



How we took OAC Snacks from **1.72 to 3.2×** ROAS — honestly.

META

GOOGLE SEARCH

PINTEREST

LOOKER STUDIO

**southside
social**

Platforms change. Results shouldn't.

The brand

OAC Snacks is a Cork-based, direct-to-consumer food brand built on real ingredients — nut butters, oats, whey and honey. Protein balls and Collagen Crumbs that taste homemade: not a supplement, not a cheat snack. They came to us to turn an early-stage ad account into a structured, multi-channel growth system — without ever losing the precision of their voice.

SECTOR

DTC food & wellness

STORE

Shopify

CHANNELS

Meta · Google Search · Pinterest

REPORTING

Custom Looker Studio dashboard

ENGAGEMENT

~4 months — planned in-house transition

The brief & the challenge

WHERE THEY STARTED

At audit the account ran at a 1.72 ROAS — one broad ad set, no retargeting funnel, no structured testing. Early wins that faded, and no system to build on.

WHAT MADE IT HARD

A precise brand voice to protect, noisy attribution from a mis-firing pixel, and a product that needed education — not just promotion — to convert.

IN THEIR WORDS

“None of us had strong experience running Meta ads, so we needed a partner who could take that on and make it perform.”

— OAC SNACKS

Creative strategy — the engine of the account

Every angle was built using the TEEP framework (Tension, Emotion, Execution, Proof) — from direct customer research, in OAC's own language. Four distinct prospecting hooks, each targeting a different reason to reach for the product.

The Hunger Pang Killer

"That 3pm wall just hit different when you have nothing on you."

Tension: immediate hunger, nothing on hand

It Actually Tastes Good

"The protein snack you'll actually look forward to eating."

Tension: healthy = bland expectation

The Ritual

"Counting down to my coffee and protein ball."

Tension: wanting pleasure, not just fuel

The Smart Trade-Off

"Toast, nut butter, dates and yoghurt. But you don't have time for that."

Tension: no time for homemade

20+ angles tested across six themes

Beyond the four prospecting hooks, we built and tested creative across six theme categories — each with multiple angles, formats and copy variants — so the account always had fresh, evidence-led creative to run.

Lifestyle & Consumption 5 angles

Product & Nutrition 6 angles

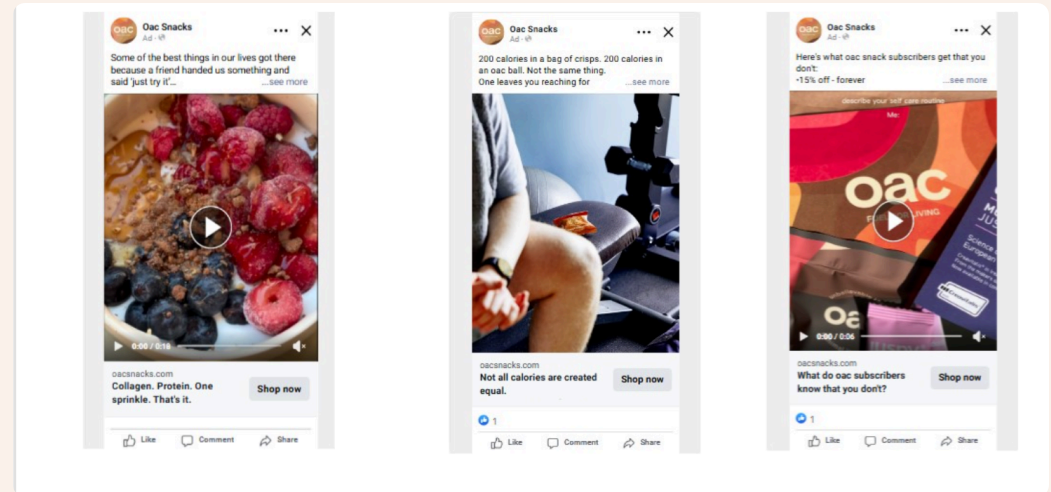
Social Proof 4 angles

Target Audience 5 angles

Education 3 angles

Seasonal Easter + events

Copy rules locked with the client: 'real ingredients' as the anchor, no hard fitness language, CTAs matched to funnel stage, promotions used sparingly.



The ads, in the wild

Straight from the feed — product, lifestyle and subscription angles as customers actually saw them.

Oac Snacks
Ad · 🌐

Stay stocked. Stay fuelled.

A complete selection of our core [...See more](#)



oacsnacks.com
Function and flavour in every bite.

[Shop now](#)

Like Comment Share

Oac Snacks
Ad · 🌐

Sure, it's important to get your protein in across the day - we all know it, we all try to do it, until life hits. What if your snack actually [...See more](#)



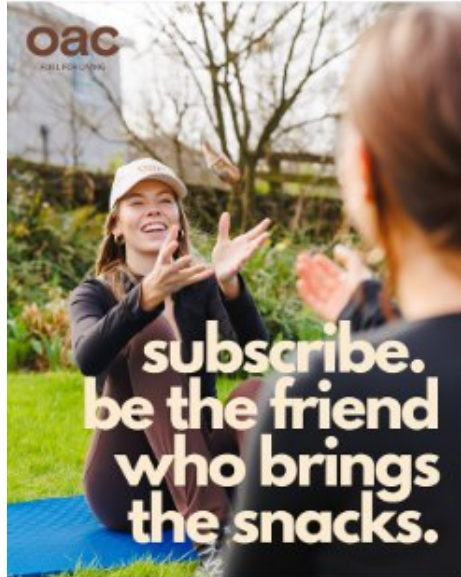
oacsnacks.com
You planned to eat healthy. But life got busy.

[Shop now](#)

Like Comment Share

Oac Snacks
Ad · 🌐

Some people show up empty-handed. Don't be those people. [...See more](#)



oacsnacks.com
What do oac subscribers know that you don't?

[Shop now](#)

Like Comment Share

One system, every platform

- **Meta** as the engine — full-funnel: prospecting, mid-funnel retargeting, BOFU with dynamic carousels, and a dedicated Collagen Crumbs campaign
- **Google Search** to protect the brand and capture the demand the social ads created — at a cheaper click than Meta
- **Pinterest** trialled for a month for visual discovery in a food category, with a dedicated Pinterest partner manager
- Tracking rebuilt **first** — a mis-attributed \$20k internal order caught and stripped before it inflated the numbers
- One **Looker Studio** dashboard as a single source of truth across all channels
- A **Subscribe & Save** flow to build recurring revenue — copy framed to reduce commitment anxiety, not hard sell

Honest reporting, real numbers

3.2×

blended ROAS, up from 1.72
— cleaned of pixel mis-attribution

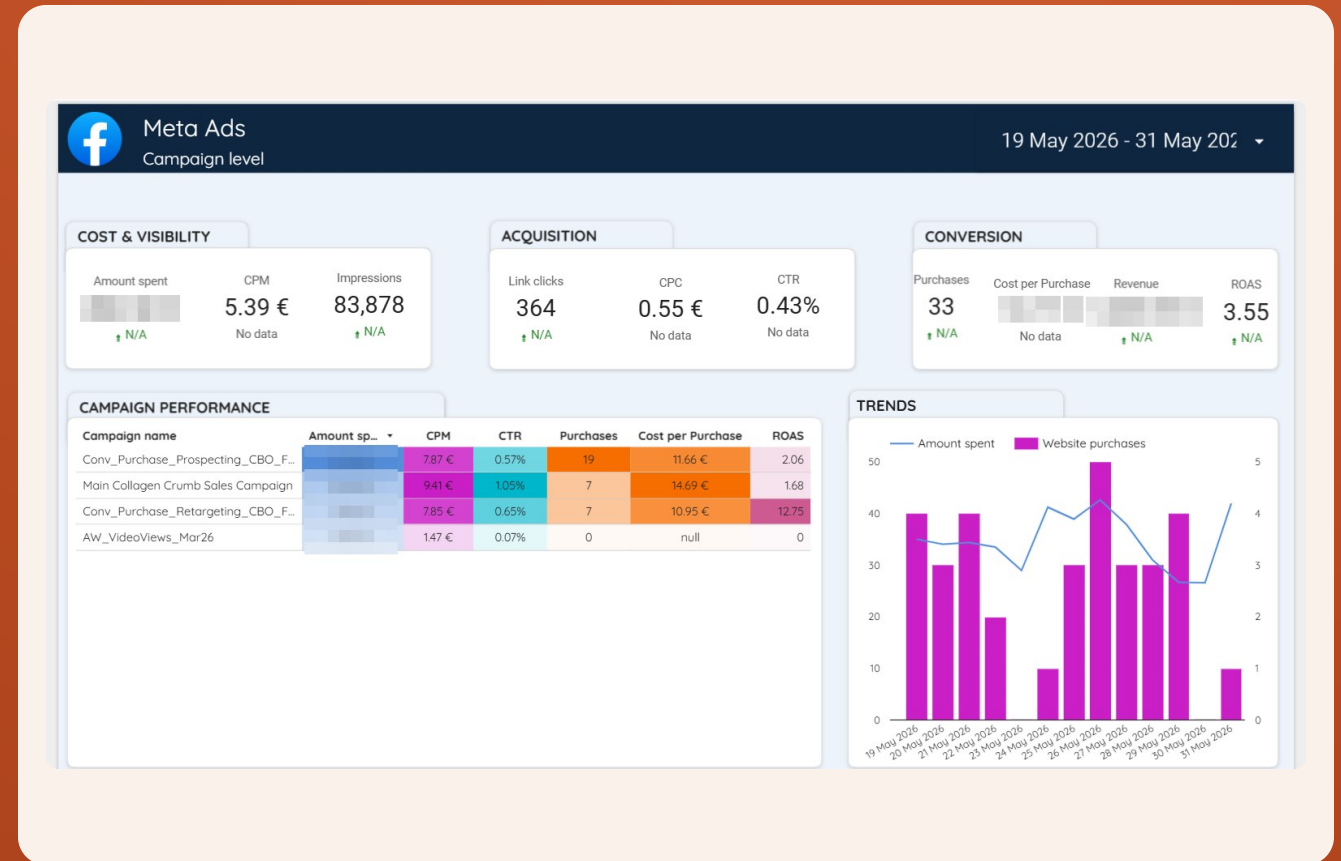
€13.71

cost per purchase in a
representative window

25%

mid-funnel retargeting
conversion rate — the
engine of the account

We strip mis-attributed sales before we report. The number you see is the number the ads drove.



Beyond Meta: brand defence on Google

A branded Search campaign to protect OAC's name and catch the demand the social ads created — at a cheaper click than Meta. Branded terms like "oac snacks" converted at a 9%+ rate.

€0.49

avg. cost per click — below Meta

309

clicks at a 3.15% CTR

€23.14

cost per conversion on brand

1 mo

Pinterest discovery test alongside

Campaign	Campaign state	Campaign type	Clicks	Impr.	CTR	Avg. CPC	Cost	Impr. (Abs. Top) %	Impr. (Top) %	Conversions	Cost / conv.	Conv. rate
Oac Branding Search Campaign	Enabled	Search	309	9,808	3.15%	€0.49		32.28%	57.83%	6.49	€23.14	2.10%
Total			309	9,808	3.15%	€0.49		32.28%	57.83%	6.49	€23.14	2.10%

What changed

- From **1.72 to 3.2×** blended ROAS over three months — reported cleaned of pixel mis-attribution
- A creative system with **20+ tested angles** across six theme categories, built in the brand's own voice
- A **multi-channel system** — Meta, Google Search and Pinterest — read through one Looker Studio dashboard
- Retargeting structured as its own funnel stage — **mid-funnel became the engine** of the account
- A Collagen Crumbs campaign and a **Subscribe & Save** flow built for recurring revenue
- A **planned, successful exit**: OAC always intended to bring paid in-house as they grew. We got them there, then handed over a fully documented system to their new hire.

In their words

“

Southside Social took our paid ads from something we were nervous about to a real growth driver for our DTC business. None of us had strong Meta ads experience, and they got Facebook and Instagram performing while helping us expand into new channels. It was always great working with them, clear communication, smart strategy, and a team that genuinely cared about our results.”

— OAC SNACKS

—
“If paid ads feel overwhelming and you want a team that’ll actually explain what they’re doing and get results, they’re a safe pair of hands.”

—
“More DTC sales was the headline, but we also saw a lift in traffic and overall brand awareness across our socials.”

YOUR NEXT STEP

Start with an **audit.**

We don't just run ads on a platform — we build an engine that outlives any one of them.
The honest way to see what yours could do.

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