



 **Meta**
Business Partner

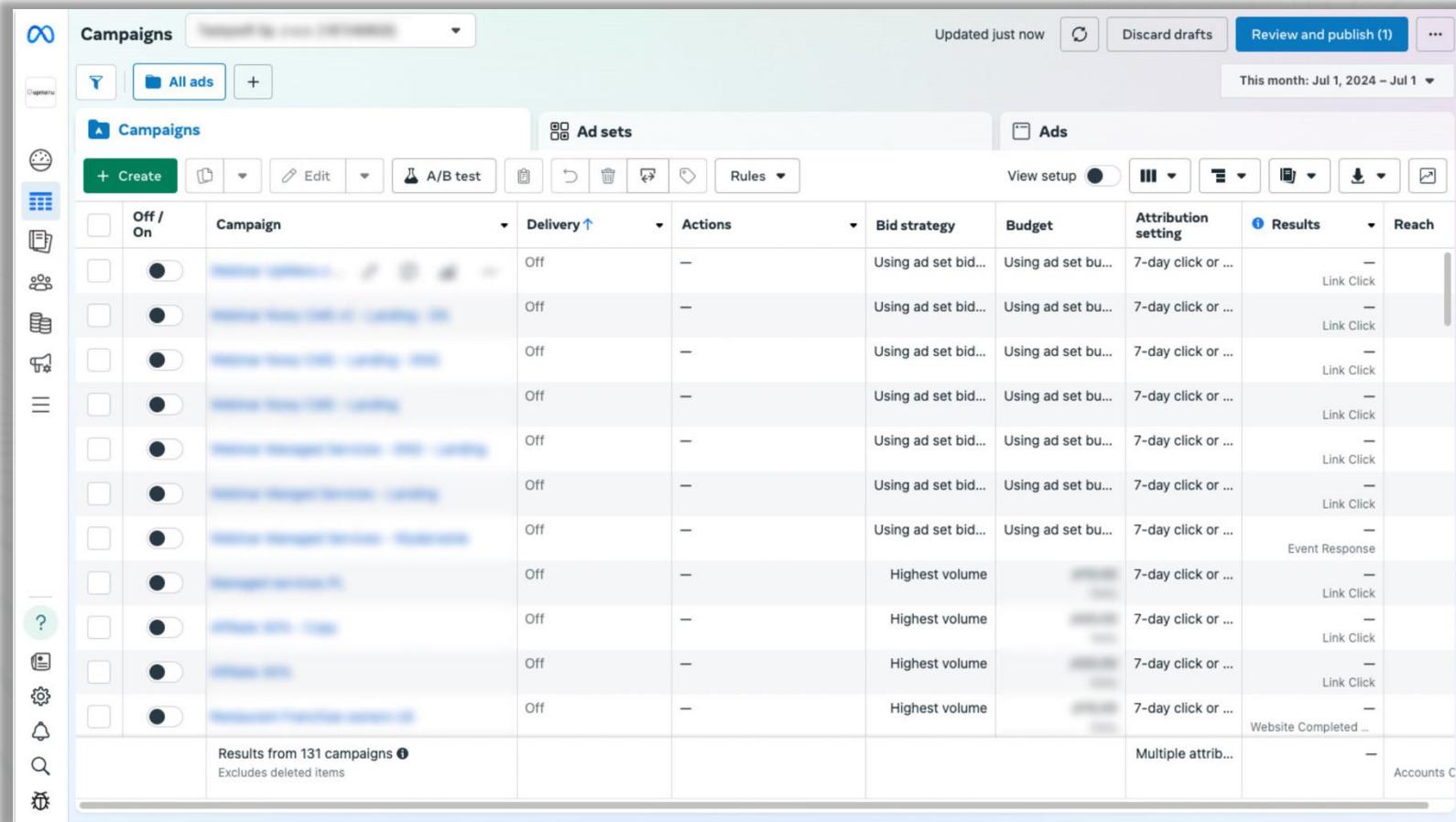
Winning at D2C Marketing

A horizontal bar consisting of three colored segments: a long blue bar, a shorter orange bar, and a small blue dot.

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 shows the Meta Ads Management interface. The top navigation bar includes 'Campaigns', 'Updated just now', 'Discard drafts', 'Review and publish (1)', and a date range 'This month: Jul 1, 2024 – Jul 1'. The main area displays a table with columns: 'Off / On', 'Campaign', 'Delivery', 'Actions', 'Bid strategy', 'Budget', 'Attribution setting', 'Results', and 'Reach'. The 'Results' column shows various metrics like 'Link Click', 'Event Response', and 'Website Completed'. The 'Reach' column shows values like '—' and 'Accounts C'. The table lists 131 campaigns. A sidebar on the left contains icons for Updates, All ads, Create, Edit, A/B test, Rules, and a search bar.

Full Service:

Full Funnel Campaign Strategy

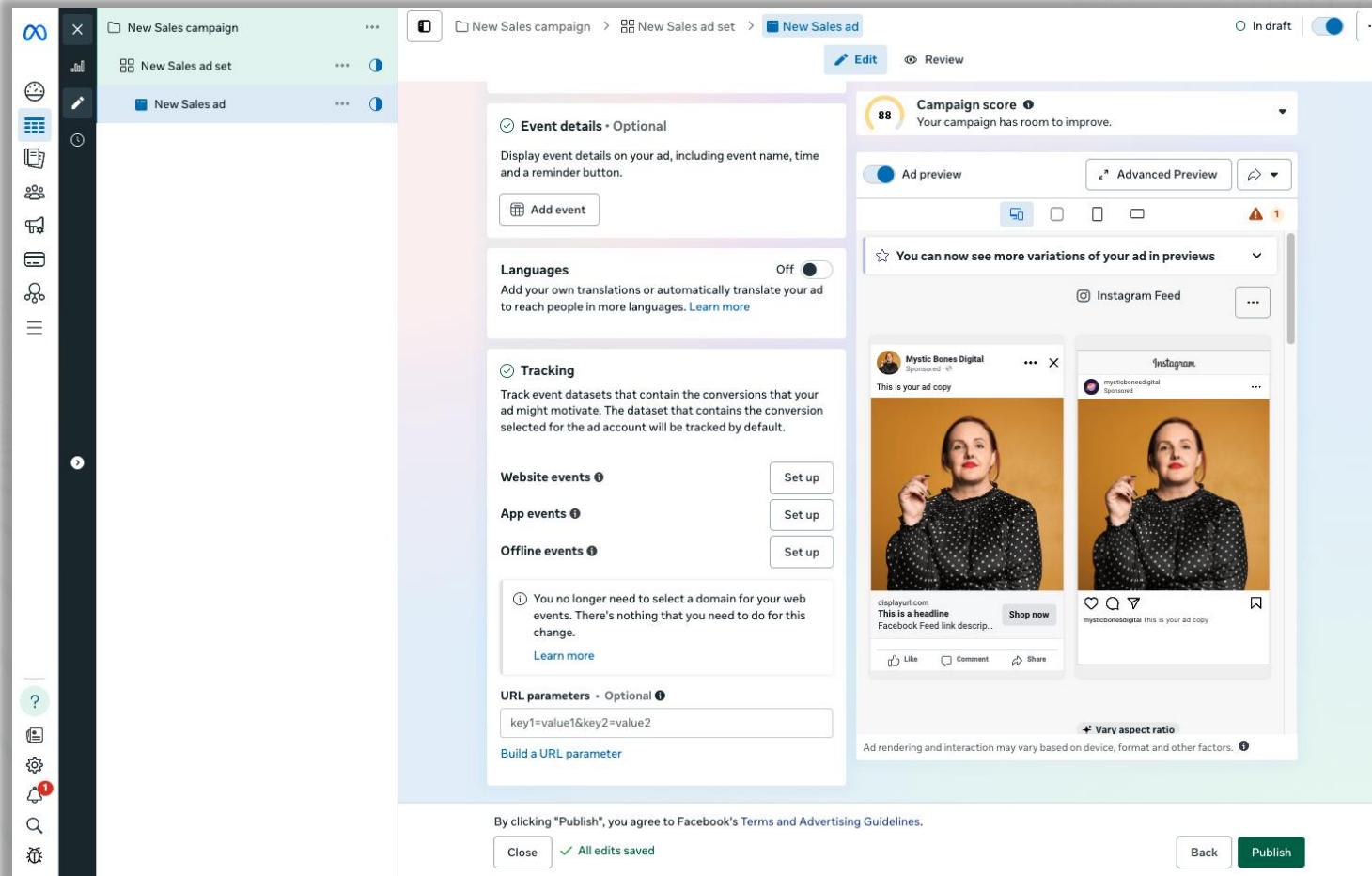
Audience Research & Segmentation

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:

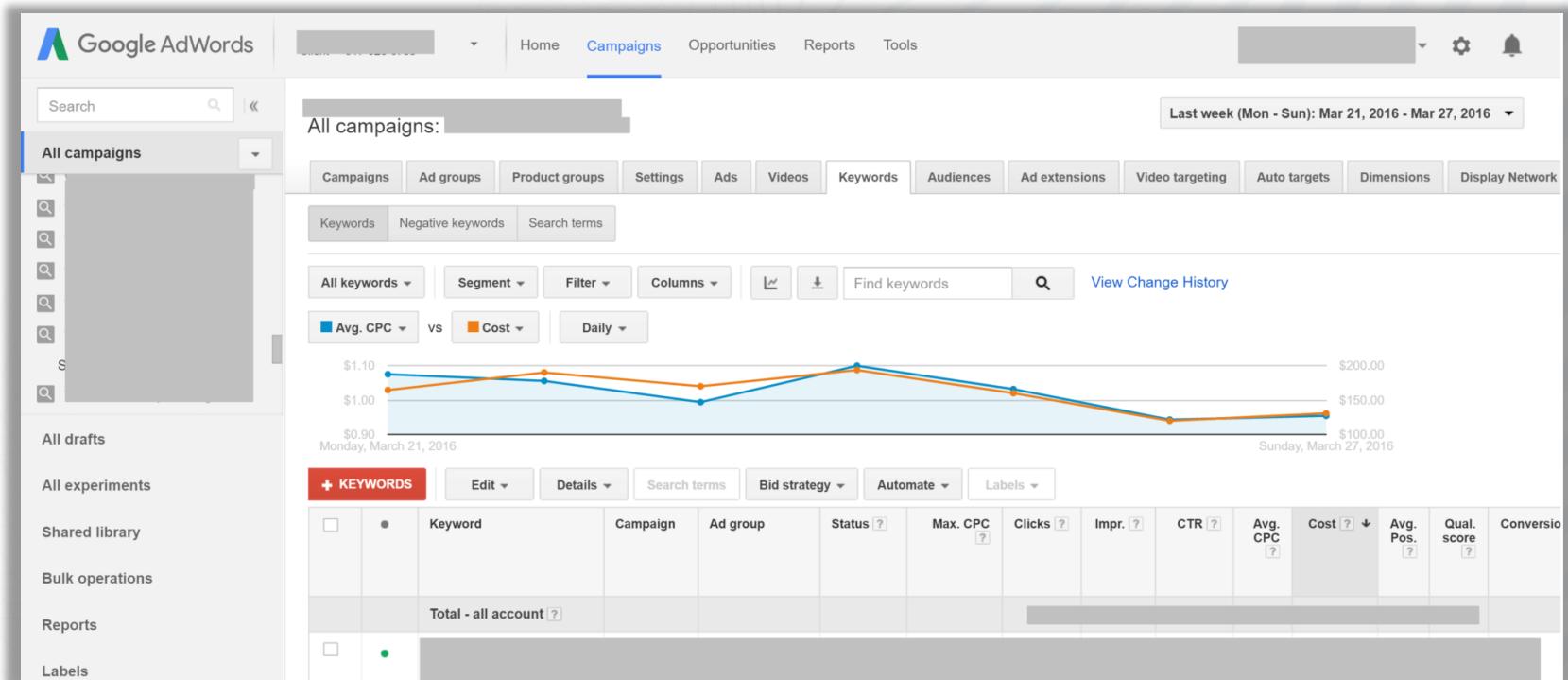
Campaign Setup Across All Google Channels

Google Shopping Feed Optimization

Search Ads: Branded, Non-Branded & Competitor

Retargeting & Dynamic Remarketing

YouTube Ads Management



Google Ads Management



Full Service:

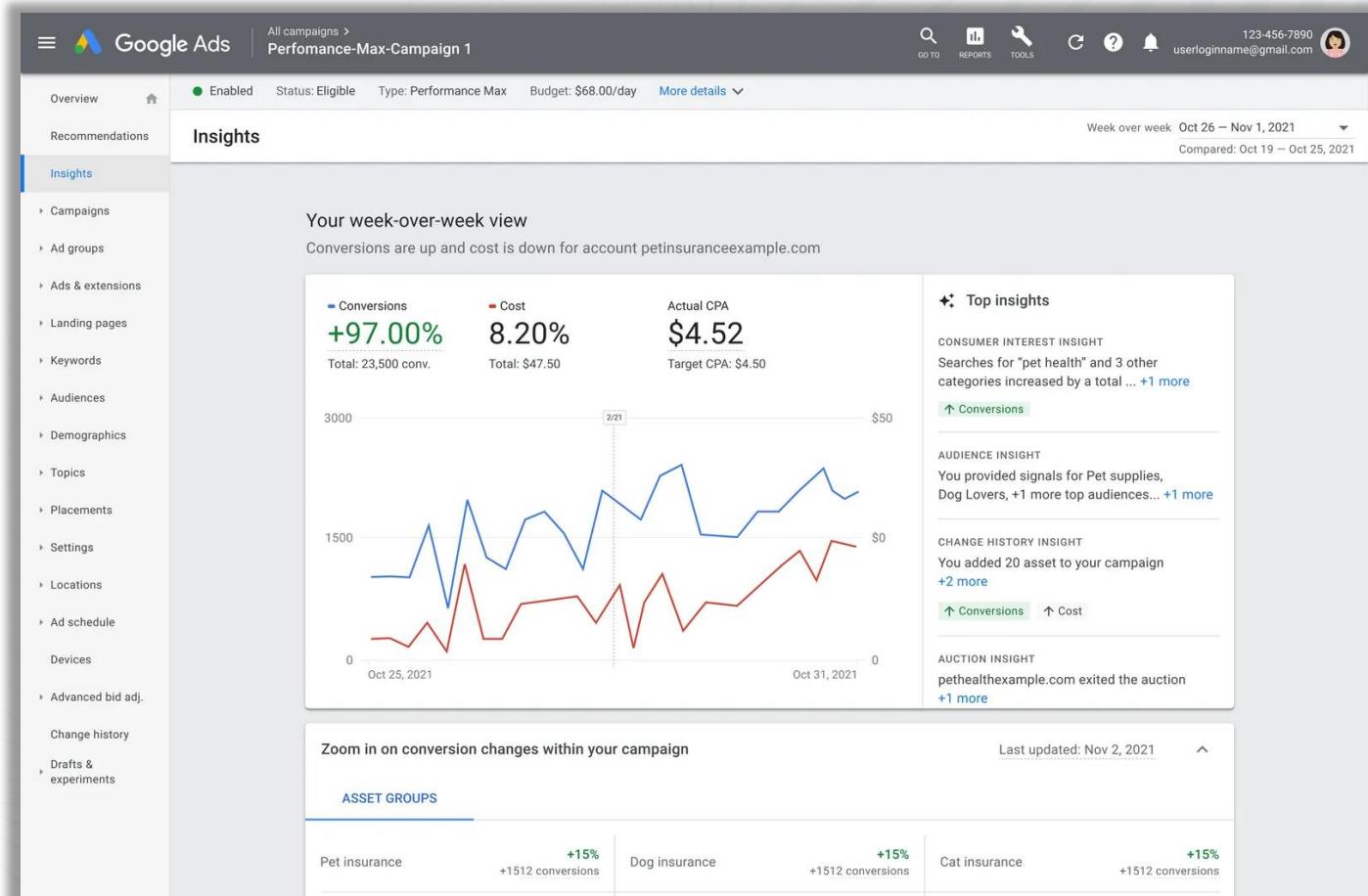
Performance Max Campaigns

Smart Bidding & Advanced Audience Targeting

Geo, Device and Schedule Optimization

Custom Reporting & Attribution Tracking

GA4 + Conversion Tracking Integration



Klaviyo Email Marketing



Full Service:

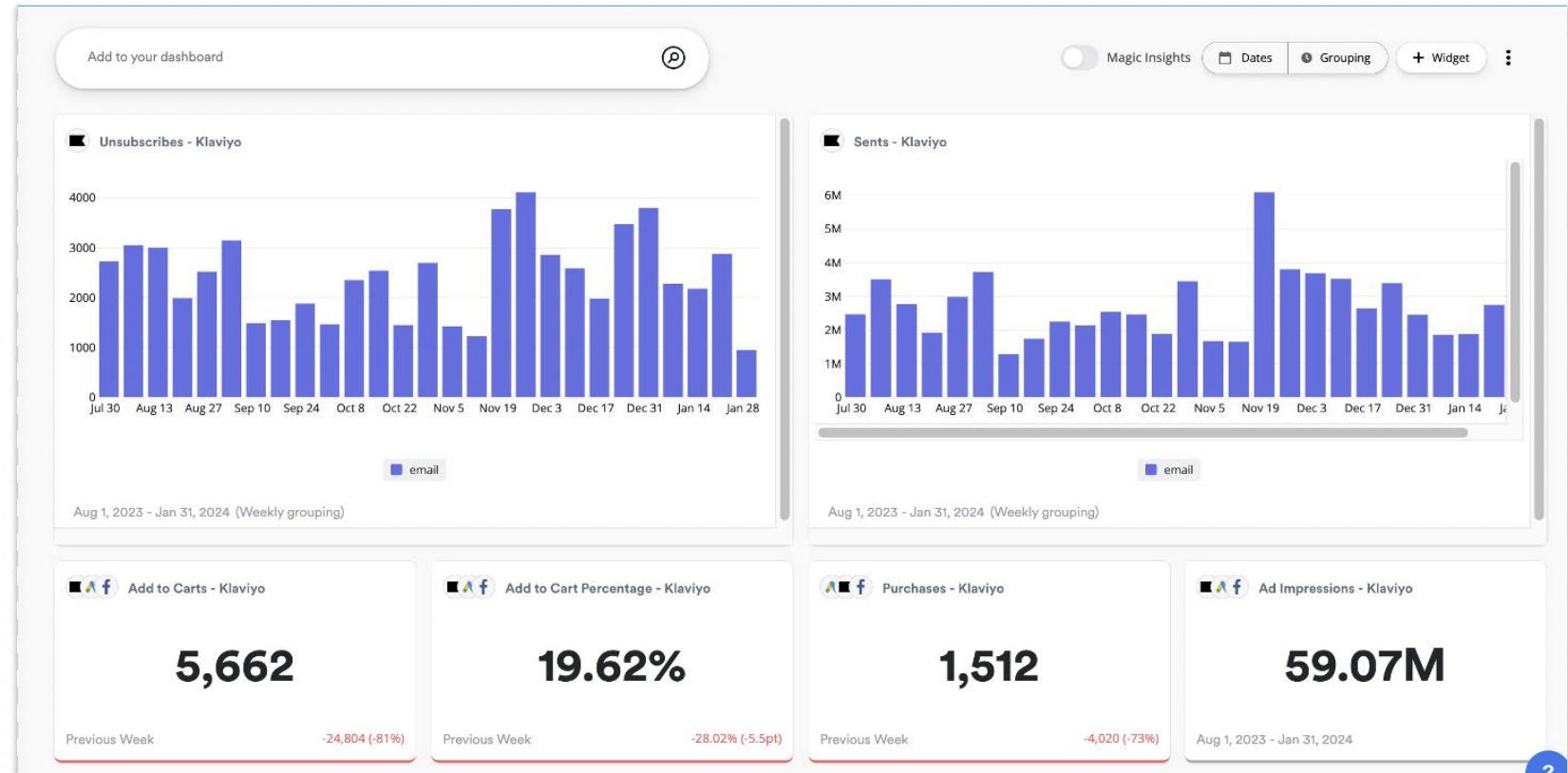
Full Account
Setup & Integration
Campaigns

Automated Flow
Creation

Campaign Strategy
& Execution

List Segmentation
& Growth

Deliverability Optimization

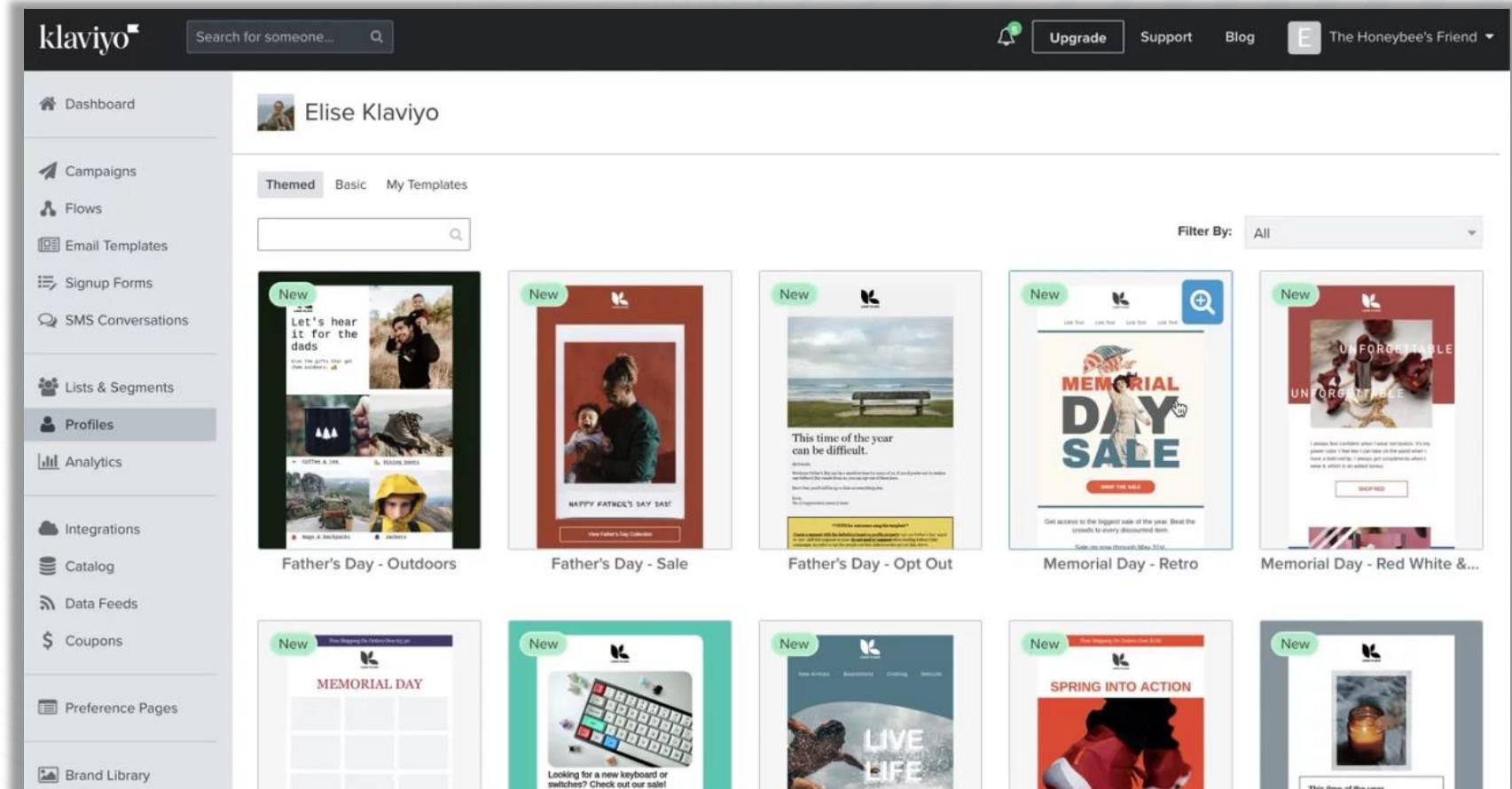


Klaviyo Email Marketing



Full Service:

- AB Testing & Iteration
- Branded Email Design & Copywriting
- Revenue Attribution & Analytics
- SMS Integration
- Holiday & Promo Calendar Planning



The image shows the Klaviyo interface with a dark header bar. The header includes the Klaviyo logo, a search bar, a notification bell, an 'Upgrade' button, 'Support' and 'Blog' links, and a user dropdown for 'The Honeybee's Friend'. The main area is titled 'Elise Klaviyo' and shows a grid of campaign templates. The sidebar on the left lists various features: Dashboard, Campaigns, Flows, Email Templates, Signup Forms, SMS Conversations, Lists & Segments, Profiles (which is selected), Analytics, Integrations, Catalog, Data Feeds, Coupons, Preference Pages, and Brand Library. The campaign grid displays ten templates: Father's Day - Outdoors, Father's Day - Sale, Father's Day - Opt Out, Memorial Day - Retro, Memorial Day - Red White & Blue, Memorial Day - Shopping, Spring Into Action, and a few others partially visible. Each template has a 'New' badge and a preview image.

Success Stories

Brands Winning with Bullseye

Case Study: Skincare Beauty Brand



Challenge:

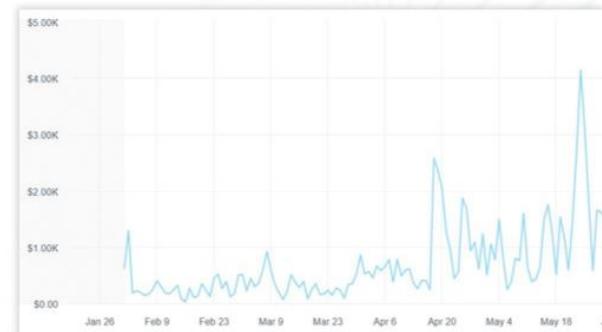
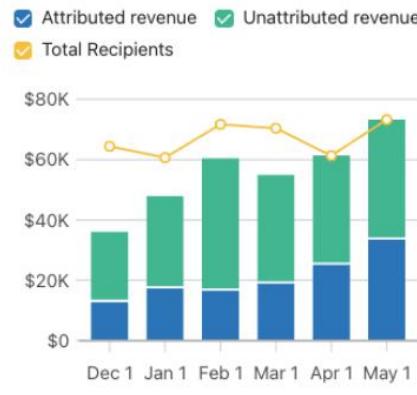
- Struggled to grow beyond \$30K/month without sacrificing efficiency
- Site conversion rate remained low despite strong traffic
- Lack of bundling and upsell strategy limited average order value (AOV)

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



Case Study: Beauty Brand



Challenge:

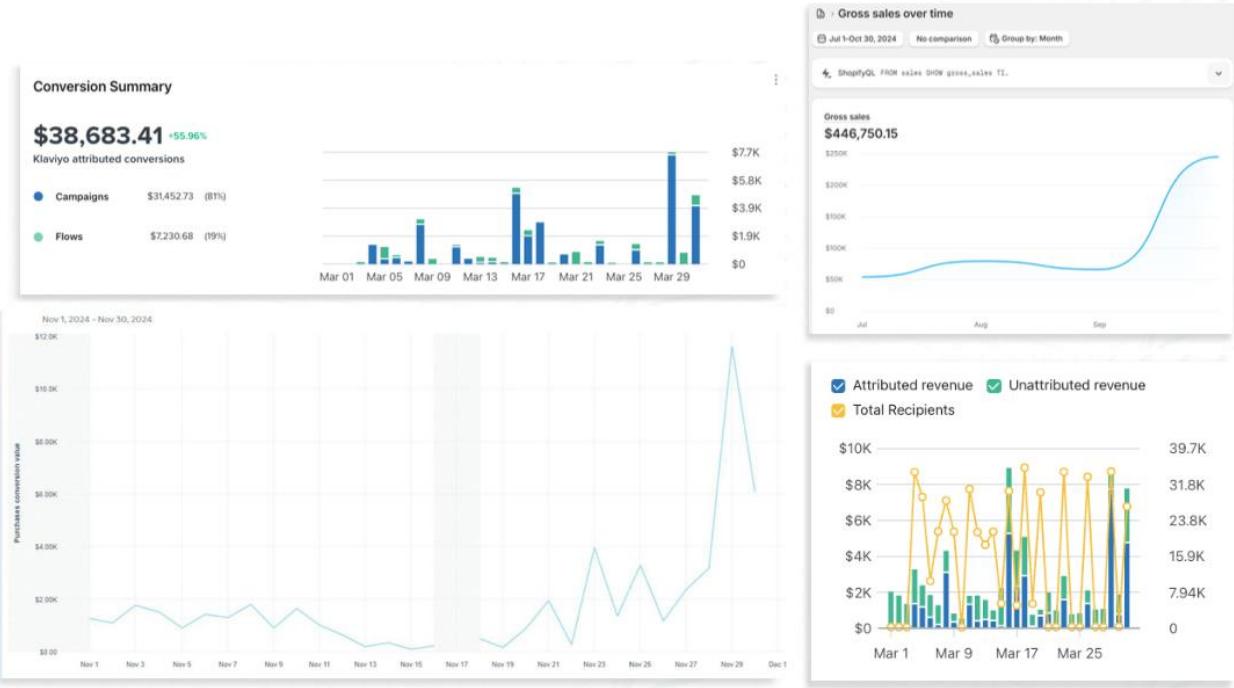
- High rate of customer cannibalization (repeat buyers, few new)
- Low Average Order Value (AOV)
- Underperforming SPA locations with limited foot-traffic and conversions

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:

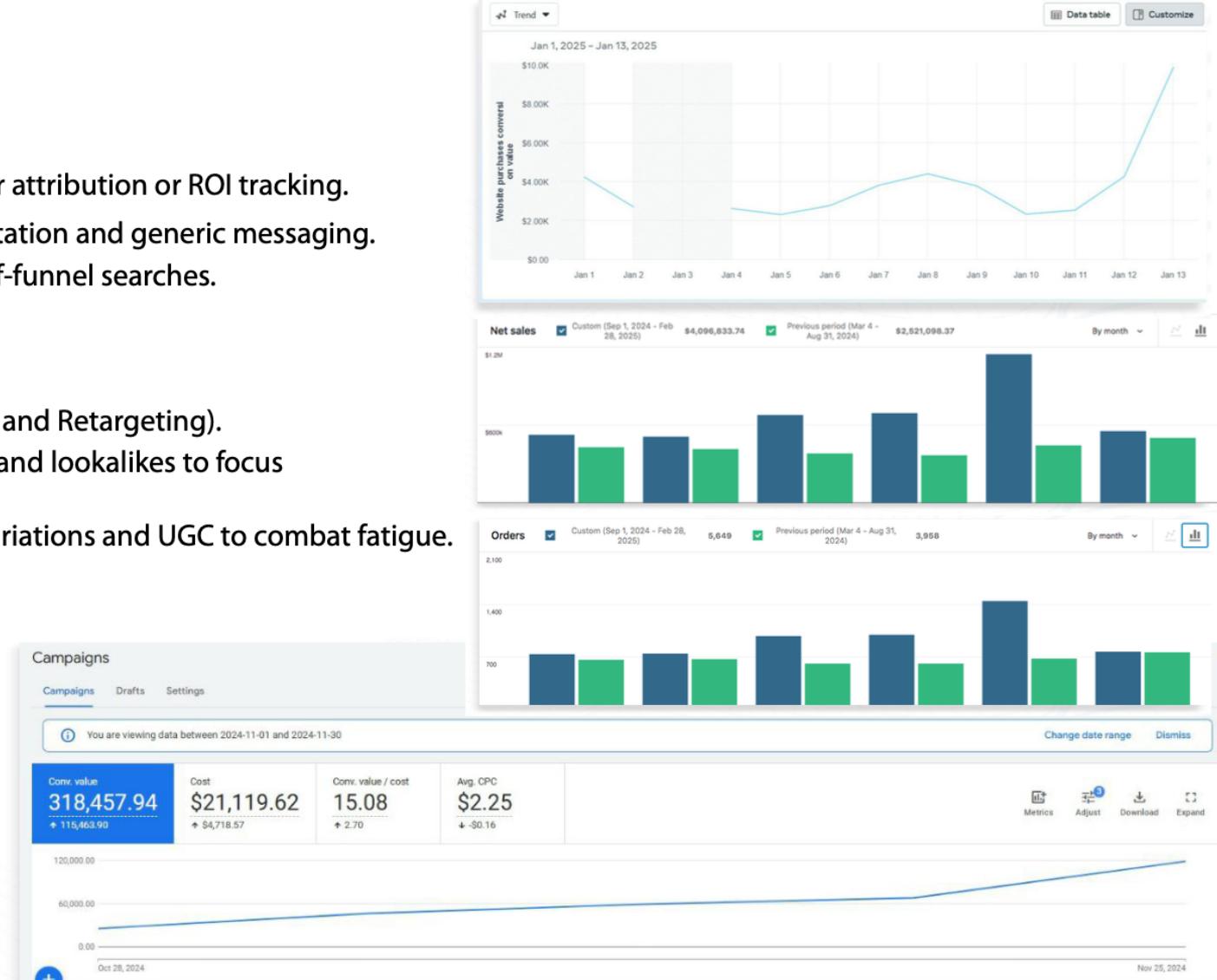
- Inefficient ad spend across Meta and Google. No clear attribution or ROI tracking.
- Low ROAS from past campaigns due to poor segmentation and generic messaging.
- Limited brand visibility in high-converting, bottom-of-funnel searches.

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
- **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 Bullseye 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.

 **Yuriii 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