

CASE STUDY — PAID ACQUISITION / E-COMMERCE

The Signal Problem

Advisory work with a Meta top-spending advertiser — rebuilding a single-product e-commerce account around the one thing its ad algorithm actually needed: more signal.

Andrea Ciccia

Performance Marketing & Growth Systems

01 — CONTEXT

The situation

The client sold one product. Not a product line — one SKU, expected to do everything a catalog usually splits across dozens of listings: reach cold audiences, hold warm ones, and carry an entire ad account through Meta's learning phase on its own.

This was one of several advisory engagements with a small group of Meta's top-spending European advertisers, running six-figure monthly budgets — the strategic read was mine, the final call was always the client's. Here, there was no creative to refresh and no bid strategy to adjust, because there was barely an account to speak of: no defined audience, no funnel, almost nothing for the algorithm to learn from. The job wasn't optimization. It was construction.

02 — AUDIENCE

Finding the audience before touching the creative

A single, unusual product doesn't announce its own buyer. The work started with systematic testing — audience segments run against each other, results read for overlaps and outliers — until a small number of genuinely distinct clusters emerged: people drawn to the product for different reasons, each responding to a different part of what it actually did.

That distinction mattered more than it sounds. One ad trying to speak to all of them would have spoken clearly to none.

03 — CREATIVE & FUNNEL

Creative built for the cluster, not the product

Once the clusters were mapped, the creative brief changed. Instead of one set of ads describing the product, each cluster got creative built around the specific angle that made it relevant to that audience — different hooks, different framing, all tested against each other and against the cluster they were built for. The product stayed the same. What changed was which version of its story each audience heard.

This is where the funnel took shape underneath: cold creative built for discovery, warm sequences built to close, retargeting connecting the two — mapped to the clusters, not treated as one generic path for everyone.

04 — OFFER ARCHITECTURE

The catalog move

The strategic decision came once the funnel was working: expand the catalog. Not because the product needed more variants to sell — it didn't — but because a single SKU gives an optimization algorithm almost nothing to differentiate against. Color variants and accessory bundles were added deliberately, less as new products than as new signal: more listings to test, more combinations to learn from, more granular data on what within the offer was actually driving the sale.

It worked in both directions at once. The algorithm got more surface area to optimize against, and the business got a genuinely broader offer — the site grew more articulated as a direct result, moving from a single-product page toward something closer to a real catalog. What started as a fix for a signal problem became a legitimate expansion of the business.

05 — TRACKING

Making sure the signal arrived clean

None of the above matters if the data reaching the pixel is noisy or incomplete. Tracking was tightened throughout the engagement — event accuracy, deduplication, Conversions API implementation to make sure server-side data backed up what the browser pixel was catching. Standard practice on accounts at this spend level, and easy to under-invest in when the more visible work is creative and targeting.

06 — RESULT

Where it landed

3 – 3.5x ROAS

stable, held over time — up from a near-negative baseline

Not a single good week, but a level the account held. The more durable result was structural: a single-product business ended up with a defined audience architecture, a funnel built around it, and a catalog designed to keep feeding the system that made the whole thing work.

A single product looks like a limitation. More often, it's a signal problem wearing a different name — and the fix isn't more budget or better creative. It's giving the algorithm more to learn from, in a form the business can actually use.

Andrea Ciccia

andreaciccia91@gmail.com · andrea-ciccia.netlify.app
[+39 329 534 2163](tel:+393295342163) · linkedin.com/in/andrea-ciccia