CASE STUDY

POOR CREATIVE PERFORMANCE

Creative Strategy Behind 1,967 Purchases

Overview:

A France-based DTC skincare brand selling premium LED light therapy masks and laser facial devices saw sales decline despite maintaining the same Meta Ads budget. After auditing the account, the real issue was identified as **creative fatigue**, with repetitive ads leading to lower engagement and weaker performance. By refreshing creatives, testing new messaging and adopting Meta's AI-driven creative best practices, the brand restored campaign performance without increasing ad spend.

The Challenge:

The account showed several warning signs:

- Sales declined despite maintaining the same advertising budget.
- Existing creatives had been running for months with very few updates.
- Customer engagement continued to fall.
- CPC and CPA increased as Meta had fewer high-quality creative signals to optimize around.
- Product demand remained healthy, but ad performance was slowing because audiences had become familiar with the same advertisements.

Instead of treating it as a targeting issue, the account was approached as a **creative performance problem**.

Optimization Strategy:

Following Meta's current best practices for eCommerce advertisers, the account was restructured around creative performance rather than audience changes.

Creative Refresh:

- Replaced repetitive product ads with completely new creative concepts.
- Introduced UGC-style videos.
- Added before-and-after demonstrations.
- Created problem-solution storytelling.
- Build multiple hooks for the first three seconds.

Creative Testing Framework:

Rather than relying on one winning ad, multiple creative variations were launched simultaneously to identify new winners faster.

Messaging Improvements:

Ad copy shifted from feature-heavy messaging toward customer outcomes:

- Skin rejuvenation
- Wrinkle reduction
- At-home professional skincare
- Long-term skincare savings

Meta Algorithm Alignment:

The campaigns were optimized for Meta's current AI-driven delivery system by providing a wider variety of creative formats, allowing the algorithm to automatically prioritize the highest-performing combinations.

Landing Page Consistency:

Creative messaging, product pages, testimonials and offers were aligned to reduce friction after the click and improve conversion rates.

28-Day Results:

Based on the supplied Meta Ads report (Last 28 Days):

1,967 Website Purchases

$132,572.94 Total Ad Spend

$67.40 Average Cost Per Purchase

1.36M Impressions

314,663 People Reached

Several individual campaigns also achieved significantly stronger efficiency, including purchase costs as low as **$59–$63 per purchase**, while the top-performing campaign generated **419 purchases at $63.15 CPA**, showing that refreshed creatives consistently outperformed older ads.

Ads for 1 Campaign

Last 28 days: 20 May 2026 - 16 Jun 2026

Columns: Performance | Breakdown

	Cost per result	Budget	Amount spent	Impressions	Reach	Frequency	CPM (cost per 1,000...
3 te purchases	$133.21 Per purchase	Using campaign...	$399.64	4,877	3,185	1.53	$81.94
93 te purchases	$78.11 Per purchase	Using campaign...	$7,263.96	129,690	86,501	1.50	$56.01
2 te purchases	$85.41 Per purchase	Using campaign...	$170.81	1,823	1,318	1.38	$93.70
12 te purchases	$68.06 Per purchase	Using campaign...	$816.66	20,161	8,651	2.33	$40.51
28 te purchases	$60.86 Per purchase	Using campaign...	$1,704.03	15,832	11,659	1.36	$107.63
419 te purchases	$63.15 Per purchase	Using campaign...	$26,458.22	100,990	72,302	1.40	$261.99
— site purchase	— Per purchase	Using campaign...	$38.88	642	548	1.17	$60.56
42 te purchases	$59.14 Per purchase	Using campaign...	$2,483.70	54,058	28,096	1.92	$45.95
1,967 site purchases	$67.40 Per purchase		$132,572.94 Total Spent	1,365,708 Total	314,663 Meta accounts	4.34 Per Meta account	$97.07 Per 1,000 Impressions

What Contributed to These Results:

The improvement was driven by a combination of creative and account optimizations:

- Regular creative refreshes reduce audience fatigue.
- Multiple creative angles gave Meta more high-quality assets to optimize.
- Short-form, authentic video content improved engagement.
- Better messaging increased click quality.
- Stronger alignment between ads and landing pages improved purchase conversion.
- Ongoing creative testing prevented performance from plateauing again.
- The budget was shifted toward the highest-performing creatives instead of increasing total spend.

Key Takeaway:

Declining sales aren't always caused by Meta Ads or budget limitations. In this case, creative fatigue was the real issue. By refreshing ad creatives, testing new messaging angles and aligning campaigns with Meta's latest AI-driven optimization, the brand generated **1,967 purchases in 28 days** without increasing ad spend.

Key Takeaway: Before raising your budget, refresh your creatives—strong, engaging content is often the biggest driver of consistent Meta Ads performance.