Crossover Symmetry was looking for someone who could scale their Facebook advertising and increase their revenue while maintaining profitability. They wanted a partner that could grow their current efforts in the United States so they would then be in a place where they could expand to Europe and Canada.

**THE PROBLEM**

Crossover Symmetry was looking for someone who could scale their Facebook advertising and increase their revenue while maintaining profitability. They wanted a partner that could grow their current efforts in the United States so they would then be in a place where they could expand to Europe and Canada.

**THE SOLUTION**

We scaled their advertising efforts on Facebook by:
- Introducing Dynamic Retargeting
- Writing ad copy that gave more details on the product
- Researching buyer personas and expanding them to include other applicable athletes
- Creating highly engaging ads and stacking the social proof generated from these ads throughout all campaigns

**THE RESULT**

After 3 months, their monthly revenue from Facebook advertising increased by 158% ($38,444 in January, $60,887 in April). Crossover Symmetry continues to scale their marketing efforts, has become a CRO client as well as expanding Facebook advertising into Europe and Canada.

**CLIENT TESTIMONIAL**

“Disruptive Advertising has continually pushed the envelope for us. Trying new things each and every week to help us meet our goals, then help us redefine them and go out and meet them again. They haven’t let up. Our Facebook advertising continues to evolve with the changing landscape and our onsite optimization keeps getting better. We are very pleased with Disruptive.”

—Bart Pair, COO
THE PROBLEM
The users aren't seeing the right information in the right order. Consequently, we're not seeing the conversion results we're looking for.

THE SOLUTION
We ran an existence test to help determine what information was vital and what wasn't. From those tests, we hypothesized on winning formats and reformatted the product pages to move information vital to completing a purchase above the fold.

THE RESULT
86.04% increase in revenue. $37,787.80 projected increase in revenue per month.

$38k projected increase in monthly revenue

CLIENT TESTIMONIAL
“Disruptive Advertising is different than the other firms I have worked with. They have continually pushed the envelope for us. Trying new things each and every week to help us meet our goals, then help us redefine them and go out and meet them again. They haven’t let up. Our onsite optimization keeps getting better.”

—Bart Pair, COO
creative

CRO

MOTION ADS

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SOCIAL ADS

1. **Father's Day Flash Sale**
   - 25% OFF sitewide
   - Use code FLASH25 at checkout

2. **Baseball is Back Let's Go!**
   - Here's our BOGO
   - Use code LGBOGO at checkout

3. **All Access Crossover Symmetry Mobile App**
   - With bundle purchase

4. **Essential Exercises for Pregnancy**

5. **Baseball is Back Let's Go!**
   - Here's our BOGO
   - Use code OPEN20 at checkout

6. **20% Off Everything**

**The Games Are Open**

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