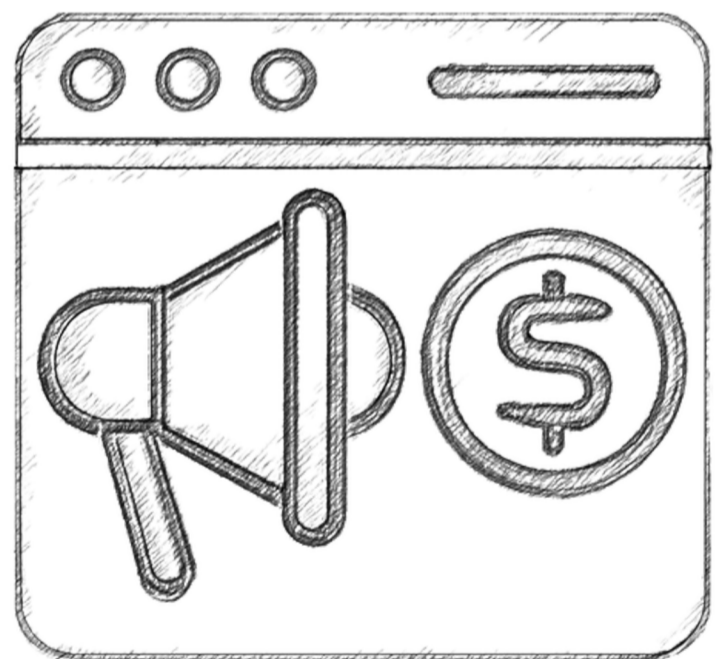


Our Paid Ads Plan

We ran ads on different platforms to grow sales:

- Google Ads
- Bing Ads
- Facebook Ads
- Pinterest Ads

Each platform had a clear goal.



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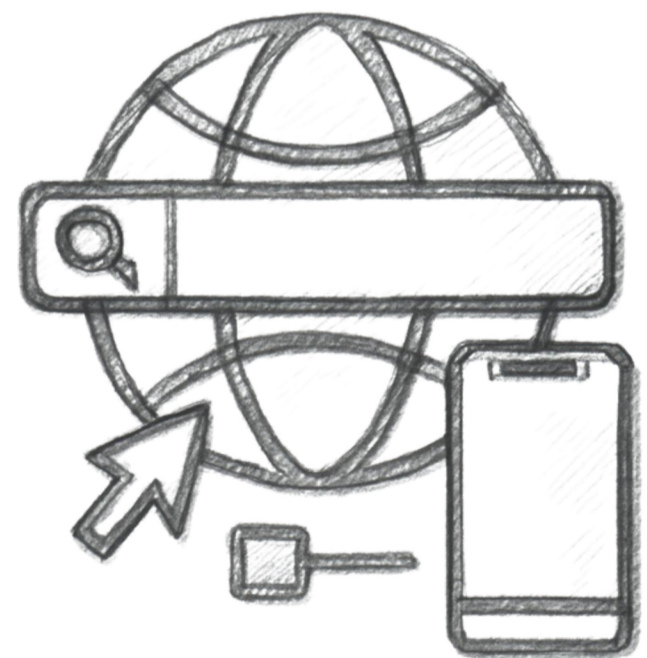




Google & Bing Ads

- Built shopping and sales-focused campaigns
- Improved product titles so ads show for the right searches
- Separated best-selling products
- Spent more budget on top-performing items

This helped bring more buyers and more sales



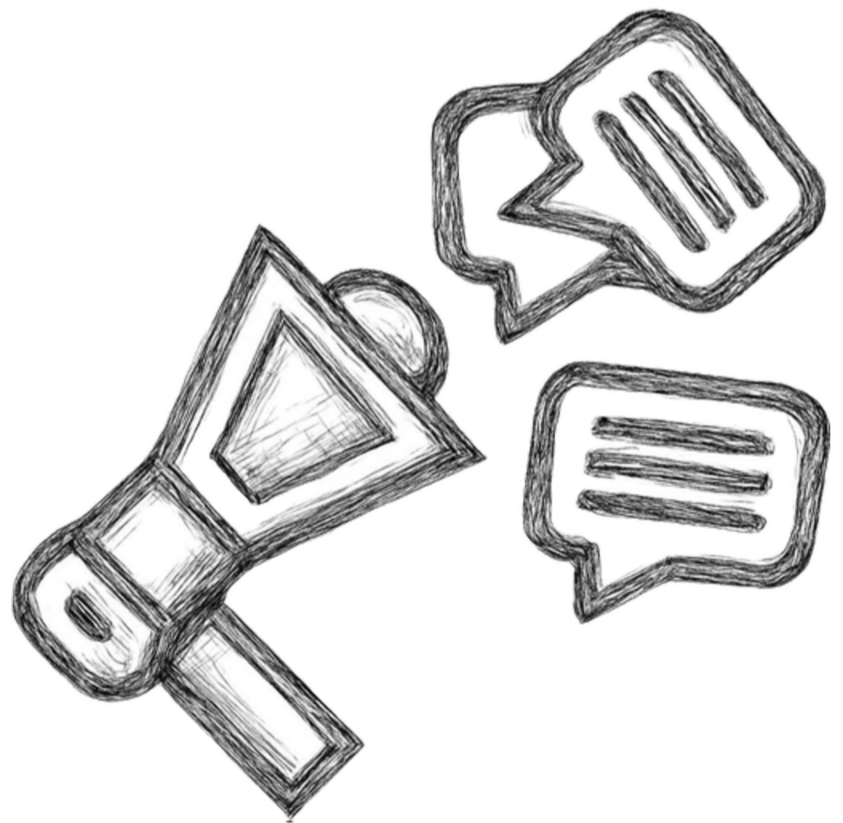
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Facebook & Pinterest Ads

- Used clear and attractive product images
- Showed ads to people ready to buy
- Built trust and brand awareness
- Sent more visitors to the website



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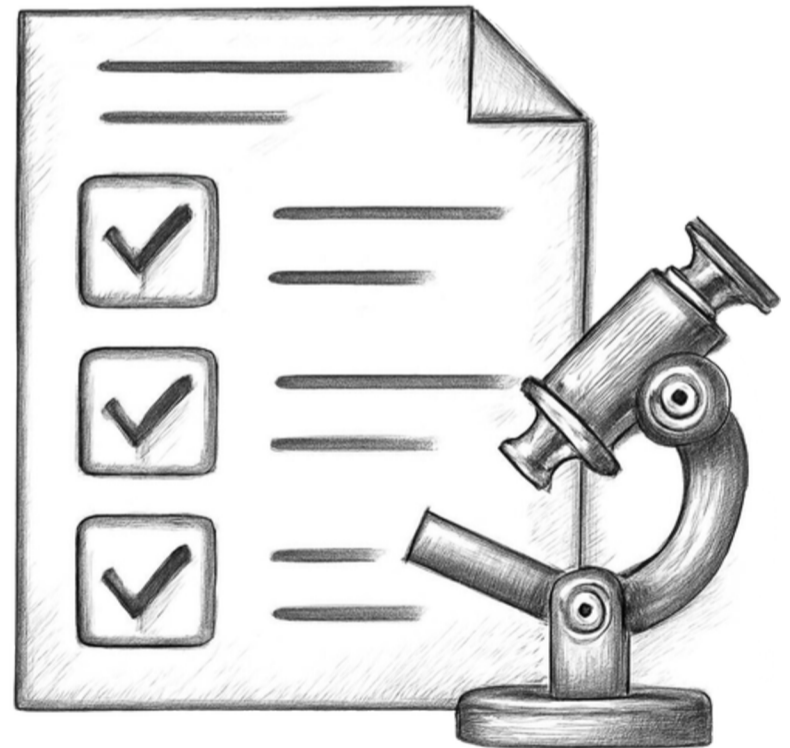
The Results

\$9.37M Revenue in 1 Year

350–400% ROAS

7–8 Figure Online Store

Strong and steady
growth



BRIAN LASONDE
Founder & CEO @ PPC Boost





What the Client Said

“Because of the PPC Boost team, we made \$9.37M in revenue in 2022 while keeping a 350–400% ROAS.

Their work was well managed and focused on results.”

Henry Liu, Founder & CEO, MOD Lighting



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Founder & CEO @ PPC Boost



WANT *RESULTS* LIKE THIS!

We help online stores
grow sales with **simple and
smart paid ads.**

LET'S TALK.



BRIAN LASONDE

Founder & CEO @ PPC Boost