Nutrimuscle: Scaling spend and growing ROAS through better measurement

Snapchat driving spend growth at higher efficiency

Nutrimuscle is a fast-growing sports supplement brand that started using Fospha in June 2023. Their goal was to grow by increasing conversions and effectively allocating spend, but like many businesses, one of the primary challenges they faced was the inability to track key metrics (i.e. Cost of Acquiring Customers) and lack of transparency into campaign performance.

Nutrimuscle wanted to understand where to allocate spend, and which channels would be most effective for increasing reach and conversions. Last click and ad platform measurement wasn’t enough- this is where they turned to Fospha.

More about:

https://searchenginewatch.com/2024/03/12/nutrimuscle-scaling-spend-and-growing-roas-through-better-measurement/