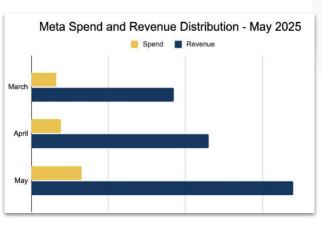


Mulberry Market Designs + JumpFly Lithia, FL · USA

www.mulberrymarketdesigns.com/

Strategic Budget Shifts Across Paid Advertising Platforms to Accelerate Business Growth







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