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# Case Study

How we helped drop CPA by 33% and boost conversion rate by 17% | **without increasing ad spend**

**Client:** BondiBoost

**Industry:** Haircare / DTC E-Commerce

**Timeline:** 2 Months

**Services:** Funnel Audit, Creative Strategy, Conversion Optimization

# BONDI BOOST

## The Challenge

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**BondiBoost had the** traction — a growing DTC presence, popular products, and a loyal base. But they were facing real scale blockers:

- Product and landing pages weren't converting consistently
- Paid campaigns were driving traffic but not returns
- **CPA** was **climbing**, **ROAS** was **plateauing**

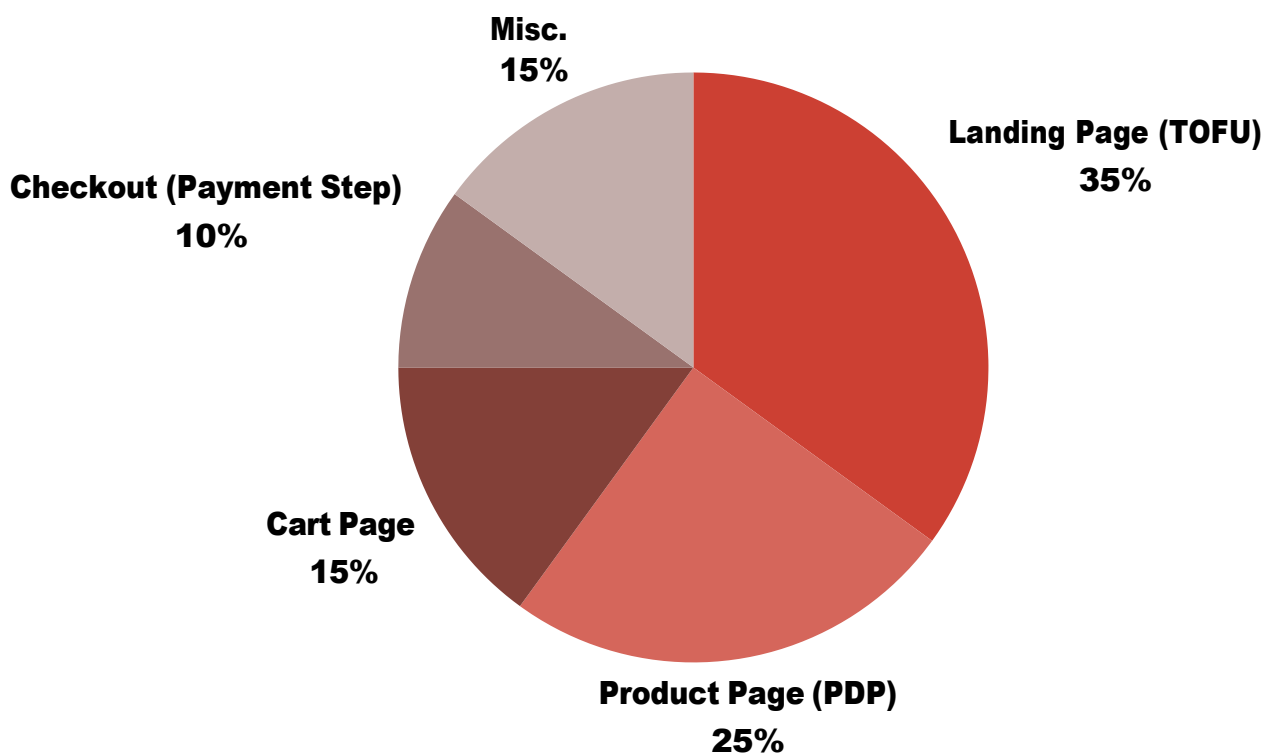
## How We Saw It

After a thorough research on the brand's digital assets, we came to the conclusion that there were certain leaks in conversion map, causing BondiBoost to lose customers in the journey. The Top of the Funnel (TOFU) visuals were strong, brand aligned but weren't pushing a clear CTA to direct its audience.

And on the website, there weren't any upsells near the end of journey, affecting the AOV for the brand.

# Our Approach

## Phase 1: Funnel Audit



*Funnel Audit Breakdown (Visitor Break-up Point)*

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- Visual audit of site and landing flow
  - Drop-off analysis and CTA tracking
  - Trust layer gaps and layout friction points
  - Category benchmarking for context

## TOF (Landing page) and MOF (PDP) needed fixing

The largest friction points were observed in the top and mid-funnel — specifically the landing and product pages. These zones suffered from low clarity, missing trust triggers, and lack of CTA urgency. Visual proof and benefit sequencing were missing

## Let's Fix the Scroll-to-Sale Gap

If your funnel “looks fine” but still leaks revenue — this is where we come in.

**Book a free clarity call -->  30 Minute Meeting - Ashter Munir**