



QUICK JEWELRY REPAIRS

CASE STUDY



**QUICK JEWELRY
REPAIRS**

The Client

\$14,500

REVENUE GENERATED
Per Month

93,000

REACH

2.4

ROAS

ABOUT QJR

Quick Jewelry Repairs is a nationwide, mail-in jewelry and watch repair service. They offer expert repairs, resizing, restoration, and customization by skilled jewelers. Customers securely ship their items, track the process, and get them returned insured. Fast, reliable, and professional jewelry care —online and hassle-free.

CHALLENGES

BOOST JEWELRY REPAIR ORDERS IN THE U.S.



Step 1: Order

Add all desired services to your cart and customize the details for each item to receive final pricing at checkout.



Step 2: Ship

Once your order is complete simply follow the instructions provided with the shipping label to properly ship your item(s) to our facility via FedEx.



Step 3: Wear

Most orders are completed and sent back the same day your items arrive to our repair facility. Once your items ready to ship back you will be notified and sent a FedEx tracking number.

Run and manage Meta Ads campaigns to generate high-intent conversions for jewelry repair services across the U.S. The goal was to increase order volume while maintaining a profitable ROAS and improving customer acquisition efficiency.

"I found this company on the internet looking for a place that resizes stainless steel jewelry. This company rocks! I sent them a bracelet that was too big and now it's perfect. I don't usually do reviews but had to this time. I give them a 10 out of 10"

- BRAD C.



CAMPAIGN DEVELOPMENT

FULL-FUNNEL META ADS STRATEGY

- Building a full-funnel strategy (Awareness → Engagement → Retargeting → Conversions)
- Creating fresh ad creatives (before/after visuals, testimonials)
- Segmenting cold audiences based on interest
- Implementing Lookalike Audiences
- Launching dynamic retargeting ads

PERFORMANCE OPTIMIZATION

MONITORED PERFORMANCE CLOSELY, SCALED WINNING ADS



Regular performance reviews were conducted, and I aggressively optimized based on real-time data—scaling winning ad sets and quickly eliminating underperformers.

RESULTS

ORDERS INCREASED BY 2.1X FROM META ADS ALONE

- ROAS Improved from 1.8x to 2.4x within 8 weeks
- Lead Cost Reduced by 30%
- CTR Increased by 45% through better ad visuals and copy
- Significant growth in return customers through remarketing funnel

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KEY TAKEAWAY

TRUST, RETARGETING, CITY-BASED TARGETING, AND CONSTANT TESTING

- Emotional trust and visual proof (before/after) were crucial for conversion.
- Retargeting high-intent users yielded the most cost-effective results.
- Geo-focused campaigns in major urban markets outperformed broad targeting.
- A/B testing creatives monthly ensured audience fatigue was minimized.