

# 8.1X ROAS with Retina CLV-based Lookalike Audiences

Retina partnered with a leading website domain company to improve their acquisition campaigns with lookalike audiences.

## The Problem

The website domain company wanted to improve their **acquisition campaigns** with real-time metrics. The company tested out **similar audiences** for Google search and display ads.

## The Solution

Retina calculated the lifetime value for half of the company's customers. Next, they took the top 20% of the customers by LTV to build **lookalike audiences**. The company ran acquisition campaigns on Google for 30 days, beginning in early June 2020.

## The Results

The company reached an **8.1x return on ad spend**, an outstanding result compared to other campaigns not optimized for LTV. With a \$2,000 daily ad spend budget, the company achieved a \$14,200 daily and a \$426,000 monthly ROAS.

**The ROI of the engagement with Retina is 14.2X.**

**14.2X Return**

$\$426,000 \text{ monthly ROAS} / \$30,000 \text{ pilot engagement} = 14.2X$

## Up Next

Next, the company will use CLV-based lookalike audiences to optimize Facebook acquisition campaigns.

Contact Us To Learn More

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