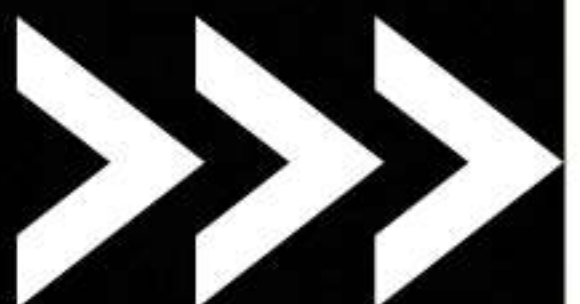


# META ADS PORTFOLIO

**\$5M** Annual Ad Spend | **7x** Target ROAS | **30+** Countries

**Sales, Leads, Traffic, Brand Awareness & More!**





*Only*



# Clients & Brands



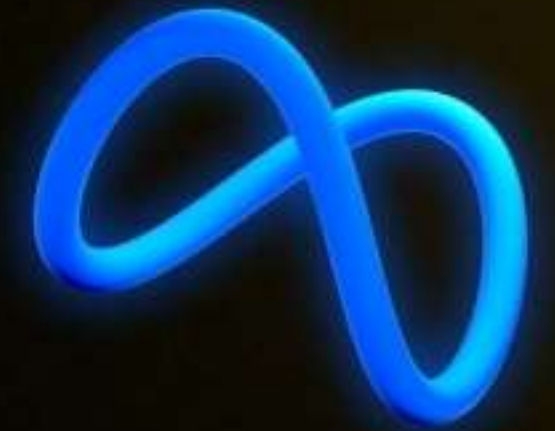
# WHAT WE DO IN **META ADS MANAGEMENT!**

- **Conversion campaigns** aligned with goals.
- **Precise targeting** using interest, lookalike, retargeting.
- Full funnel targeting: **cold, warm, hot audiences.**
- **Testing** multiple ad sets, creatives, angles.
- **Scale winners**, pause poor performers fast.
- High CTR, **conversion-focused** ad frameworks.
- **Focus** on higher ROAS, lower CPA.
- **ABO (Ad Set Budget Optimisation)** for better control.
- **Audit** past ad campaigns, if any were run before.



## WHO WE PARTNER WITH

- **D2C eCommerce Brands**
- **Healthcare Clinics/Hospitals**
- **Retailers/Local Businesses**
- **Real Estate Developers**
- **Service Based Businesses (IT, Software) & More!**



## TRACK RECORD

- **\$5M+** Ad Spend Managed In Last 6 Years.
- **600+** Verified Testimonials
- **Worked With 800+ Brands**
- **Clients Across 30+ Countries**



# "HOME FURNISHING BRAND - CANADA"

Signs | Ads for 3 Campaigns | THE MARKETING MAVERICKS | 1 Dec 2025 - 31 Jan 2026

More | Columns: mavericks | Breakdown

Amount spent	Purchases	Adds to cart	Purchase ROAS (retu...	Adds of payment info	CPM (cost per 1,000...	CPC (all)	
\$3,266.54	161	521	35.52	35	\$16.64	\$1.08	
THE MARKETING MAVERICKS		THE MARKETING MAVERICKS		THE MARKETING MAVERICKS		THE MARKETING MAVERICKS	
\$5,111.69	337	1,058	34.36	81	\$13.97	\$0.89	
THE MARKETING MAVERICKS		THE MARKETING MAVERICKS		THE MARKETING MAVERICKS		THE MARKETING MAVERICKS	
\$2,780.16	142	527	34.67	22	\$16.99	\$0.81	
\$11,158.39 Total Spent	640 Total	2,106 Total	34.78 Average	138 Total	\$15.37 Per 1,000 Impressions	\$0.91 Per Click	

**\$11,100+ Ad Spend | 34.78x ROAS | 640 Orders**  
**\$17.30 CPP (Cost Per Purchase)**



# "LUXURY-AFFORDABLE JEWELLERY BRAND - USA"

Q1 2026

Q4 2025

USD

THE MARKETING MAVERICKS

Gross sales

\$32,336.44 ↗ 52%



Returning customer rate

14.83% ↗ 4%



Orders fulfilled

609 ↗ 96%



for 1 Campaign

Ads for 1 Campaign

1 Jan 2026 - 31 Mar 2026

A/B test

More

THE MARKETING MAVERICKS

Columns: mavericks

Breakdown

Cost per result	Amount spent	Purchase ROAS...	Purchases conversio...	Purchases	Adds to cart	CPM (cost per 1,000...	Average purchase...	Add pay...
\$19.28 Per purchase	\$2,756.60	2.74	\$7,543.56	143	836	\$13.84	\$52.75	
\$19.29 Per purchase	\$3,183.47	2.93	\$9,332.12	165	947	\$12.12	\$56.56	
\$19.29 Per purchase	\$5,940.07 Total Spent	2.84 Average	\$16,875.68 Total	308 Total	1,783 Total	\$12.86 Per 1,000 Impressio...	\$54.79 Average	

**\$5,900+ Ad Spend | 2.84x ROAS | 308 Orders**



# "AFFORDABLE CLOTHING BRAND - USA"

Campaigns  Ads for 4 Campaigns 1 Nov 2025 - 31 Dec 2025

Columns: MAVERICKS Breakdown

Cost per result	Adds to cart	Amount spent	Purchases	Purchase ROAS...	CPM (cost per 1,000...	Purchases conversio...	CPC (all)
\$13.54 Per purchase	2,743	\$4,183.00	309	3.73	\$18.94	\$15,623.13	\$0.50
\$18.50 Per purchase	2,661	\$5,641.19	305	3.02	\$19.64	\$17,020.20	\$0.65
\$20.81 Per purchase	2,095	\$5,222.77	251	3.08	\$23.46	\$16,088.74	\$0.80
\$14.30 Per purchase	436	\$915.50	64	3.69	\$23.47	\$3,377.13	\$0.79
\$14.88 Per purchase	366	\$744.21	50	2.81	\$19.18	\$2,089.44	\$0.51
\$16.41	422	\$754.81	46	3.46	\$17.10	\$2,612.64	\$0.45
Multiple conversions	8,863 Total	\$17,834.97 Total Spent	1,043 Total	3.22 Average	\$20.45 Per 1,000 Impressio...	\$57,453.91 Total	\$0.63 Per Click

**\$17,800+ Ad Spend | 3.22x ROAS | 1043 Orders**  
**\$17 CPP (Cost Per Purchase)**



# "ELECTRONICS AND GADGETS BRAND - USA"

gns Ads for 2 Campaigns THE MARKETING MAVERICKS 1 Feb 2026 - 5 Apr 2026

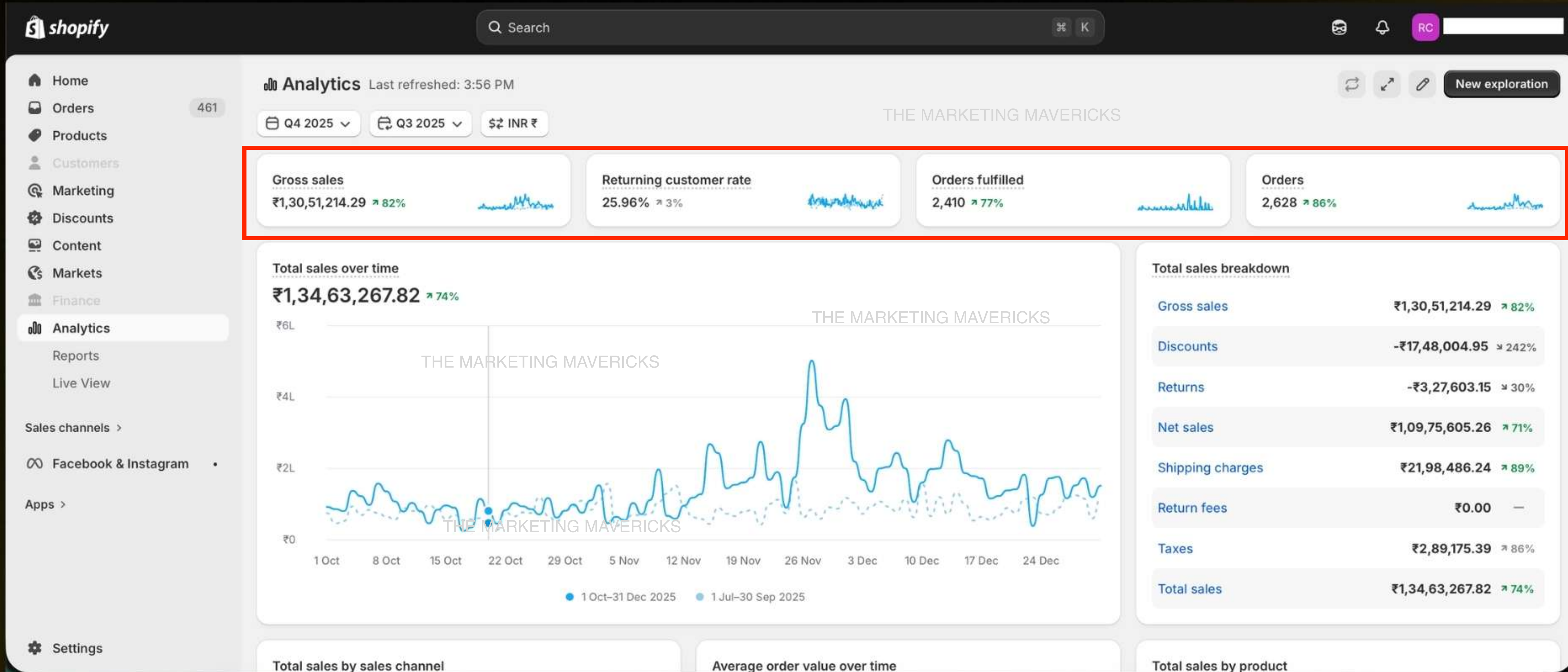
More Columns: mavericks Breakdown

Amount spent	Purchases	Adds to cart	Purchase ROAS (retu...	Adds of payment info	CPM (cost per 1,000...	CPC (all)
\$4,275.23	275	801	42.53	56	\$14.25	\$1.04
\$5,403.01	546	1,654	40.39	137	\$12.94	\$0.69
<b>\$9,678.24</b> Total Spent	<b>821</b> Total	<b>2,455</b> Total	<b>41.33</b> Average	<b>193</b> Total	<b>\$13.48</b> Per 1,000 Impressions	<b>\$0.81</b> Per Click

**\$9,600+ Ad Spend | 41.33x ROAS | 821 Orders**  
**\$11.70 CPP (Cost Per Purchase)**



# SKINCARE AND BEAUTY BRAND - INDIA

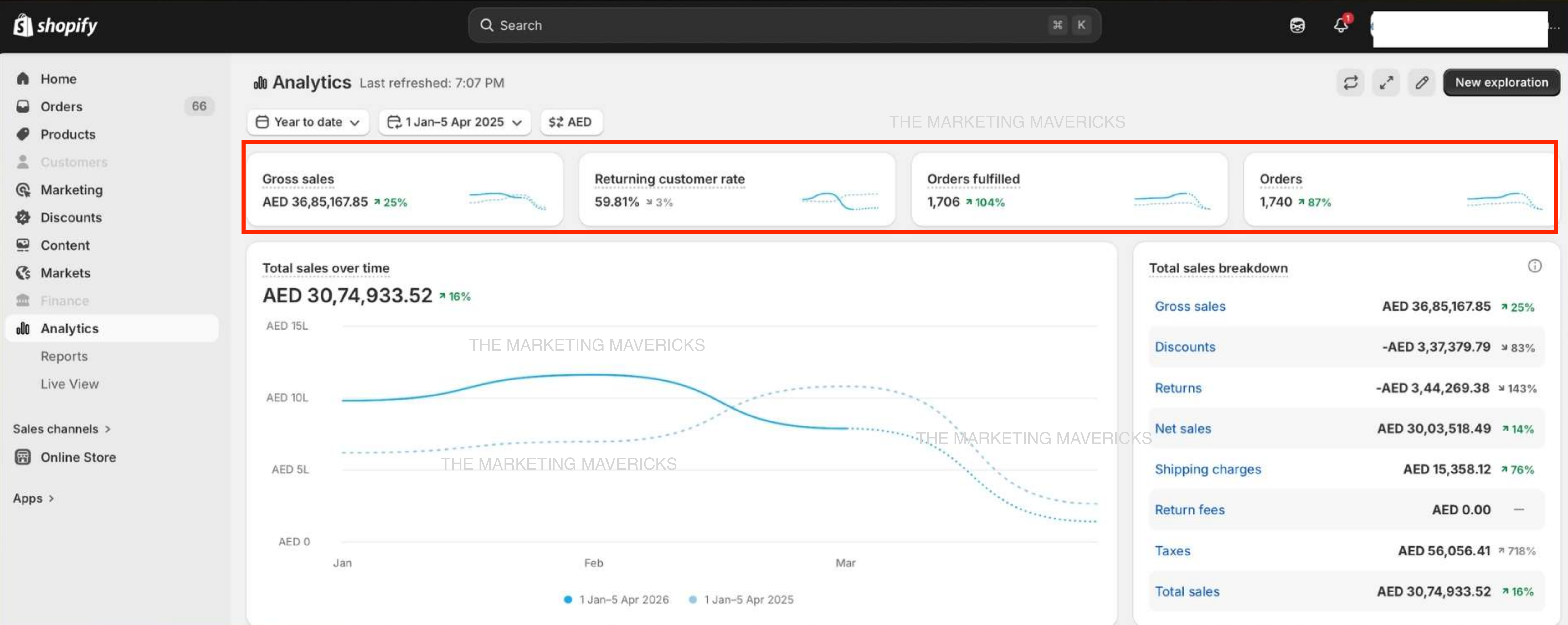


**₹1.34 Crores INR Sales ≈ \$146k USD Sales | 2400+ Orders | 82% Growth**

**Q4 2025 RESULTS**



# PREMIUM CAR AUDIO SPEAKERS BRAND – UAE



**3+ Months Results in 2026 (1<sup>st</sup> Jan 2026 to 5<sup>th</sup> April 2026) & Counting!**  
**25% Growth Rate YOY!**



# LEAD GENERATION & BRAND AWARENESS CAMPAIGNS!

**Nov 1, 2024 – Jan 31, 2025**

- **Total Amount Spent: \$4,107.38**
- **Leads Generated: 453**
- **Average Cost Per Lead: \$5.26**
- **CPM: \$3.51**



1 1 Nov 2024 - 31 Jan 2025 Status

Total amount spent **\$4,107.38** No spending limit

### Campaigns

Campaign Name	Status	Objective	Key Metric	Cost	Spent
Mavericks Message Ads Campaign	Off	Engagement	453 Messaging conversations started	\$5.26 Cost per Messaging conversation started	\$2,384.04 Spent
video engagement ads	Off	Engagement	8,646 Link Clicks	\$0.15 Cost per Link click	\$1,339.77 Spent
posts - awareness	Off	Awareness	109,374 Reach	\$3.51 Cost per 1,000 people reached	\$383.57 Spent





**£15,100+** Ad Spend  
**in 6 Months**  
**@ 4.64x ROAS**

2 selected X

1 Oct 2025 - 31 Dec 2025

THE MARKETING MAVERICKS

Columns: mavericks Breakdown

Cost per result	Amount spent	Purchase ROAS...	Purchases	Adds of payment...	CPM (cost per 1,000...)	Adds to cart
£8.05 Per purchase	£3,017.38	4.04	375	410	£4.90	907
£7.70 Per purchase	£3,586.88	4.22	466	590	£5.70	1,173
£7.85 Per purchase	£6,604.26 Total Spent	4.14 Average	841 Total	1,000 Total	£5.30 Per 1,000 Impressio...	2,080 Total

1 selected X

Ad sets 1 selected X

Ads 1 selected X

1 Jan 2026 - 31 Mar 2026

THE MARKETING MAVERICKS

Columns: mavericks Breakdown

ad	Impressions	Cost per result	Amount spent	Purchase ROAS...	Purchases	Adds of payment...	CPM (cost per 1,000...)	Adds to cart
Mavericks New Ads (C2)	1,508,027	£6.60 Per purchase	£7,010.62	4.80	1,062	1,131	£4.65	2,428
Mavericks New Ads (C1)	325,874	£5.41 Per purchase	£1,575.37	6.04	291	301	£4.83	625
Results from 2 ads	1,833,901 Total	£6.35 Per purchase	£8,585.99 Total Spent	5.03 Average	1,353 Total	1,432 Total	£4.68 Per 1,000 Impressio...	3,053 Total

**CONSISTENT RESULTS Q4 2025 & Q1 2026**



# LEAD GENERATION & BRAND AWARENESS CAMPAIGNS!

Amount Spent: **\$1,677.77**  
Leads Generated: **1,565**  
Average Cost Per Lead: **\$0.77**  
Follows/Likes: **4,586**  
Cost per Follow/Like: **\$0.10**



1 Jan 2025 - 10 Feb 2025 Status

Total amount spent **\$1,677.77** No spending limit

### Campaigns

**New leads**

	Prospecting - Simple Trick Sleep Calculator New Leads Campaign Active • Leads	<b>1,565</b> On-Facebook leads	<b>\$0.77</b> Cost per On-Facebook lead	<b>\$1,200.59</b> Spent
	Sleep Engagement campaign – Variation 5 Active • Engagement	<b>4,586</b> Follows or likes	<b>\$0.10</b> Cost per Follow or like	<b>\$477.18</b> Spent

# LEAD GENERATION ADS FOR REAL ESTATE DEVELOPER SELLING PREMIUM APARTMENTS INDIA (BANGALORE)

Off/On	Ad set	Results	Reach	Impressions	Cost per result	Amount spent
<input checked="" type="checkbox"/>	Facebook Leads (Forms) - Location 1	23 Meta leads	12,787	22,005	₹637.65 Per Meta lead	₹14,666.06
<input checked="" type="checkbox"/>	Instagram Leads (Forms) - Location 2	19 Meta leads	31,188	59,716	₹1,150.54 Per Meta lead	₹21,860.18
<input checked="" type="checkbox"/>	Facebook Leads (Forms) - Location 3	31 Meta leads	9,644	19,596	₹474.58 Per Meta lead	₹14,712.13
<input checked="" type="checkbox"/>	Instagram Leads (Forms) - Location 4	46 Meta leads	24,239	48,730	₹529.30 Per Meta lead	₹24,347.90
	Results from 4 ad sets ⓘ	<b>119</b> Meta leads	<b>67,307</b> Accounts Centre acc...	<b>150,047</b> Total	<b>₹635.18</b> Per Meta lead	<b>₹75,586.27</b> Total Spent

## Performance Summary From campaigns:

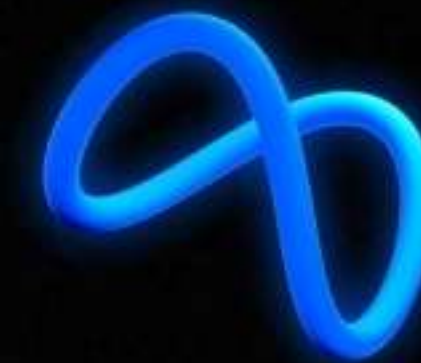
**Total Leads: 119**

**Total Reach: 67,307**

**Total Impressions: 150,047**

**Average Cost per Lead: ₹635.18**

**Total Spent: ₹75,586.27**



# WE MAKE YOUR ADS ROAR LIKE A TIGER!

Amount spent	↑↓ ▾	Purchases ↑↓ ▾	Adds to cart ↑↓ ▾	Purchase ROAS (retu...)	↑↓ ▾
\$5,535.49		352	1,035	41.69	
			THE MARKETING MAVERICKS		
\$7,643.50		698	2,176	39.39	
			THE MARKETING MAVERICKS		
\$2,071.53		113	423	29.80	
			THE MARKETING MAVERICKS		
\$15,250.52		1,163	3,634	38.92	
Total Spent		Total	Total	Average	

**\$5M** Ad Spend | **7x** Target ROAS  
**600+** Testimonials



# THE MARKETING MAVERICKS™

META ADS • GOOGLE ADS • SEO • WEBSITE • BRANDING • SOCIAL MEDIA

← USA • LONDON • DUBAI • INDIA • AUSTRALIA • CANADA • NEW ZEALAND →

**THE POWERHOUSE BEHIND POWERFUL BRANDS! 🍷**