



## Winning at D2C Marketing



A data-driven, full-funnel strategy for scaling direct-to-consumer revenue through high-performance Meta, Google, and Klaviyo campaigns



# Meta Ads Management



The screenshot displays the Meta Ads Manager interface. At the top, there's a header with "Campaigns" and a search bar. Below this, there are tabs for "All ads" and a "+" button. The main content area is divided into three sections: "Campaigns", "Ad sets", and "Ads". The "Campaigns" section is active, showing a list of campaigns. The table has columns for "Off / On", "Campaign", "Delivery", "Actions", "Bid strategy", "Budget", "Attribution setting", "Results", and "Reach". The table lists several campaigns, all with "Off" delivery status. The "Results" column shows various metrics like "Link Click" and "Event Response". At the bottom, there's a summary row indicating "Results from 131 campaigns" and "Excludes deleted items".

	Off / On	Campaign	Delivery	Actions	Bid strategy	Budget	Attribution setting	Results	Reach
	<input type="checkbox"/>		Off	—	Using ad set bid...	Using ad set bu...	7-day click or ...	—	—
	<input type="checkbox"/>		Off	—	Using ad set bid...	Using ad set bu...	7-day click or ...	Link Click	—
	<input type="checkbox"/>		Off	—	Using ad set bid...	Using ad set bu...	7-day click or ...	Link Click	—
	<input type="checkbox"/>		Off	—	Using ad set bid...	Using ad set bu...	7-day click or ...	Link Click	—
	<input type="checkbox"/>		Off	—	Using ad set bid...	Using ad set bu...	7-day click or ...	Link Click	—
	<input type="checkbox"/>		Off	—	Using ad set bid...	Using ad set bu...	7-day click or ...	Link Click	—
	<input type="checkbox"/>		Off	—	Using ad set bid...	Using ad set bu...	7-day click or ...	Link Click	—
	<input type="checkbox"/>		Off	—	Using ad set bid...	Using ad set bu...	7-day click or ...	Link Click	—
	<input type="checkbox"/>		Off	—	Using ad set bid...	Using ad set bu...	7-day click or ...	Event Response	—
	<input type="checkbox"/>		Off	—	Highest volume		7-day click or ...	Link Click	—
	<input type="checkbox"/>		Off	—	Highest volume		7-day click or ...	Link Click	—
	<input type="checkbox"/>		Off	—	Highest volume		7-day click or ...	Link Click	—
	<input type="checkbox"/>		Off	—	Highest volume		7-day click or ...	Link Click	—
	<input type="checkbox"/>		Off	—	Highest volume		7-day click or ...	Link Click	—
	<input type="checkbox"/>		Off	—	Highest volume		7-day click or ...	Website Completed ...	—
		Results from 131 campaigns ⓘ Excludes deleted items					Multiple attrib...	—	Accounts C

## Full Service:

Full Funnel Campaign Strategy

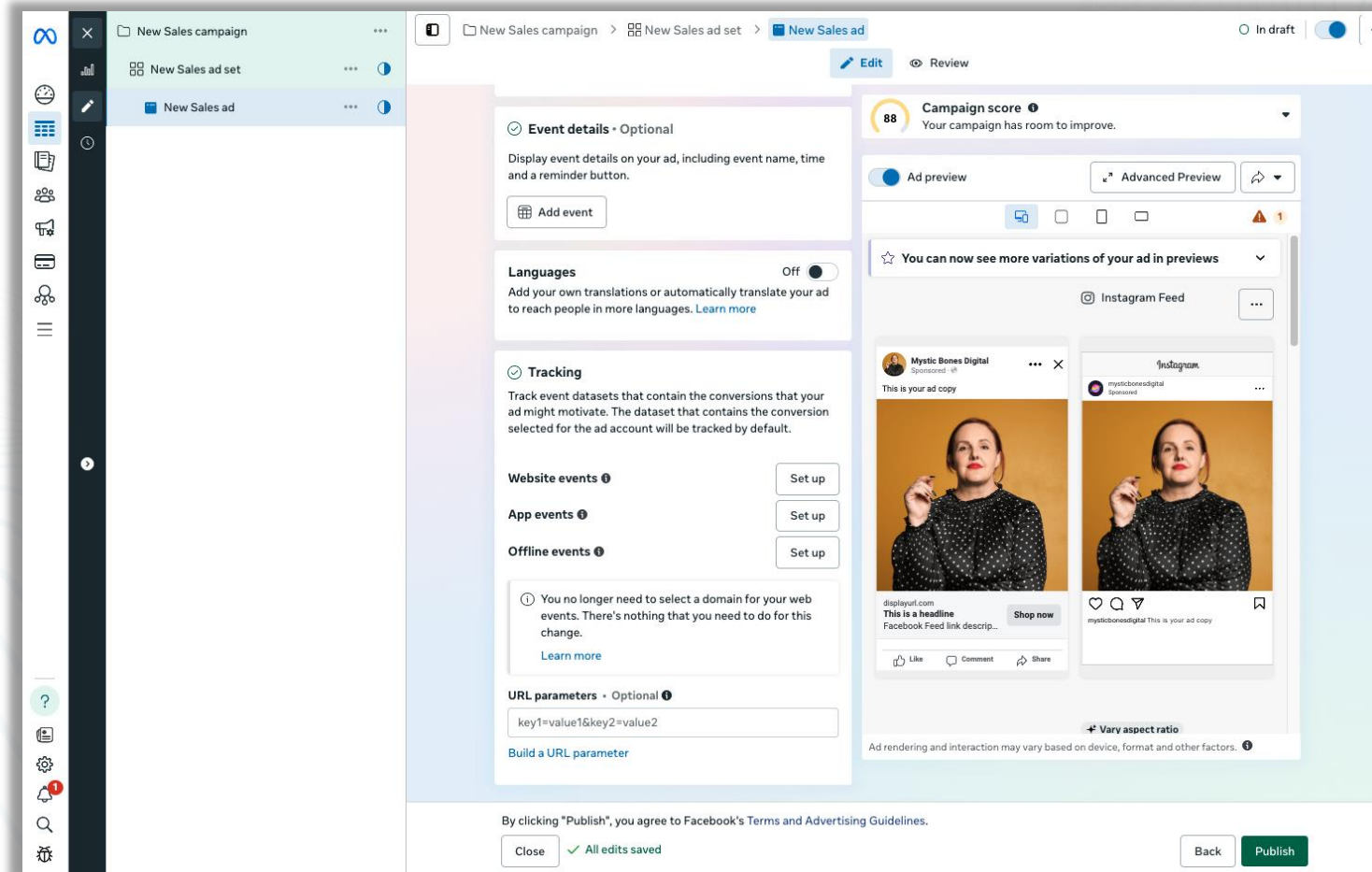
Audience Research & Segmentation

Creative Strategy & Testing

Ad Account & Pixel Setup Optimization

Daily Optimization & Budget Scaling

# Meta Ads Management



## Full Service:

Retargeting & Post  
Purchase Flows

Performance Reporting &  
Attribution Analysis

A/B Testing Across  
Audiences, Creatives,  
and Offers

UGC & Influencer-Integrated  
Ad Management

Compliance & Brand Safety

# Google Ads Management



## Full Service:

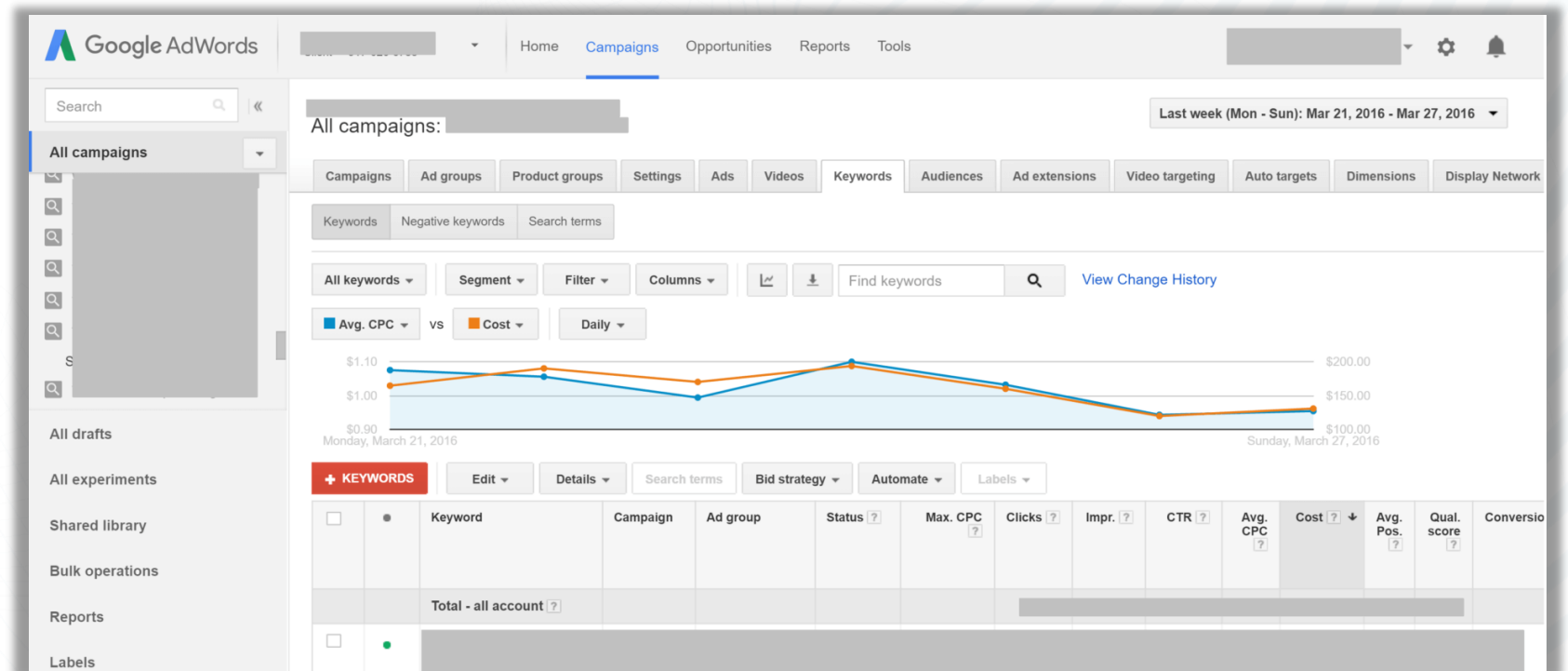
Campaign Setup Across  
All Google Channels

Google Shopping  
Feed Optimization

Search Ads: Branded, Non-  
Branded & Competitor

Retargeting & Dynamic  
Remarketing

YouTube Ads Management



# Google Ads Management



## Full Service:

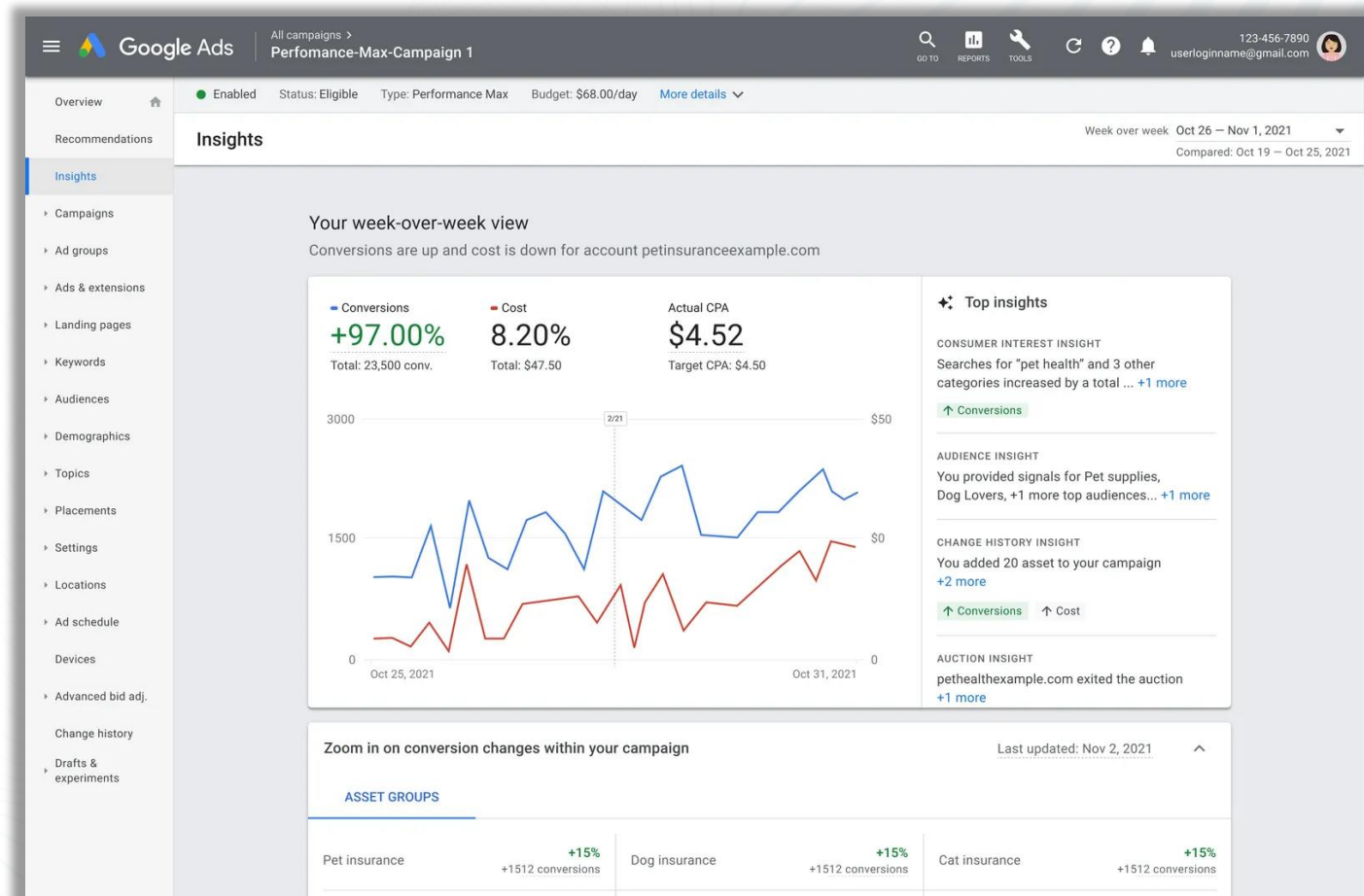
Performance Max  
Campaigns

Smart Bidding & Advanced  
Audience Targeting

Geo, Device and  
Schedule Optimization

Custom Reporting &  
Attribution Tracking

GA4 + Conversion  
Tracking Integration





# Klaviyo Email Marketing



## Full Service:

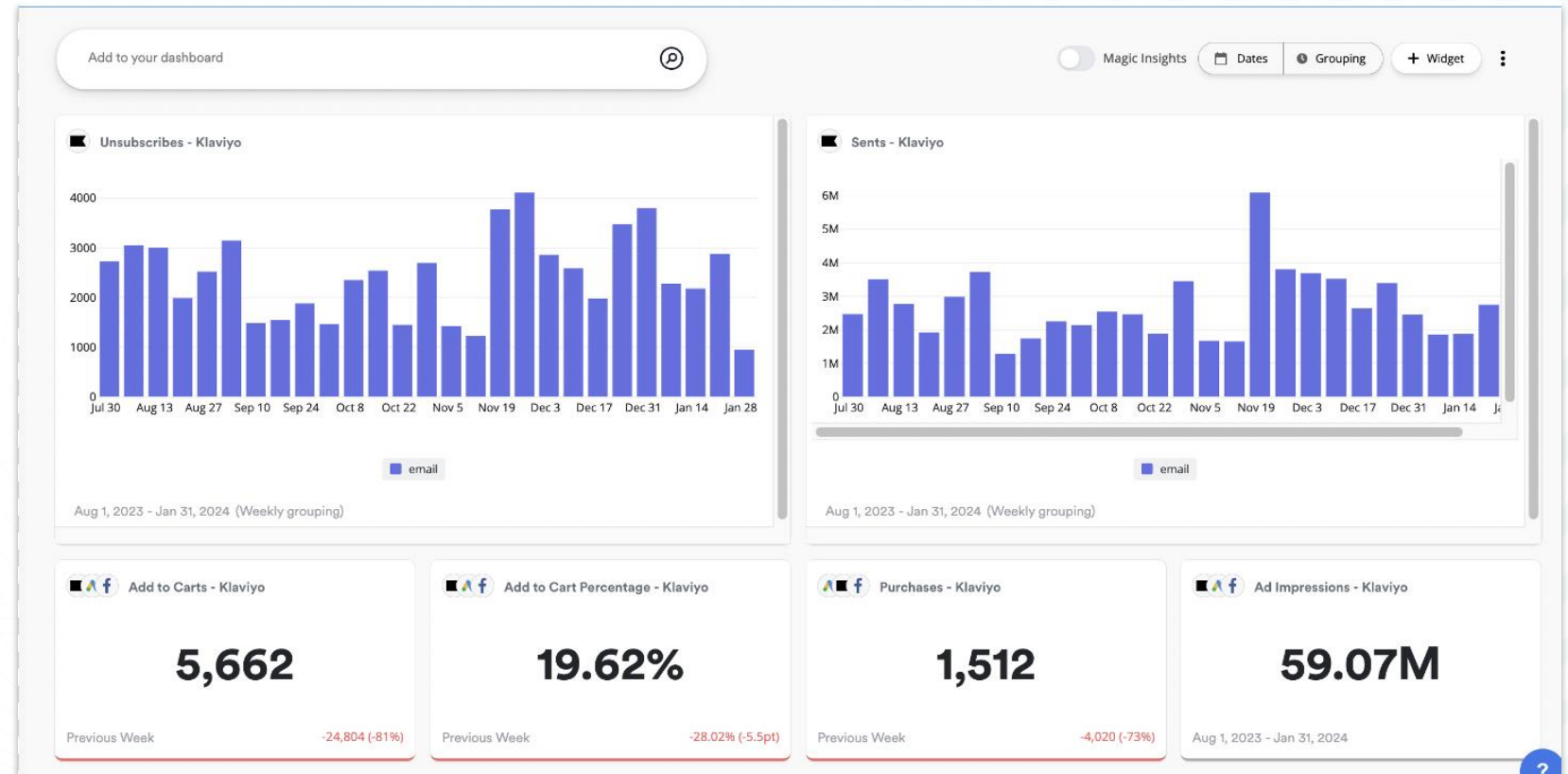
Full Account  
Setup & Integration  
Campaigns

Automated Flow  
Creation

Campaign Strategy  
& Execution

List Segmentation  
& Growth

Deliverability Optimization



# Klaviyo Email Marketing



## Full Service:

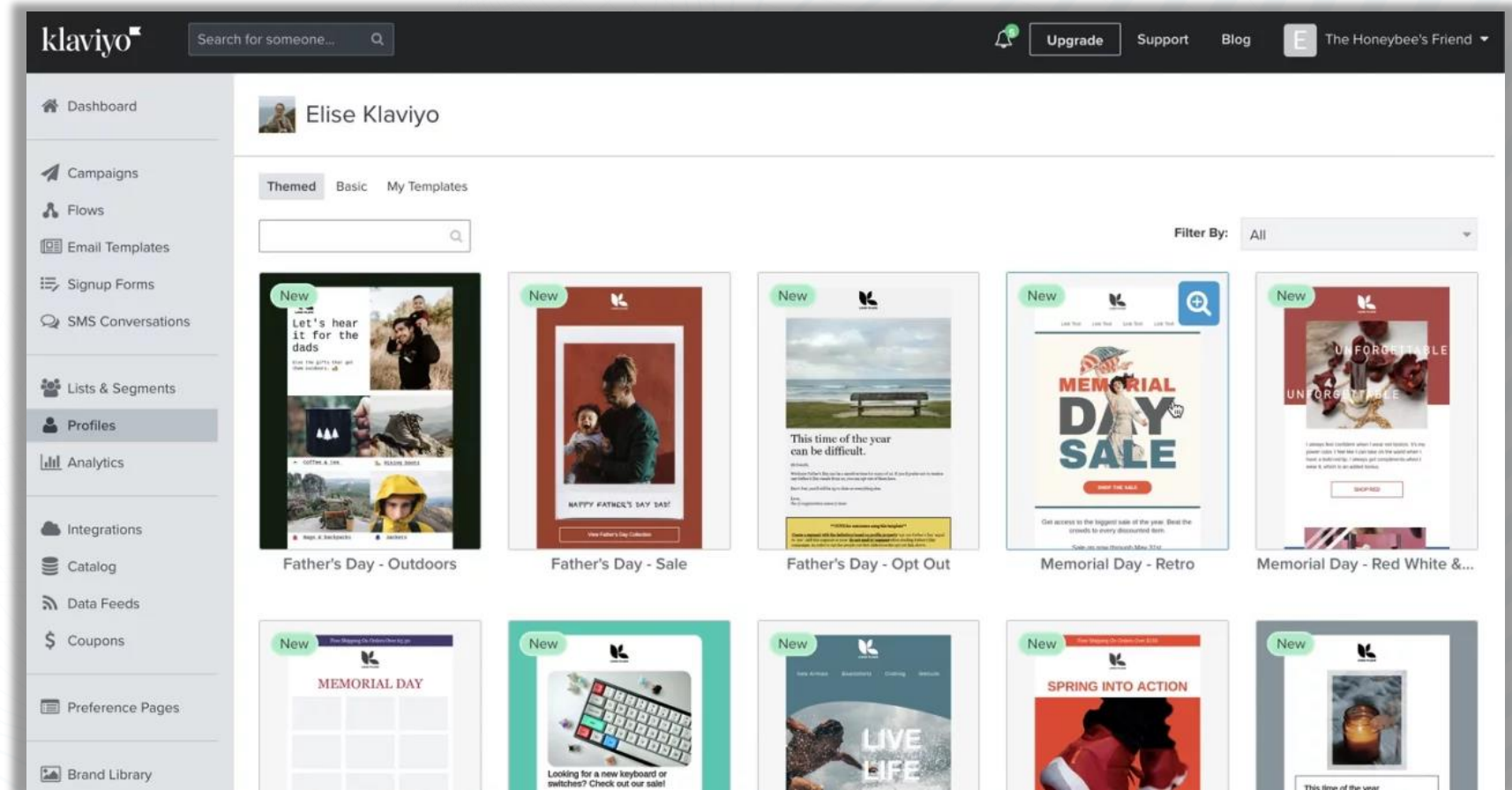
AB Testing & Iteration

Branded Email Design  
& Copywriting

Revenue Attribution  
& Analytics

SMS Integration

Holiday & Promo  
Calendar Planning



# Success Stories

## Brands Winning with Bullseye



# Case Study: Skincare Beauty Brand



## Challenge:

- Struggled to grow beyond \$30K/month without sacrificing efficiency
- Site conversion rate remained low despite strong traffic
- Lack of bundling and upsell strategy limited average order value (AOV)

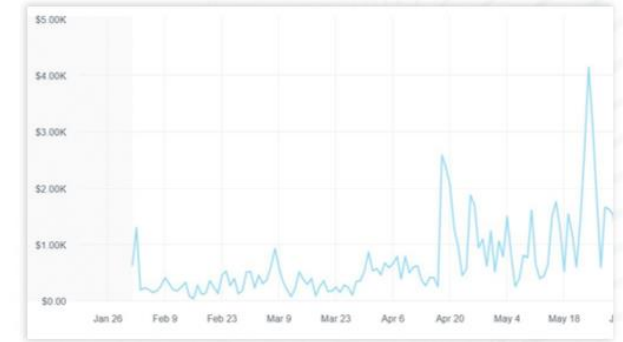
## Strategy:

- Revamped Shopify experience and brand positioning with high-performing creatives
- Implemented strategic bundling and upsell flows via email marketing
- Capitalized on TV exposure to drive qualified traffic to new launches

## Results

- +82% growth in total sales
- Stronger conversion rates and AOV
- Healthier revenue mix through upsells and repeat purchases
- Scalable foundation established for paid and organic growth

Attributed revenue Unattributed revenue  
Total Recipients



# Case Study: Beauty Brand



## Challenge:

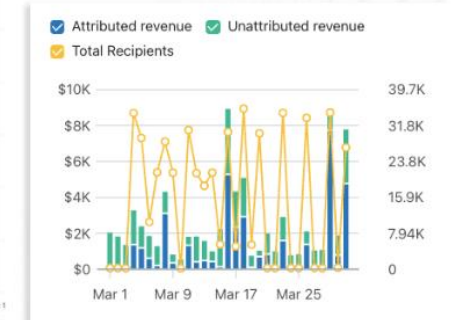
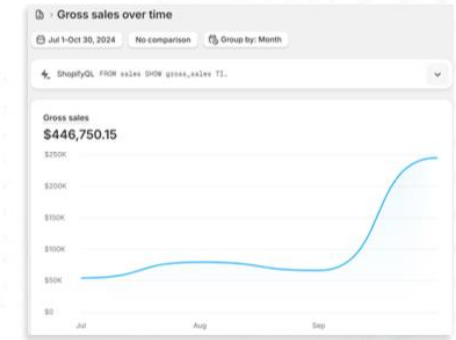
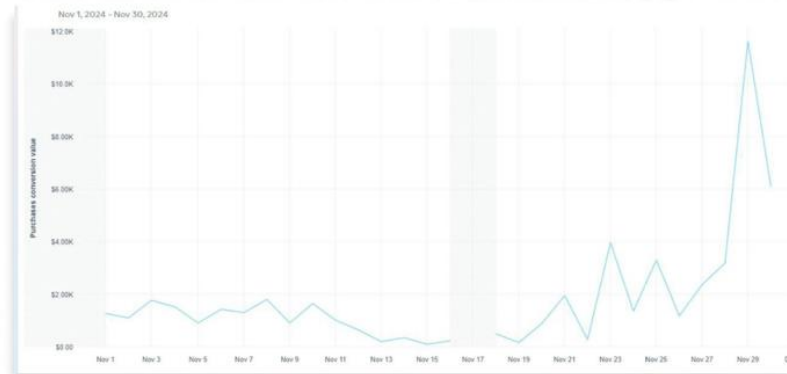
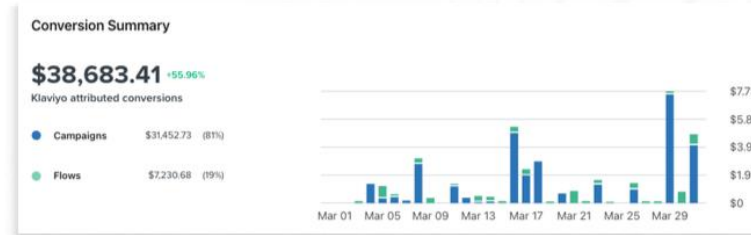
- High rate of customer cannibalization (repeat buyers, few new)
- Low Average Order Value (AOV)
- Underperforming SPA locations with limited foot-traffic and conversions

## Strategy:

- Launch Meta retargeting campaigns to bring in net-new traffic
- Implement advanced segmentation in Klaviyo to target customer types with personalized flows
- Implement robust SEO and development
- Implemented targeted promotions and upsell strategies to maximize cart value

## Results

- **3.3x** increase in Gross Sales Revenue
- **50%** of revenue attributed to Klaviyo email flows
- Increased new-to-brand customer ratio by **30%**
- Achieved a sustained ROAS (Return on Ad Spend) of **5.5x**



# Case Study: Air Purifier Brand



## Challenge:

- Inefficient ad spend across Meta and Google. No clear attribution or ROI tracking.
- Low ROAS from past campaigns due to poor segmentation and generic messaging.
- Limited brand visibility in high-converting, bottom-of-funnel searches.

## Strategy

- Full-funnel campaign structure on Meta (Prospecting and Retargeting).
- Segmented audience targeting using first-party data and lookalikes to focus on high LTV cohorts.
- Weekly creative testing framework. Hook-based ad variations and UGC to combat fatigue.

## Results

- **+296%** increase in conversion value from paid traffic
- **+62%** growth in net sales driven by ads
- **+43%** boost in order volume
- **15.08x** ROAS with improved audience targeting & creative testing
- **Lower CPC** by \$0.15 through campaign optimization





# Bullseye Sellers Marketplace Agency

5.0 ★★★★★ 50 Google reviews



**J Jason Becker**  
2 reviews • 0 photos

★★★★★ 2 days ago **NEW**

Bullseye has done a tremendous job managing our Tiktok Shop. I'm highly impressed by them and their knowledge of the platform. We've experienced huge growth under their management and would recommend them to anyone.

**B Baily Weber**  
3 reviews • 0 photos

★★★★★ 3 days ago **NEW**

Bullseye has been a fantastic partner to help grow our brand! They have an amazing dedicated team and it's a pleasure working together with them.

**C Cesar Vargas**  
10 reviews • 1 photo

★★★★★ 17 hours ago **NEW**

I have been working with Bulleye for sometime now and I feel compelled to write a review about their agency. When Ryan and his team took over my account it was in disarray and was not performing as expected due to many technical variables that were discovered as part of the set up. This actually took months to find out and why sales had stagnated or declined. In all my years I had never had an agency take a super deep dive into my account and actually fix fundamental issues that were preventing my growth. I continued to be impressed as Ryan and team are never satisfied and are always testing strategies to keep my company growing.

**Yurii Obolensky**  
5 reviews • 2 photos

★★★★★ 4 weeks ago **NEW**

These guys are the real deal. I went from suspended products on TikTok, literally giving up on the platform, to hitting 10k in sales on TikTok this month, and we're only 3 months in. But more important is that all my other platforms, (website, Amazon, etc.) are hitting highest ever branded search, and sales are awesome - the only change was TikTok. Eric is my team lead, definitely ask for him.



# Transparent Pricing

Meta Ad Management: \$3000/Mo

Google Ad Management: \$3000/Mo

Klaviyo Email Marketing: \$3000/Mo

\*Discounts offered when packaged