BALANDIN/AGENCY

E-commerce marketing

Proposal from Balandin Agency

We take on all of performance marketing for online stores and DTC brands

100+

creative concepts a month — ad combinations do not burn out

$3M

in ad spend managed, 7 years in e-commerce

Where DTC brands lose money

Unstable payback

Today 3.5×, tomorrow 1.8×. Nothing changed. Results cannot be forecast.

A ceiling at $20K

At $5–10K a month the numbers look great. Raise it to $20K+ — payback collapses, the cost per customer doubles. It feels like you have hit a ceiling.

Performance marketing that does not break when the budget grows

Creatives do not burn out — 100+ fresh concepts a month

Using real product data, we produce 100+ creative concepts a month. We do not let creatives burn out.

We know your break-even point before the start

Before launch we calculate the payback at which you go into profit — accounting for margin, average order value and repeat purchases. We work from that point, not from pretty numbers in a dashboard.

We show the real contribution of the ads

We separate warm brand traffic from new demand. You see how many sales the ads actually brought — not your own customers claimed by the platform.

Client results

Auto parts store (Canada)

Warm audiences and precise retargeting on Meta

$9,961
Ad spend

$928,811
Revenue

9224%
ROMI

Online aesthetic medicine supplier for clinics (USA)

B2B store for clinics: $900,000 from Google Ads at 832% ROMI

$96,500
Ad spend

2,561
Purchases

$900,000
Revenue

832%
ROMI

Christmas ornaments online store “Enchanted Baubles”

A narrow seasonal window — three seasons in a row, 479% ROMI

$18,475
Ad spend

$106,892
Revenue

479%
ROMI

Client results

pompa.ru (women's clothing)

Clothing sales with ad spend at 26% of revenue — every dollar invested brought $3.86

$13,516
Ad spend

$52,165
Revenue

286%
ROMI

OVERGEAR (MMORPG boosting service)

Gamers are expensive to acquire — LTV made paid traffic pay off, 249% ROMI

$44,000
Ad spend

309
New customers

249%
ROMI

$450,000 revenue at 181% ROMI for a Home & Garden DTC brand

Scaled a Home & Garden DTC brand at 181% ROMI

$159,404
Ad spend

6,923
Purchases and B2B leads

$448,298
Revenue

181%
ROMI

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Pricing

from $1,000/month

Ad budget is paid separately, minimum $3,000 per month.

Contacts

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30-minute call

All case studies