

\$87K in Sales and a 14x Return in Three Months, Starting From Zero

EATERTAINMENT VENUE · META + GOOGLE ADS

\$87K in tracked sales generated in the first three months	14x return on ad spend across the engagement	460 conversions across Meta and Google in the launch window	\$6.25 Google cost per conversion (\$13.74 on Meta)
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The Client

A large indoor entertainment and dining venue combining games, events, and a full food and beverage program, competing against established national eatertainment chains in its market.

The Challenge

Zero paid ads infrastructure. No conversion tracking, no campaign history, no baseline data of any kind. Every marketing dollar the venue had spent to that point was flying blind, and a full events calendar meant seats needed filling now, not after a long learning phase.

The Approach

Conversion tracking was installed before a single dollar of spend moved, wiring booking-flow actions to the ad platforms so every optimization decision ran against real intent data.

From there, a full account build from scratch: campaign structure across Meta and Google, ad copy and creative in every format, with separate campaigns for the venue's core booking drivers, all handled end to end by one operator.

The Results

The account generated roughly \$87,000 in tracked sales in its first three months at a 14x return on ad spend. The launch window alone produced 460 conversions, with Google converting at \$6.25 and Meta at \$13.74, and the opening two weeks running even tighter at \$2.66 and \$5.47 respectively. The venue went from no measurable paid marketing to a fully instrumented acquisition system inside a single quarter.