



CLIENT: **REVACTIN**

How a Mens Health Company Achieved 5X PPC Improvement in a Tough Industry





Increasing Facebook PPC Efficiency

Revactin helps men support and maintain healthy sexual and erectile function throughout their lives through a proprietary formulation of scientifically proven ingredients including **L-citrulline, muira puama, paullinia cupana and ginger**. In working with OpenMoves, Revactin's goal was to develop a digital paid media strategy on performance marketing channels including Facebook, Google and Amazon to drive awareness, sales and loyal subscribers. OpenMoves also provided marketing automation strategy and ongoing production to help Revactin stay top-of-mind with its prospects and customers.



5x

Facebook PPC Efficiency



40%

Amazon Percentage of Total Revenue



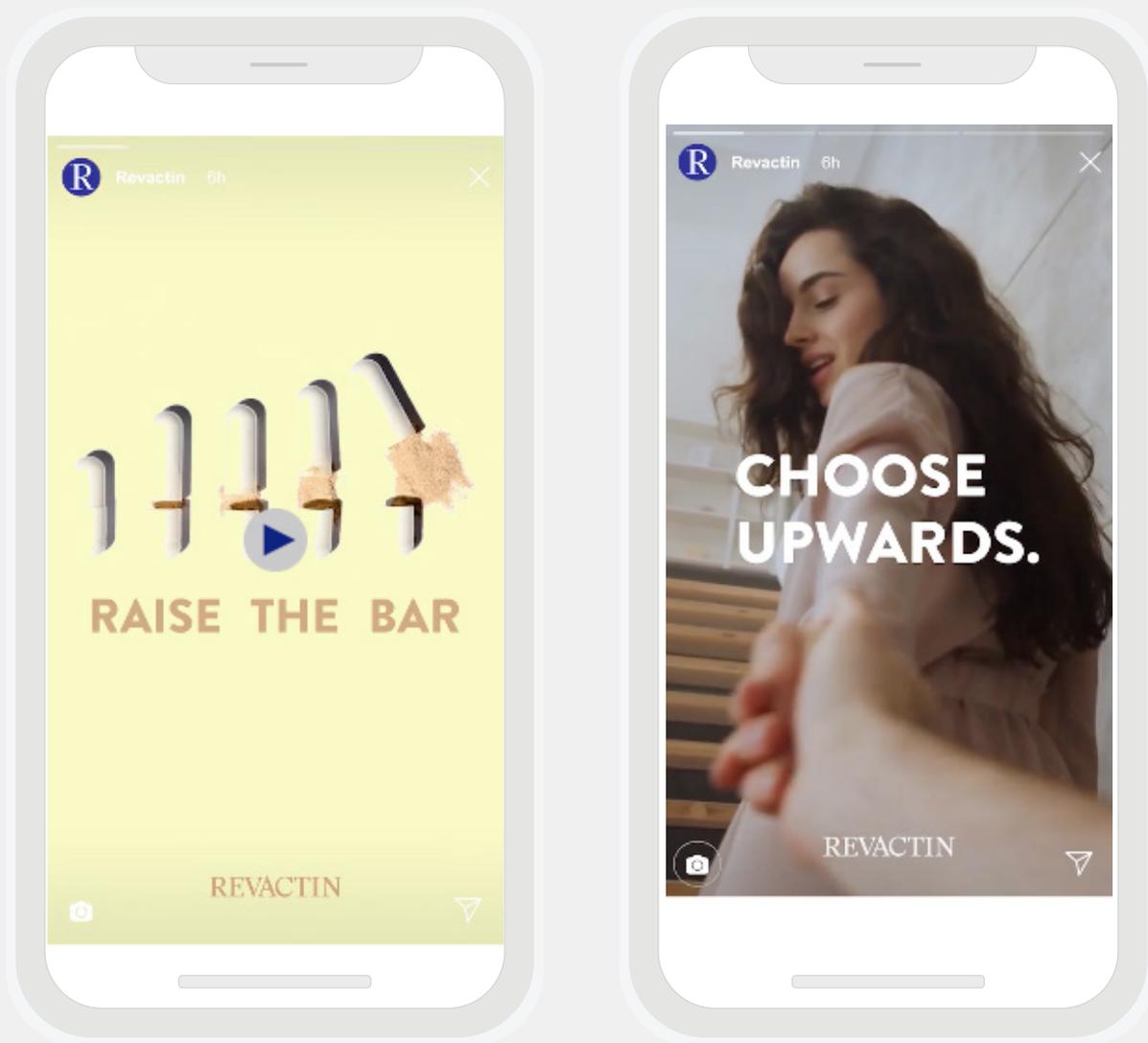
\$150%

Year over Year First-Time Sales



“The team was very effective at getting a PPC strategy built and running for Revactin. Where we’d previously struggled to get ads to serve and deliver, OpenMoves was able to break through restrictions and quickly generate a positive ROAS which contributed to substantially growing the business.”

- Josh Oboler, COO Revactin



The Challenge

A major hurdle was getting approval to run ads for anything related to sexual health on Google, Facebook, and Amazon. All of these platforms initially rejected advertising efforts due to their policies. However, by working with our platform agency support teams and continually tweaking and refining ad messages to fit the subtleties of ad policy we were able to get strong and consistent ad delivery across channels.

In addition to rebuilding Revactin's multi-channel PPC strategy the OpenMoves team was challenged with developing a marketing automation strategy.

Solutions

- Ad approvals and messaging.** Our team learned various niche aspects of ad policy around sexual health, and were able to develop creative messages that explained the product and drove performance while still meeting policy.
- Building Amazon from Scratch.** A major win we had with Revactin was helping them create a new presence on Amazon. This included not only the Amazon PPC strategy but their overall product listing and brand page on Amazon. We quickly found that Amazon became a key sales channel, representing almost half of new orders in some months.
- Rapid Multi-Channel Testing.** We were quick to launch, measure and iterate on a multi-channel media strategy finding winners and stopping losing efforts fast. In the end, the Facebook/Instagram PPC platform proved to be our overall top performer, but many other channels remain active in different roles.
- Data-Driven Audience Experimentation.** The Revactin buyer audience is potentially very large – the product has appeal to most men in the USA and abroad. Through efficient and cost-effective testing we were able to focus ad spend on high-ROAS groups and also learn more about the marketplace.

