

Bougie Bakes Scales from 0 To Mid-Five Figure Spend and **3X ROAS**



About

Bougie Bakes are guilt-free desserts that are actually good for you. While “keto” and “low carb” has been all the craze, tasty desserts in those spheres have not. With Bougie Bakes, you have delicious high-end desserts that taste doughy and sweet without added sugar and processed junk. Bougie’s tongue-in-cheek brand is strong - as is the keto and low carb industry. All they needed was to get in front of the right people.

Situation

Bougie was a new company and was making most of their sales at fitness clubs and gyms. While this did offer some traction and product validation, they realized they had a great product and a great brand. The only problem? Advertising expertise. That’s where Ascenial came in.

bougie
BAKES

Results

Bougie had the great product and brand. We provided the great advertising.

Since starting work together in May 2019, Ascenial launched ads on Facebook, Instagram, Google, and Pinterest. With a rounded **monthly ROAS of 3X**, and a growth rate of 20% month over month, Bougie continues to excel.

The method

How? Controlled and predictable growth month over month by understanding the scaling potential of various audiences and the creative fit of each respective audience. The combination of constantly shifting budgets between differentiated audiences in tandem with creative iteration specifically for the respective people in them allowed Bougie to market itself both broadly and specifically to various USA based customers. That allowed for stress-free hiring, fulfillment, and financial success.