



[www.filtersfast.com](http://www.filtersfast.com)

**\$100,000+ SALES**

**743% ROI**

**Client:** Filters Fast

**Niche:** Ecommerce Store

**Service:** Facebook Ads + Funnel

**Result:** \$100,000+ Sales, 743% ROI (Specifics Confidential)

**Date:** July 2017

**Timeline:** 1 Month Campaign

## **Context**

Filters Fast is one of the biggest filters companies in the US and has a main goal to change the way people purify water and air, locally and globally.

They were already excelling on Google AdWords. However, their social media presence was lacking...

Ray Scardigno (President) approached me to take over their Facebook marketing. We did this, and increased their sales by 7x their investment in only our first month of advertising.

Our long-term goal is to crush their competition on social media by working together over the next year. Their brand is incredibly strong, so this will be no issue.

## Strategy

The strategy had two parts. Both parts were part of the funnel we created for them.

The first part aimed at utilizing their 13 years of product data and email lists to retarget and focus on repeat customers.

The second part was revolved around finding new customers by testing different audiences and approaches.

## Campaign Results

Unfortunately, due to tight competition in their sector. Filters Fast keep their specific results/strategies confidential.

The results were amazing, we got their social media marketing back on track and are in a mutually beneficial agreement.

The results were roughly:

- *Over \$100,000 in sales*
- *Great profit margins*
- *743% return on investment (ROI)*

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