

This is what happens when you fix the **constraint.**

Every number below came from the same discipline: fix the system before scaling the budget.

NUMBERS FROM THE LAST 18 MONTHS

R2.4M+

Ad Spend Managed

44,000+

Leads Generated

30+

Businesses
Worked With

**10
yrs**

Combined
Experience

Same Revenue with Half the Ad Spend.

Achieved in 30 days.

THE SITUATION

A creative agency owner was running ads for multiple clients on top of managing the business. Results existed, but without daily management, spending kept climbing.

WHAT WE DID

The entire ad account was restructured: campaigns reorganised, audience targeting fixed, and daily optimisation built into the process from day one.

R580

Before – Cost per Sale

R185.49

After – Cost per Sale

70%

Reduction in CPS

30 Days

Timeline

THE INSIGHT

Every campaign needs eyes on it every single day. Structure and attention are the difference between paying R580 per sale and R185. That's not a small difference – it's the difference between profitable scaling and watching money disappear.

R4,100 Ad Spend → R19,700 revenue.

30-day turnaround.

THE SITUATION

A fitness business had been through multiple agencies. Leads were coming in, but not converting into paid memberships. Everyone assumed the leads were bad.

THE REAL PROBLEM

The leads were fine. The conversion process was broken.

Slow follow-ups → No qualification system → No acquisition structure.

WHAT WE DID

The entire client acquisition system was rebuilt: offer tightened, follow-up structured, and a real qualification process put in place so leads actually converted.

R4,100

Ad Spend

R19,700

Revenue Generated

4.8x

ROAS

THE INSIGHT

Most local service businesses don't have a traffic problem. They have a conversion and follow-up problem. You can run the best ads in the world, but if the back-end system doesn't convert leads into customers, you're just buying expensive contacts.

Sold Out in 10 Days.

R1,400 total ad spend.

THE REAL PROBLEM

A weak offer with no urgency, no clear outcome, and no reason to act now will waste even the best traffic.

WHAT WE DID

Without touching the budget, the offer was repositioned around a defined outcome, a clear deadline, and a value structure that actually gave people a reason to act.

R1,400

Ad Spend

R19,320

Revenue

**Fully
Booked**

Result

10 Days

Timeline

THE INSIGHT

Sometimes the biggest lever isn't in the ads. It's in what you're asking people to buy into. A clear, urgent offer that shows real value will always outperform a vague, generic one.

110 Leads → 14 Paying Clients.

One month. What normally takes three to four.

THE PROBLEM

Inconsistent messaging, an unclear offer, no structured follow-up, and random creative testing, all running without any coordinated strategy behind them.

WHAT WE DID

The foundation was built properly: winning visuals tested and locked in, messaging refined, offer positioning fixed, and every element made to work as one coordinated system.

110

Leads Generated

14

Clients Signed

1 Month

Timeline

**3-4
Months**

Normal Timeline

THE INSIGHT

Results don't come from effort alone. They come from the right structure behind that effort. Once the pieces align, the messaging, the offer, the follow-up, the creative, everything accelerates.

R11,000 More Revenue.

Zero additional ad spend.

THE PROBLEM

A business was running ads for a generic group offer. People understood it, but it didn't compel. No urgency, no defined value, no reason to act on it.

WHAT WE DID

The offer was reworked from the ground up: given a real name, a defined outcome, structured bonuses, and enough specificity that people actually had something concrete to buy into.

R0

Additional Spend

R11,000+

Additional Revenue

The Offer

What Changed

THE INSIGHT

An offer is your most powerful conversion tool. A weak offer will fail even with great traffic. A strong offer will win even with mediocre traffic.

Leads That Book Themselves.

Turning ad clicks into paid appointments, automatically.

THE PROBLEM

An established clinic with a loyal returning base wanted to scale through paid ads but couldn't. Lead quality was inconsistent, and the team struggled to reach enquiries fast enough — most people who said they were interested never followed through when contacted.

WHAT WE DID

We built a straight-to-booking funnel: ads drove to a lead-capture form, and on the thank-you page leads were sent directly to the clinic's booking app to purchase on the spot. A share opted in, and a share of those paid immediately. Everyone who didn't book still flowed into the CRM, so the team could follow up and book them manually — backed by email nurture sequences to warm the audience over time. One channel, two ways to monetise the same enquiry.

Straight-to-Booking

Funnel Built

CRM + Nurture

Nothing Wasted

Self-Serve Sales

New Revenue Path

THE INSIGHT

When you only give people one way to convert, you lose everyone who won't take it. Give them a self-serve path and a follow-up path, and the same traffic pays off twice.

42 New Members.

In four months, from a reworked offer.

THE PROBLEM

A membership-based studio was advertising memberships directly. Ads generated plenty of interest, but very few people converted — the offer asked for commitment before anyone had experienced the product.

WHAT WE DID

First we reworked the offer to make it genuinely appealing instead of "join now." Then we built a free-trial funnel: leads opted in and booked a class with no payment required. The team followed up fast with anyone who didn't self-book, got them into a free class, and sold memberships on the back end — once people had trained, felt the environment, and fallen for it, usually in that first session.

**42
Members**

Signed Up

4 Months

Time Frame

Free Trial

What Changed

THE INSIGHT

People won't commit to what they haven't experienced. Let them in the door first, and the sale makes itself.

Filtering For Buyers.

A paid trial that pre-qualified every lead.

THE PROBLEM

Rather than a free trial, this studio needed to know how many people would actually pay to walk through the door — free trials attract interest, but not always intent.

WHAT WE DID

We built a paid-trial offer: R500 for three foundational classes covering the basics of the training, with one-to-one coaching. Anyone who paid had already proven real intent, so the back-end membership upsell landed on people who'd converted once, shown up, and enjoyed it. Sign-ups after the paid trial were strong.

R500 Trial

3 Classes

Paid Intent

Pre-Qualified

High Convert

After Trial

THE INSIGHT

A small payment upfront filters tyre-kickers from buyers. You spend your follow-up energy only on people who've already voted with their wallet.

3x ROAS Before Upsells.

A low front-end offer that paid for itself.

THE PROBLEM

Ads pointed to the website's premium services and memberships — the most expensive thing on offer. Almost no one converted cold.

WHAT WE DID

We introduced a low-ticket front-end: a R250 once-off offer to join a community class on the first Saturday of every month. It generated 22 sales in the first month — each one a warm customer to upsell into full services later. The front-end alone returned roughly 3x on ad spend before any back-end upsell, meaning the ads covered their own cost with no follow-up required.

22 Sales

First Month

3x ROAS

Before Upsells

R250 Offer

Front End

THE INSIGHT

A low-ticket front end turns advertising from a cost into a self-funding engine. The ads pay for themselves; the real profit is in the relationships they buy you.

Additional performance data

Fashion E-Commerce: Meta Ads Campaign (First 3 Weeks)

Revenue	R41,854
Ad Spend	R5,343
ROAS	7.83×
Purchases	26
Key Insight	Clean product photography, no text overlays. 7 winners from 38 creatives tested.

Pilates Studio: Structured vs. Unstructured

Unstructured ROAS	0.24× (broken tracking, algorithm flying blind)
Structured ROAS	8.32× (full tracking, clear creatives)
Difference	44× better performance, same platform, same time

Supplement Brand: Launch Campaign (Zero Prior Data, 15 Days)

Revenue	R19,871
Ad Spend	R4,294
ROAS	4.64×
Best Creative	Founder-led UGC video
Best Offer	20% discount, 20.88× ROAS alone

WHAT EVERY RESULT HAS IN COMMON

In every case, the ads were already running. What changed was:

- Daily oversight, not set-and-forget management
- Proper campaign structure and audience strategy
- Purposeful creative testing, not random experimentation
- Consistent attention and ongoing adjustments
- Offer clarity and urgency, not vague and generic

This is what disciplined performance marketing actually looks like.

The right structure, the right attention, and optimisation that compounds every single day.

One conversation to diagnose the **constraint**.

Before we talk about anything we do, we want to understand exactly where your current process is losing revenue, and whether we're the right fit to fix it.