

META ADS FOR PEPTIDE BRANDS

CLIENT IDENTITY INTENTIONALLY WITHHELD

\$25,485.60 in Orders on \$2,583.24 of Ad Spend.

REVENUE GENERATED

\$25,485

129 attributed orders (code withheld)

RETURN ON AD SPEND

9.87x

\$9.87 back for every \$1 spent

An anonymized peptide affiliate came to us to run paid traffic to a third-party store.

Over 72 days, \$2,583.24 in media spend produced \$25,485.60 in attributed orders - a 9.87x return

at \$20.18 per order. The account ran continuously from June 1 to August 11, 2026 and stayed

live and in good standing for the entire period.

Figures pulled directly from Meta Ads Manager on a 7-day click or 1-day view attribution window. Results may vary by brand and vertical.

AD SPEND

\$2,583.24

LANDING PAGE VIEWS

5,329

COST PER VIEW

\$0.48

COST PER ORDER

\$20.18

LINK CLICKS

7,647

AVG ORDER VALUE

\$199.11

01 – THE ASSIGNMENT

Traffic to an Affiliate's Coupon Codes.

The client is an affiliate for an anonymized peptide store and does not own the storefront, checkout, or pixel. The client owns coupon codes tied to attributed orders, so the account's job was to send qualified traffic to compliant brand landing pages where those anonymized codes could be used.

Campaigns were built and optimised for landing page views rather than on-site purchase events, because the purchase happens on a storefront the account cannot fire events from. Attribution therefore lives in the coupon codes, and revenue is reconciled from the client's exported coupon data rather than from Ads Manager. That reconciliation appears in section 04.

Judged against that objective, the account delivered **5,329 landing page views for \$2,583.24**, at an average of \$35.88 per day and a blended cost of \$0.48 per view.

02 — ACCOUNT HEALTH

The Account Never Went Down.

This is the result that matters most in this category. Peptides sit in one of the hardest verticals on Meta — most operators lose the account before they ever learn what their cost per click is. This one ran **103 consecutive days without a disablement, a suspension, or a single day of stopped delivery**, and it is still running.



Staying up is not luck. It is a set of habits applied to every asset before it ever enters the auction.

Research-Only Creative Language.

01

Every headline, caption and landing page reference was written to the research-use framing the category requires. No health claims, no dosages, no outcome promises.

Compliant Destinations.

02

Traffic was only ever pointed at pages that carry the disclosures the category needs, so the landing experience matches the ad.

Continuous Rotation.

03

A live bench of creatives at all times, so no single asset carried the account and budget always had somewhere to move.

Steady, Unspiked Scaling.

04

Spend grew gradually at campaign level. Sharp budget jumps are one of the fastest ways to attract review in a restricted vertical.

03 — SPEND EFFICIENCY

Cheap Traffic in an Expensive Vertical.

Blended cost per link click came in at **\$0.34** and blended CPM at **\$8.62**. In a category where most advertisers cannot buy reach at all, this account bought 299,798 impressions for under \$2,600.

69.7% of link clicks turned into landing page views. That is the number to watch on an affiliate account: it says the clicks are real people who waited for the store to load, not accidental taps. The strongest single ad held 74.6% and delivered views at \$0.39.

METRIC	ACCOUNT BLENDED	BEST SINGLE AD
Cost per landing page view	\$0.48	\$0.39
Cost per link click	\$0.34	\$0.23
CPM	\$8.62	\$3.43
Link click-through rate	2.55%	3.58%
Click-to-view rate	69.7%	74.6%
Average daily spend	\$35.88	—

Each figure in the right column is the best single ad on that metric, so the column represents more than one creative. Ads with negligible volume are excluded.

04 – COUPON CODE REVENUE

\$25,485.60 in Tracked Revenue.

Because the purchase happens on the brand's storefront, orders are matched back to the ads through the affiliate's coupon code rather than a platform pixel. The CODE REDACTED has produced **128 orders worth \$25,485.60** since the code was introduced.

Against \$2,583.24 of media spend across the full period, that is a **9.87x return on ad spend** at a cost of **\$20.18 per order**. Average order value came in at \$199.11, with individual orders ranging from \$32.50 to \$814.91.

ATTRIBUTED REVENUE	ORDERS	AVG ORDER VALUE
\$25,485	128	\$199.11

PERIOD	ORDERS	REVENUE	AVG ORDER VALUE
July (from the 3rd)	94	\$17,136.37	\$182.30
August 1 – 12	34	\$8,349.23	\$245.57
CODE TOTAL	128	\$25,485.60	\$199.11

Order value is climbing as the account matures: August's average order is **\$245.57**, up 35% on July's \$182.30. Same code, same offer — larger baskets.

Order figures are taken from the client's own exported coupon data (GoAffPro), covering June 1 to August 13, 2026, filtered to orders carrying the **CODE REDACTED**. Coupon-code attribution captures purchases the ad platform cannot see, so blended return is typically higher than anything Ads Manager reports on its own.

Want the same system on your account?

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BOOK A CALL ↗

TNL© — Delivery figures taken from Meta Ads Manager for the period June 1 to August 11, 2026, on a 7-day click or 1-day view attribution window. Order and revenue figures taken from the client's exported coupon data (GoAffPro). Reported for a research-only peptide affiliate account. Results may vary by brand and vertical.