smiles

12-MONTH META ADS REVIEW · ANONYMISED

the 12-month review.

A UK-based fashion brand on Meta, run across a UK/US and an EU ad account.
September 2025 to August 2026.

Meta Ads Manager · Meta-attributed purchase value · USD (EU converted at $1.08/€1)

brand and product names removed

the headline.

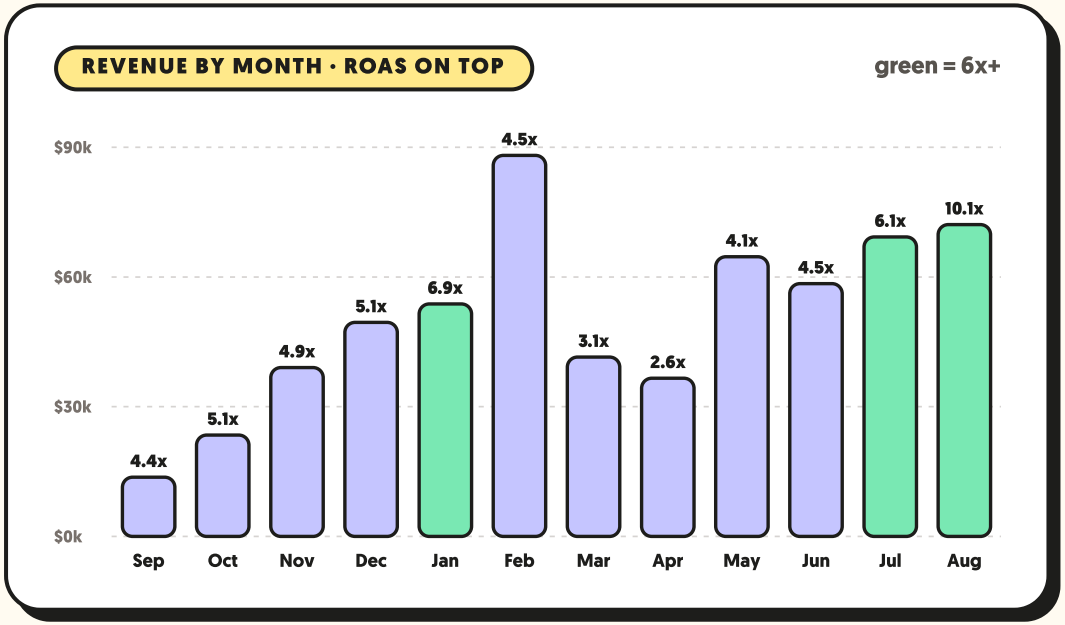
Both ad accounts combined, 12 months.

$610k
Meta-attributed revenue
from $128k of ad spend

4.77x
blended ROAS
4.82 UK/US · 4.70 EU

6,557
purchases
4,313 UK/US · 2,244 EU

10.4x
best month ROAS
August, at $10.19 per purchase



the year in four parts.

- **Autumn:** steady 4–5x while the accounts found their feet.
- **Peak season:** 5–7x ROAS on flat spend, with order values at their highest.
- **Spring scale-up:** spend more than doubled. Volume followed, efficiency dipped, so we pulled back to the sweet spot.
- **Summer:** ROAS climbed every month on lower spend, finishing on a 10x August.

what drove it.

ALWAYS-ON

Catalogue ad

$86k

revenue from one workhorse ad

Spend	$17,040
ROAS	5.06x
Purchases	959

CREATIVE TESTING

Advantage+ testing

$73k

revenue, June to August

Spend	$13,416
ROAS	5.44x
Purchases	810

LIMITED RANGE

Limited-edition range ad

$16k

revenue across the year

Spend	$3,707
ROAS	4.31x
Purchases	205

LAUNCH

Product launch ad

$14.7k

revenue across the year

Spend	$2,748
ROAS	5.35x
Purchases	139

what we learned.

The big budgets did the heavy lifting: the catalogue ad and the Advantage+ testing campaign both held 5x+ ROAS on five-figure spend. We keep them funded and refresh the creative rather than swapping the format, scale in steps rather than jumps, and load budget into December and January, when the account returned 5–7x on flat spend.