



FROM ZERO 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 symptom-based 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



- Strategic patience in low ROAS environments can yield high returns when LTV is optimized and retention mechanisms are in place.
- 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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Real Results

Campaigns 1 selected X Ad sets for 1 Campaign Ads for 1 Campaign Maximum: May 20, 2022 - Jun 20, 2025										
Columns: Custom Breakdown										
Off / On	Campaign	Results	Purchase ROAS (return on ad...	Website purchase ROA...	Clicks (all)	Reach	Impressions	Cost per result	Amount spent	
☒	Sales - Image 5.3	1,696 Website purchases	0.32	0.32	163,100	2,168,735	7,710,017	\$129.66 Per Purchase	\$219,902.55	
☐	Sales - Image 6.1 - S_SA_MW_NE -	1,285 Website purchases	0.25	0.25	110,464	973,400	4,045,038	\$169.48 Per Purchase	\$217,783.04	
☐	Sales - Image Women 4.4 - S_SA_MW_NE - Ad...	956 Website purchases	0.37	0.37	58,057	450,426	1,701,966	\$113.08 Per Purchase	\$108,108.63	
☐	Sales - Image Women 5.9 - S_SA_MW_NE - Ad...	714 Website purchases	0.24	0.24	40,757	496,911	1,771,896	\$170.77 Per Purchase	\$121,932.36	
☐	Sales - Image Women 4.4	241 Website purchases	0.42	0.42	18,443	244,047	610,106	\$100.05 Per Purchase	\$24,111.53	
☐	Leads Campaign	182 Website Leads	0.01	0.01	2,537	27,005	58,285	\$22.92 Per Lead	\$4,170.88	
☐	Sales - Image Women 6.0 - S_SA_MW_NE - Ad...	152 Website purchases	0.23	0.23	10,444	150,457	462,067	\$177.11 Per Purchase	\$26,920.23	
☐	Sales - Image Women 4.2 -	149 Website purchases	0.33	0.33	14,572	210,647	388,216	\$128.55 Per Purchase	\$19,153.52	
☐	Campaign - PL 2.1	132 Website Leads	—	—	1,577	12,877	20,351	\$7.04 Per Lead	\$929.00	
☐	Sales - Image 6.2 - S_SA_MW_NE -	126 Website purchases	0.16	0.16	10,657	296,335	561,349	\$254.84 Per Purchase	\$32,110.32	

All ads Actions Had delivery Active ads + See more Create a view										
Search by name, ID or filters										
Campaigns Select at least one Campaign to duplicate Ads Maximum: May 20, 2022 - Jun 20, 2025										
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