

Leon & George Increases Their Monthly Revenue by **5X**



LÉON & GEORGE

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 was the critical time for their company's growth.

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 were around 7 figures of annual revenue, and 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 1 year of working with Ascenial, Leon & George increased their monthly revenue generated from ads by **5X**.

Facebook & Instagram – **3X** increase in ad spend and a **227%** increase in ROAS.

Google Search – **3X** increase in ad spend and an increase in monthly revenue by **281%** while keeping ROAS consistent.