



Mulberry Market

Mulberry Market Designs + JumpFly
Lithia, FL • USA

www.mulberrymarketdesigns.com/

Strategic Budget Shifts Across Paid Advertising Platforms to Accelerate Business Growth

Meta Spend and Revenue Distribution - May 2025

■ Spend ■ Revenue



JumpFly



Meta

The challenge

Mulberry Market Designs, a **handcrafted home décor brand**, was navigating a period of **slowed revenue growth**. With Meta performance trending positively against other paid platforms, the client sought ways to improve results, but without increasing overall ad spend. The challenge was to **drive greater returns** by working smarter, not spending more. As their agency partner, JumpFly identified an opportunity to unlock growth through a strategic budget realignment across platforms.

The approach

Based on cross-channel performance data, we recommended gradually **shifting budget from Google to Meta**, where we were seeing stronger efficiency and return signals. Rather than implementing a sudden change, we took a **phased approach**, scaling Meta spend incrementally over several weeks and building toward a larger reallocation in May 2025. This method allowed us to **track week-over-week revenue impact** and ensure results continued to meet expectations.

Because JumpFly oversees all paid channels, we were able to **pivot budgets fluidly and strategically**—maximizing each dollar's effectiveness based on real-time performance insights. This holistic management approach ensured **alignment between channels**, minimized disruption, and empowered **smarter decision-making** at every stage.

The results

The outcome was a **significant lift in Meta-attributed revenue** and a **strong year-over-year increase in total revenue**—all achieved **without raising the overall advertising budget**. The success underscored the value of having a proactive, performance-driven agency partner who can optimize spend dynamically across platforms to accelerate growth.



"We were able to take a holistic view of performance and make agile, data-driven budget shifts that prioritized impact over spend. It's a perfect example of how strategic oversight and cross-platform collaboration can unlock growth—without asking for more budget."

—Marisa Giacalone, Account Manager, JumpFly

Featured solutions:

Agency Tactics:

- › Co-Managed Processes
- › Multi-Platform Attribution
- › Fluid Platform Budgets
- › Solution-Oriented Adjustments

Attribution:

- › Data-Driven Attribution
- › Shopify Marketing & Analytics

Meta Solutions

- › Campaign Budget Optimization
- › Advantage+ Shopping Campaigns
- › Meta Sales Campaigns
- › Website & Shop Location
- › Automatic Bidding
- › Automatic Placements
- › Diversified Creative Formats

+49.8%

Increase in Meta Reported Revenue*

+45%

YoY Increase in Total Shopify Sales*

*comparing 2025 data to 2024 data