

# Noble Panacea

Scaling a \$150–\$800 skincare brand on Meta without discounting  
— optimising for lifetime value over immediate ROAS.

Meta Ads

LTV Optimisation

Value-Based Bidding

5 Markets

**6.8x**

ROAS (from 4.2x)

**\$425**

Avg order value

**85%**

LTV improvement

**58%**

90-day retention

## THE CHALLENGE

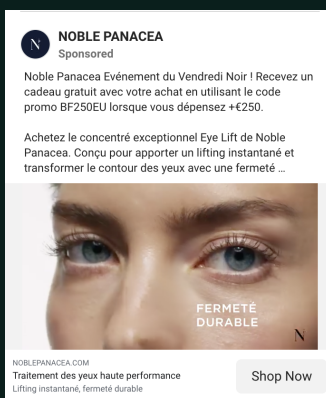
Noble Panacea sells science-backed skincare at \$150–\$800 per product. Standard conversion campaigns optimise for any purchase — in luxury, that means attracting the wrong customer at the wrong price point. The brief: scale acquisition at premium AOV without ever running a promotion or eroding brand prestige.

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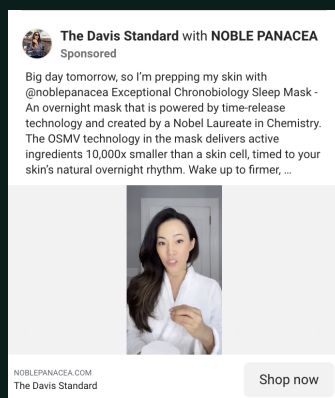
*We weren't optimising for who clicked. We were optimising for who came back.*

## LIVE AD CREATIVES — MULTI-MARKET EXECUTION

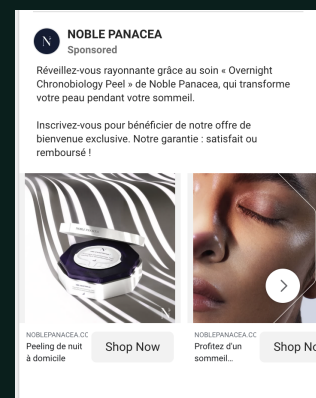
FRENCH MARKET · BLACK FRIDAY EYE CREAM · UGC INFLUENCER · OVERNIGHT PEEL CAROUSEL



Black Friday · France Eye Lift Ad · Shop Now



UGC Influencer · Sleep Mask @The Davis Standard



Overnight Peel · France Chronobiology Carousel

## STRATEGY — VALUE-BASED OPTIMISATION

Replaced standard conversion optimisation with value-based bidding — signalling Meta's algorithm to find buyers likely to spend \$400+ and return within 90 days. Every campaign measured on Cost per High-Value Acquisition, not Cost per Purchase.

## Audience tiers

- › Tier 1 — Ultra High-Value (40%): Women 35–55, HHI \$150K+. Manhattan / Beverly Hills / Hamptons. VIP lookalikes.
- › Tier 2 — Skincare Enthusiasts (35%): Women 28–50, \$75K+ income. Ingredient-research focused. Blog readers, quiz completers.
- › Tier 3 — Luxury Lifestyle (25%): Women 30–60, \$100K+. High-end fashion, luxury travel. 12+ month purchase history lookalikes.

## Funnel split

- › Awareness 30% — 15–30s luxury brand films. Osmylite technology. Ingredient spotlight animations.
- › Traffic 20% — Educational carousels, ingredient articles, skin analysis quiz.
- › Conversion 45% — 60–90s science-first prospecting videos. Dynamic product ads. No discounts — exclusive previews only.
- › Retention 5% — Past 180-day purchasers by spend tier. Loyalty programme content.

## CREATIVE FRAMEWORK — FROM BRAND-LED TO PERFORMANCE-LED

### Brainlabs Creative Strategy · Noble Panacea Q3 2024

- › Brand-led creative focuses on awareness and branding. Performance-led creative focuses on conversion and action — product or benefit shown prominently, CTA drives to Shop Now not Learn More.
- › Winning formula: Catch the eye in <1s (static) or <3s (video). Communicate one key message. Feature brand early and often without distracting from the main message.
- › For Noble Panacea: 6s and 15s video maximum. Science-first messaging (Osmylite, Nobel Laureate chemistry) combined with luxury lifestyle imagery to bridge prestige and conversion.
- › UGC adaptations — influencer-wrapped content (as seen in live ads above) drove higher engagement with Tier 2 and Tier 3 audiences by combining authentic voice with performance structure.

## 5 MARKETS · 5 APPROACHES

- › US — Tier 1 + Tier 3. NYC, LA, Miami. Heaviest spend, highest AOV targets.
- › UK — London & Home Counties. Prestige partnerships: Harrods, Selfridges.
- › France — Science-backed heritage + luxury beauty culture. Ingredient-led.
- › Germany — Ingredient innovation emphasis. Tier 2 heavy, education-first.
- › Hong Kong — Tier 3 luxury lifestyle + influencer collaborations. Frequent creative rotation.
- › Attribution: 28-day click, 7-day view — extended for luxury's longer decision cycles.

## RESULTS

**4.2x → 6.8x ROAS**

Over the 6-month campaign period

**AOV \$285 → \$425**

Through strategic product bundling

**85% LTV improvement**

Driven by the retention campaign layer

**40% cost reduction**

Per high-value customer acquired

**60% repeat purchase**

New customers returning within 90 days

**70% from \$300+ products**

Up from 45% at campaign start

**35% → 58% retention**

90-day customer retention rate

**Zero discounts**

Full-price sales maintained throughout

## THE LESSON

The metric that mattered wasn't ROAS — it was the ratio of acquisition cost to lifetime value. By measuring Cost per High-Value Acquisition and feeding that signal back to Meta's algorithm, the campaign found buyers who spent more and stayed longer. Standard optimisation would have filled the funnel with the wrong people.