

The challenge

The client wanted to **improve year-round performance on Meta** by reaching new customers while continuing to drive purchases. They needed a **strategy that could flex with seasonal demand** - maximizing conversions in high-traffic periods while maintaining visibility during slower months.

The approach

JumpFly implemented a **full-funnel Meta strategy** that allocated budget dynamically between awareness and conversion objectives. During peak sales months (like Q4), spend was heavily directed toward **conversion campaigns to drive immediate results**. In lower-demand periods, budget was shifted toward **awareness to maintain visibility and nurture future buyers**. This flexible approach ensured the account remained efficient and adaptable throughout the year.

The results

From **June 2024 to May 2025**, the brand's full-funnel Meta strategy delivered **measurable success**. During Q4 2024, when spend was shifted more heavily into conversion campaigns, the account saw a **dramatic performance surge**. Over just three months, campaigns drove **4,298 purchases** - accounting for 57% of all purchases generated during the year.

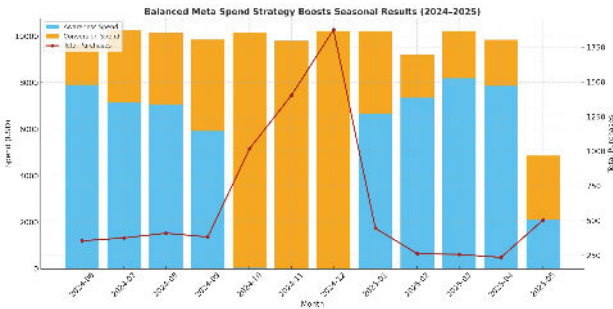
Compared to the rest of the year, Q4 saw the average number of monthly **purchases increase by over 300%**, supported by strategic budget allocation and campaign optimization. **ROAS during Q4 was also more than 2x higher** than the annual average, illustrating how seasonally weighted spend toward lower-funnel objectives directly fueled results.

“We’ve seen firsthand how flexing between awareness and conversion campaigns throughout the year can unlock more consistent performance. It’s a strategy more advertisers should consider - especially those who struggle during slower seasons. When you shift your focus based on demand, you’re not just chasing short-term wins - you’re building a stronger pipeline year-round.”

— Erin Patten, Account Manager, JumpFly

Western Apparel & Lifestyle Brand + JumpFly
Based in the USA

Smart Shifts: Leveraging Awareness and Conversions for Year-Round Impact on Meta



Featured solutions:

Audience:

- › Lookalike Audiences
- › Engagement-Based Audiences
- › Remarketing Audiences

Automation:

- › Advantage+ Shopping Campaigns
- › Advantage+ Creative Enhancements
- › Campaign Budget Optimization (CBO)

Attribution:

- › Meta Platform Data & Shopify Dashboard Data

300%

Increase in average monthly purchases during Q4

2.2x

Higher ROAS during Q4 compared to the yearly average