



Case Study Results – Better Tea Co.

How we helped this New Zealand e-Commerce store to increase their online sales by over 1000% within 12 months.

From \$400 a week to \$2500 a day!

Client Industry:

Wellness / Food & Drinks - NZ

The Problem:

This New Zealand e-Commerce business, specialising in crafting herbal wellness teas that foster better mental health, came to us with the goal to grow their online sales.

Having launched 3 years earlier, they'd built a successful brand through organic marketing, but the sales had reached a stall.

The owner knew they has an incredibly sought after product, but did not know how to show it to more people.

The founder was also still working her regular 9-5 job and wanted to be able to quit that and go full-on into her business.

They needed help generating consistent and scalable website traffic and sales in their online store.

"I realized that there was definitely an appetite for my tea. But I just didn't know how to reach more customers or reach the customers who were going to buy my tea."

Their teas have a very unique point of difference and really stand out. They also have a very active and engaged audience on Facebook and Instagram.

They needed a skilled e-Commerce Facebook Ads expert to help them drive traffic and sales.

The Solution:

We designed a simple yet effective e-Commerce traffic system to drive traffic and sales through Facebook and Instagram ads:

We did thorough research of our client's market and product. We analysed data from her previous sales and current customers to determine her best selling and popular products.

We built high quality, engaged audiences using content that is warm and supportive, and including lots of social proof, which is essential when advertising in a saturated platform like Facebook.

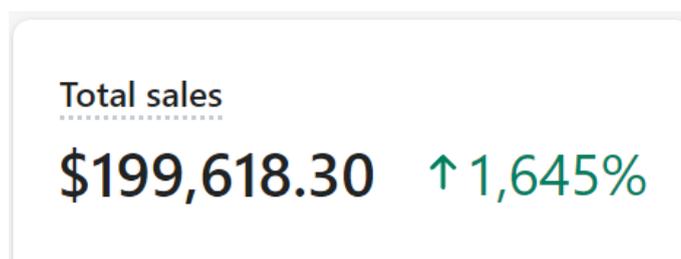
We created Ad creatives and copy, and audience targeting designed specifically to suit their various different customer segments.

We retargeted warm traffic with sequential messages and offers, depending on how recently they viewed the products or how far through the checkout they made it.

The Results:

Within 12 months, we increased sales revenue by more than 1000%, helping them to grow into a very successful brand and the owner was finally able to quit her 9-5 job!

Today, the brand continues to scale and grow.



Amount spent	Cost per result	Website purchases	Website purchases conversion value	Website purchase ROAS (return on...
\$1,537.41	\$5.94 ^[2] Per Purchase	259 ^[2]	\$14,932.03 ^[2]	9.71 ^[2]
\$228.92	\$9.95 ^[2] Per Purchase	23 ^[2]	\$1,129.97 ^[2]	4.94 ^[2]
\$95.16	\$8.65 ^[2] Per Purchase	11 ^[2]	\$528.09 ^[2]	5.55 ^[2]
\$2,498.55	\$8.62 ^[2] Per Purchase	290 ^[2]	\$21,766.37 ^[2]	8.71 ^[2]
\$3,515.47	\$13.42 ^[2] Per Purchase	262 ^[2]	\$22,117.03 ^[2]	6.29 ^[2]
\$29.68	\$14.84 ^[2] Per Purchase	2 ^[2]	\$43.98 ^[2]	1.48 ^[2]
\$268.22	\$6.24 ^[2] Per Purchase	43 ^[2]	\$3,319.47 ^[2]	12.38 ^[2]
\$2,555.14	\$11.67 ^[2] Per Purchase	219 ^[2]	\$13,317.00 ^[2]	5.21 ^[2]
\$86.86	\$12.41 ^[2] Per Purchase	7 ^[2]	\$344.34 ^[2]	3.96 ^[2]
\$14,289.84 Total Spent	—	1,438 ^[2] Total	\$101,783.93 ^[2] Total	7.12 ^[2] Average

"Arona Consulting helped grow our business from \$400 a week to \$2500 a day! But the increase in sales was only a small portion – by having the team manage the adverts, create advert content, monitor and adjust as necessary, meant I could focus on working on the business, creating new products and engaging with my customers. The peace of mind of having professionals manage my adverts was priceless."

-Tamarin Howse, Owner and Founder of the [Better Tea Co.](#)

Note:

It's important to mention that they are selling quality products and they already had a proven history of sales when they approached us. That's

important. The best ads in the world won't help if you're trying to sell something of poor quality or that no one wants.

We can't wait to see what our next e-Commerce client brings in!