

# With Clarity Goes From \$0 to **\$500K MRR** in **3 Months** on a Single Ad Channel

## About

With Clarity, an online diamond ring company specializing in lab-grown diamonds, is changing the way people shop for engagement rings. The company makes it convenient and affordable for millennials to buy unique, high-quality diamonds online, and delivers a heightened customer experience with home previews, ring customizations, and on-staff gemologist consultations.

## Situation

Over the years, With Clarity experimented sporadically with generating revenue from paid social ads, without ever seeing much success. Their product-focused ad creatives and messaging angles weren't resonating with their target audiences on social. Just as challenging was convincing people to purchase online a traditional, high-value product that's characterized by its long sales cycle and physical retail bias.

At the time Ascenial stepped in, revenue from paid social stood at \$0- representing a well of untapped potential for the brand's growth.

## The method

How? Using our detailed research and customer insights, we defined With Clarity's value props and leveraged them in new customer-centric messaging and creatives. For each stage of the sales funnel, we ensured that each ad was matched to the best performing landing page.

When it came to engagement rings, we knew that "getting it right" was of paramount emotional importance for the buyer. So we repositioned online shopping from a challenge to the preferred way for millennials to buy unique, quality engagement rings- touting value props such as convenience, customization, and security.



with clarity.

## Results

In just 3 months, Ascenial established an entirely new revenue stream for With Clarity on paid social, at \$500K MRR- translating to **\$6 million** per year from Instagram and Facebook ads alone. At **10X** ROAS, With Clarity was seeing a hugely positive return on their paid social ads within a very short time.