

Bacon's Heir Increases Their Monthly Revenue by **6X in 3 Months**

About

Bacon's Heir reinvented pork rinds with a twist. Their fresh take on the southern staple with their premiere products, Pork Panko and Pork Clouds, made this classic crunchy snack "cool" again. Riding the wave of the ever-growing demand for low carb and keto snacks (a wave that continues to grow), their slogan hits the mark: the future is crispy.

Situation

Since opening their Shopify eCommerce store in 2016, Bacon's Heir grew gradually but hit a ceiling around mid-4 figures per month. While featured in over 4,000 stores across the US, they could not seem to pass this ceiling for online sales. Their past advertising efforts would work for a little while, and then slide into negative returns. Scaling didn't seem possible. Until Ascenial entered the picture.

The method

How? On Facebook & Instagram, highly engaging video, carousels, and image ads primarily focused on use cases and recipes. One of our video ads was so popular, it had over 1,000 shares within 90 days of publication. On Amazon, we conquered the core audiences of pork based products quickly, but found scale through a combination of relevant and niche terms in the keto, grilling, and cooking markets.



Results

Ascenial was able to **6X** Bacon's Heir revenue with a positive return on ad spend in a matter of 3 months. Now on its way to being a million dollar a year brand, Bacon's Heir continues to scale and grow.

Facebook & Instagram – Our Ascenial custom explainer videos had **thousands** of comments and shares. Along with our image testing methodology, we were able to scale from 0 to mid-figure ad spend rapidly.

Amazon – With Sponsored Content Ads, we were able to conquer not just pork rinds, but keto snacks in general. With a **7X ROAS** at times, we quickly were able to generate mid-five figures of revenue consistently month-over-month.