



+ 97thFloor™

CASE STUDY

Historic ROAS for EOS with persona-inspired content and design



Highest ROAS

over all eos ad campaigns

Using only 4.1%

of ad budget

Driving 42.5%

of total purchases

About EOS

EOS is a beauty and skincare company that uses playful design, sustainable ingredients, and delicious flavors to deliver products that feel like a treat for their consumers.

The Problem

EOS is a highly creative brand with fun content, but when they came to 97th Floor they weren't leveraging their audience to maximize website conversions. EOS needed real customer personas, a well-defined buyer journey, and an massive increase in awareness.

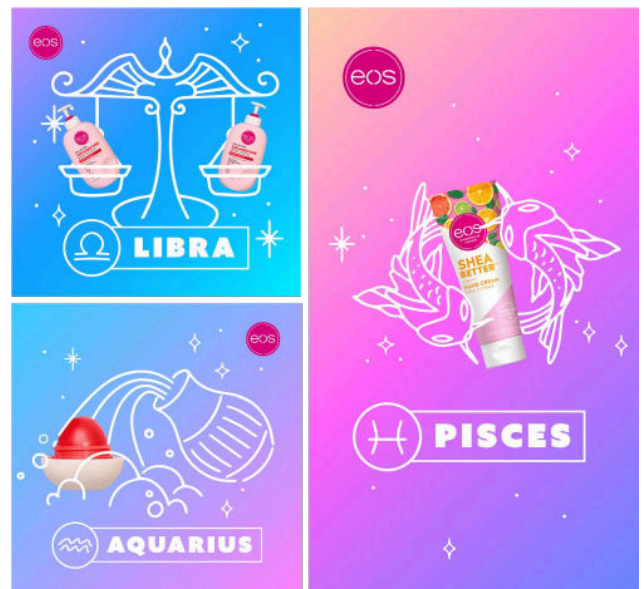
The Strategy

97th Floor built five EOS consumer personas using customer data analytics, each covering traits, concerns, risks, influences, current status with EOS, and improvement solutions.

This led to a full-funnel strategy and new platform launches, plus persona-focused messaging. One standout: discovering certain personas' interest in astrology inspired a zodiac campaign targeted by birth month. That small insight, paired with intentional design, drove standout performance.

Results

At launch, Zodiac ads used just 4.1% of the Facebook budget but drove 42.5% of EOS' total purchases through Facebook—the highest purchase volume and ROAS of any ad type. They also generated 22.9% of Facebook comments and 10.1% of shares, prompting increased budget allocation.



Learn how 97th Floor can help you achieve unprecedented growth.

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