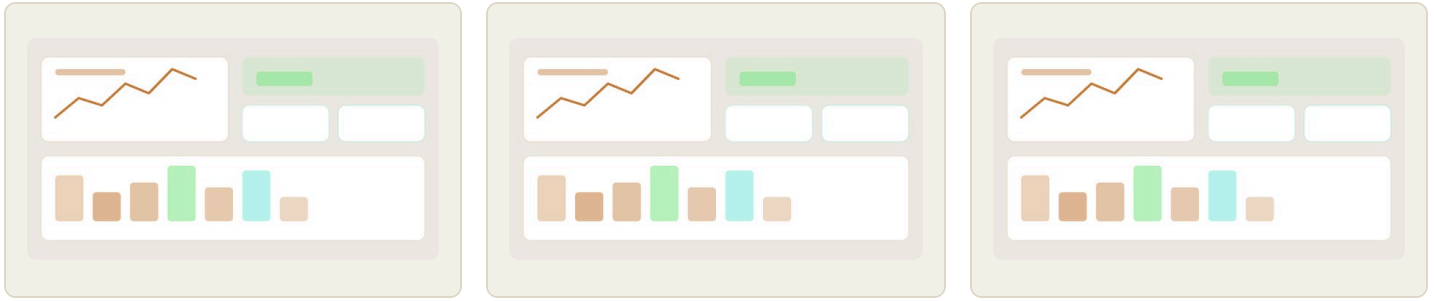


CASE STUDY · GROWTH

Fum Growth Campaigns

How Prototype helped move from ambiguous goals to shipped software.



Situation

An ecommerce brand needed disciplined paid acquisition learning tied to commercial outcomes — not vanity metrics or disconnected marketing spend.

Constraints

Connect product and marketing with measurable performance tracking under real budget pressure and iteration cycles.

What we did

Ran paid acquisition campaigns with performance tracking, structured iteration cadence, and commercial outcome reporting tied to ecommerce revenue.

Deliverables

Campaign structure, acquisition experiments, creative iteration loops, and growth reporting tied to ecommerce outcomes.

Highlights

- Paid acquisition with commercial outcome tracking
- Structured experiment cadence — not one-off campaigns
- Reporting tied to revenue, not impressions alone
- Efficient acquisition economics across cycles

Outcome: Measurable ecommerce growth with efficient acquisition economics across campaign cycles.

Talk about a similar build

<https://prototypevshop.ca/contact/?interest=build>