

Case Study

How we helped drop CPA by 33% and boost conversion rate by 17% | without increasing ad spend

Client: BondiBoost

Industry: Haircare / DTC E-Commerce

Timeline: 2 Months

Services: Funnel Audit, Creative Strategy, Conversion Optimization

BONDI BOOST

The Challenge

BondiBoost had the traction — a growing DTC presence, popular products, and a loyal base. But they were facing real scale blockers:

- Product and landing pages weren't converting consistently
- Paid campaigns were driving traffic but not returns
- CPA was **climbing**, ROAS was **plateauing**

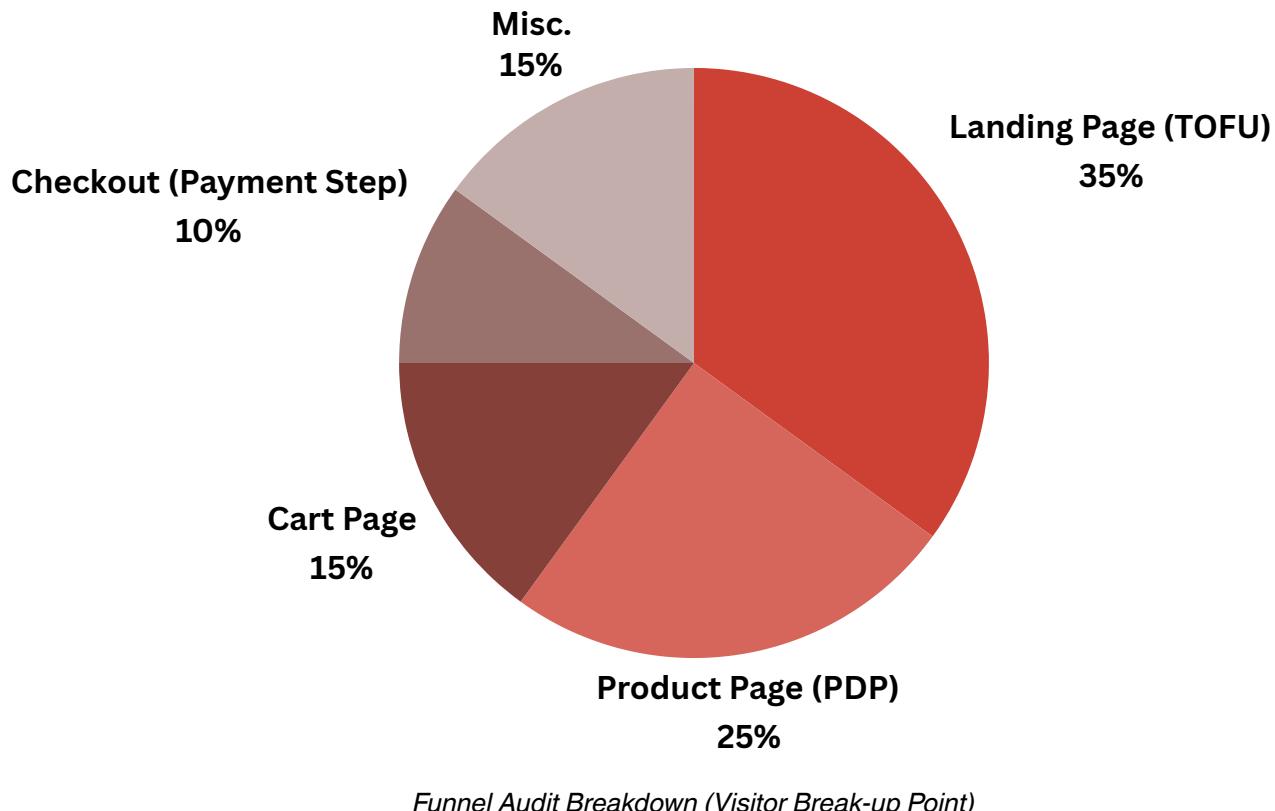
How We Saw It

After a thorough research on the brand's digital assets, we came to the conclusion that there were certain leaks in conversion map, causing BondiBoost to lose customers in the journey. The Top of the Funnel (TOFU) visuals were strong, brand aligned but weren't pushing a clear CTA to direct its audience.

And on the website, there weren't any upsells near the end of journey, affecting the AOV for the brand.

Our Approach

Phase 1: Funnel Audit



- Visual audit of site and landing flow
- Drop-off analysis and CTA tracking
- Trust layer gaps and layout friction points
- Category benchmarking for context

TOF (Landing page) and MOF (PDP) needed fixing

The largest friction points were observed in the top and mid-funnel — specifically the landing and product pages. These zones suffered from low clarity, missing trust triggers, and lack of CTA urgency. Visual proof and benefit sequencing were missing

Phase 2: Content Engine Overhaul

- **Scroll-stopping TOFU/MOFU visuals for paid + organic**
- **Reworked testimonial & founder trust content**
- **Reformatted product pages for storytelling and proof**

Conversion focused creatives were deployed across social medias and performance marketing, inteded for higher ROI, quicker viewer engagement and cold viewer conversion. This resulted in higher brand engagement and quick influx of visitors, helping us optimize the newly deployed funnel updates.

Phase 3: Conversion Layer Optimization

- **Strategic CTA realignment and urgency layering**
- **Trust indicators placed near friction zones**
- **Refined visual hierarchy and mobile scroll flow**

The Results

	Impact	Timeline
CPA	Dropped by 33%	45 days
Conversion Rate	Increased by 17%	60 days
ROAS	Lifted by 12%	30 days

Why it Worked

We didn't add noise. We built clarity.

By refining BondiBoost's visuals and aligning them with customer psychology, we created a buyer flow that felt **premium, frictionless, and persuasive**.



Let's Fix the Scroll-to-Sale Gap

If your funnel “looks fine” but still leaks revenue — this is where we come in.

Book a free clarity call --> [30 Minute Meeting - Ashter Munir](#)