

# Leon & George Increases Their Monthly Revenue by **1.6X**



## About

Leon & George is a premium indoor plants company that ships nationwide. With the plant industry being a \$48 billion US market and consumer spending on plants is up 60% since 2016, now is the critical time for their company's growth. Yet there's not a single online nursery passing the 10 million ARR mark...yet.

## Situation

Despite having had success for years and spending a mid-five figure budget, Leon and George knew the opportunity for the plant market and wanted to take their growth to the next level. They saw what happened to the mattress industry with Casper. How could they be that for plants?

## The method

How? New ad copy, new creatives, and a completely new campaign structure on both ad platforms.

## Results

Within just 2 months of working with Ascenial, Leon & George increased their monthly revenue generated from ads by **1.6X**.

**Facebook & Instagram** – **84%** increase in ROAS at consistent spend. In other words – an increase in monthly revenue of **170%**.

**Google Search** – **86%** increase in spend and **20%** increase in ROAS. In other words – an increase in monthly revenue of **124%**.