

FROMZERO TO\$10M:

BUILDING A SCALABLE DTC PHARMA BRAND IN 16 MONTHS



Client Overview:

Industry: Telehealth / Pharmaceutical

Product Focus: GLP-1 weight loss injections (Semaglutide & Tirzepatide)

Market: United States

Customer LTV: \$1,160 average (4-month retention) **Revenue Milestone:** \$10M+ in under 16 months

Advertonomy partnered with a new entrant in the telehealth and pharmaceutical space offering GLP-1 based injectable weight loss solutions. The goal was to establish, scale, and dominate a competitive DTC market while adhering to strict FDA and Meta advertising guidelines for pharmaceutical promotions.

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Problem Statement

The client approached Advertonomy with no foundational marketing infrastructure and a lack of digital strategy expertise. While they had a compelling product offering and a growing market demand for weight-loss injectables, they lacked:



Problem Statement

- Digital brand identity
- Scalable lead gen systems
- Performance tracking infrastructure
- CRM and automation capabilities
- Regulatory-compliant advertising strategies
- A clear value positioning in the competitive pharma DTC landscape



Challenges

- Zero-to-One Infrastructure Gap: No website, CRM, or tracking systems in place.
- Strict Regulatory Environment: Ad policies for pharmaceuticals on Meta and Google are highly restrictive.
- **High CAC vs Delayed LTV:** Low upfront ROAS (0.42) required long-term retention to become profitable.
- Audience Education: New entrants need to overcome skepticism and educate users on GLP-1 medications.
- Fragmented Teams: Sales, support, and retention operated without aligned messaging or visibility into user behavior.
- Market Saturation: Highly competitive U.S. weight loss market with multiple DTC players.
- Affiliate Integration: No channel strategy or systems for affiliate marketing and community-led growth.



Solutions

Full Funnel Infrastructure Build-Out

- **Website UI/UX Design & Development:** Optimized for mobile-first, HIPAA-compliant onboarding flow, frictionless conversion paths.
- **CRM Implementation:** Custom CRM setup with lead tracking, segmentation, email/SMS automation (HubSpot/GoHighLevel stack).
- Marketing Stack Integration: Built the entire Martech stack including tracking pixels, GA4, conversion APIs, attribution tools.

Customer Acquisition Strategy

Paid Media Campaigns:

- Launched performance-driven campaigns on Meta and Google Ads.
- Utilized compliant ad creatives to bypass pharma ad restrictions using symptombased targeting and educational angles.
- Targeted all 48 eligible U.S. states using A/B tested geo-segments.
- Achieved 0.42 ROAS initially, but net-profitable due to extended LTV.

SEO & Organic Content:

- Implemented full keyword strategy around GLP-1, Semaglutide, Tirzepatide, and weight loss terms.
- Published high-quality blogs and authority-building content.
- Leveraged E-E-A-T principles for SEO ranking in a YMYL category.

Video & Creative Production:

- Produced testimonial-driven and educational video content for retargeting layers.
- Designed high-converting ad creatives emphasizing product USPs and transformation stories.

Affiliate & Influencer Channel:

- Built an affiliate marketing program with tiered commission models.
- Onboarded micro and mid-tier influencers in the health & wellness niche.
- Enabled affiliate dashboard and tracking systems to scale efficiently.

Retention & Customer Success

- **Customer Community Platform:** Created a branded online community for peer accountability, Q&A, and engagement.
- Automated Nurture Journeys: Built multi-channel drip sequences education → onboarding → upsell → retention.
- Data-Driven Sales Enablement:
 - Supplied real-time dashboards and customer insights to the sales/support/retention teams.
 - Armed them with objection-handling scripts, benefits breakdowns, and behavior-based triggers.

Compliance & Policy Management

- Proactively monitored and adapted to Meta's evolving drug policy landscape for direct-to-consumer pharma ads.
- Maintained full compliance with FDA guidelines for off-platform content.





Outcomes & Benefits

Total Revenue Generated

\$10M+ in under 16 months

Avg Paid ROAS (acquisition phase)

0.42

Avg Customer Revenue (LTV)

\$1,160

Total Customers Acquired

10,000+

Avg Retention Period

4+ month

Cost Recovery Period

2-3 months (due to LTV)

Revenue
Attribution
Accuracy

92%+ with multi-touch tracking SEO Traffic Growth

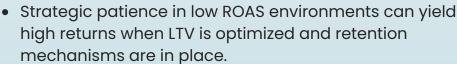
+230% YoY

Conversion Rate (Website)

5.6% average

Key Takeaways





- Advertonomy's full-stack marketing buildout enabled the client to go from concept to \$10M+ in ARR while navigating regulatory minefields.
- Retention, education, and positioning were just as critical as acquisition in scaling a pharma DTC brand.
- Close collaboration across teams like sales, retention, support, and marketing. Created a unified growth engine.

Why Advertonomy

At Advertonomy, we don't just run ads, we build scalable ecosystems that turn unstructured ideas into revenue-generating machines. From performance marketing to CRM automation, from compliance-safe pharma advertising to retention and LTV optimization, we deliver full-stack growth strategies tailored to high-stakes, highly regulated industries. This case study is proof: whether you're starting from scratch or hitting a growth ceiling, we engineer your marketing infrastructure, optimize every touchpoint, and drive measurable outcomes.

If you're ready to scale your brand with a partner who understands regulation, retention, and revenue, Advertonomy is your unfair advantage.

Let's build your next million dollar story.

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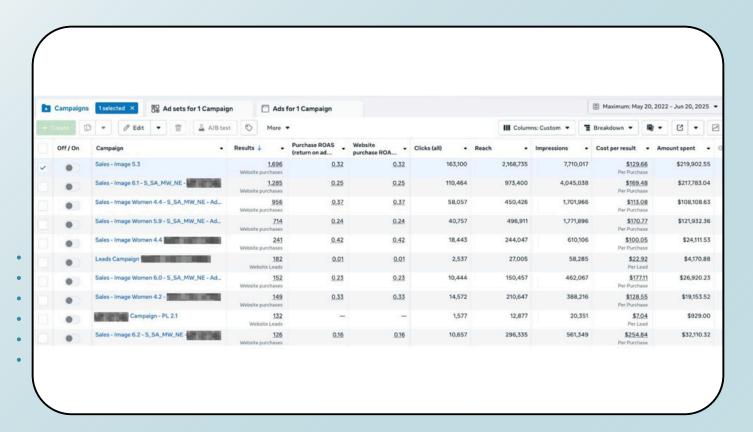
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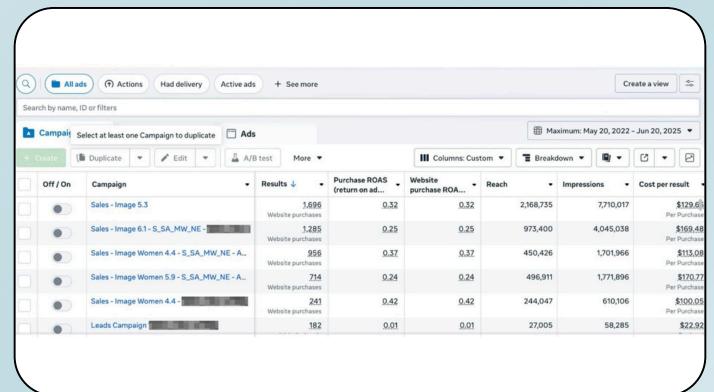




Real

Results







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