



SKINNY MIXES

CLIENTS NAME

6%

CONVERSION RATE

\$6

COST PER RESULT

4.2

ROAS

THE ASK

Skinny Mixes approached us to spearhead a conversion-focused advertising initiative aimed at launching their new UK-based storefront. The primary goals were to rapidly increase online revenue and maintain a profitable Return on Ad Spend (ROAS) during aggressive market entry and scaling.

CAMPAIGN DEVELOPMENT

- Rolled out weekly conversion-focused campaigns targeting top-performing product categories
- Implemented A/B testing across diverse cold audience segments to refine targeting
- Built Lookalike Audiences from users performing high-value actions
- Launched retargeting campaigns to re-engage warm audiences who had shown prior interest

RESULTS

- Ad spend scaled from \$130/week to \$1,000+/week within 6 weeks
- Maintained profit-positive ROAS throughout scaling
- Achieved a measurable boost in weekly sales and repeat customer traffic

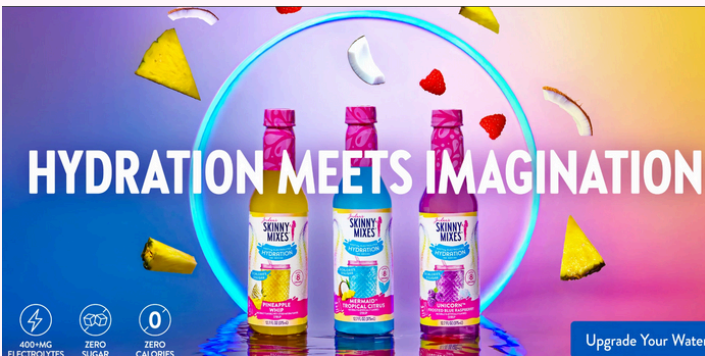


PERFORMANCE OPTIMIZATION

Borcelle exemplifies how challenges can be transformed into triumphs through strategic thinking, innovation, and resilience. This case study highlights the importance of adaptability and strategic planning in achieving long-term success.

KEY TAKEAWAY

A structured, data-driven campaign framework, combined with continuous A/B testing and performance-led decision-making, enabled Skinny Mixes to enter a new market rapidly and profitably. This case proves that with the right strategy, scaling in unfamiliar territories can be both fast and sustainable.



CLIENT TESTIMONIAL

"The campaign results far exceeded our expectations. IR Solution helped us break into a new market and scale with confidence."

Marketing Director, Skinny Mixes UK

