

CASE STUDY • PERFORMANCE MARKETING • SP VERTICAL

SP Offers Offerum

Running SP offers (Keto Diet) — from initial tests to the #1 position across the entire vertical in CIS. Net profit 12.2M rubles

Vladimir Kunakov — media buying, account farming, creatives, scaling

Facebook Ads

TikTok Ads

Instagram Stories

RevShare

In-house account farming

SP vertical

12.2M

Net profit
rubles

56%

ROI
return on investment

34M

Revenue
total income

4K\$/d

Daily budget
at peak

Campaign overview

Vertical	SP (Subscription Products)
Offer	Keto Diet (first and best in SP)
GEO	CIS (RU primary)
Model	RevShare (subscription 899P/week)
Traffic sources	Facebook, TikTok, Instagram Stories
Payout rate	70% RevShare (upgraded from 50%)

Key achievements

Took the #1 position across the entire SP vertical in CIS — and held it.

Upgraded payout rate from 50% to 70% within the first month thanks to volume.

Built in-house account farming, obtained unlimited FB spend limits, ran at \$4K daily budget for a month straight.

Financial results

METRIC	VALUE	DETAILS
Ad spend	21,282,000 ₺	Facebook Ads + TikTok Ads + Instagram
Revenue	34,052,000 ₺	RevShare 70%, subscription 899P/week
Net profit	12,224,000 ₺	Revenue minus ad spend
ROI	56%	Stable ROI at scale
Subscription (avg.)	50P	Subscriber acquisition cost via Instagram Stories
Subscriber LTV	600P	Average lifetime value

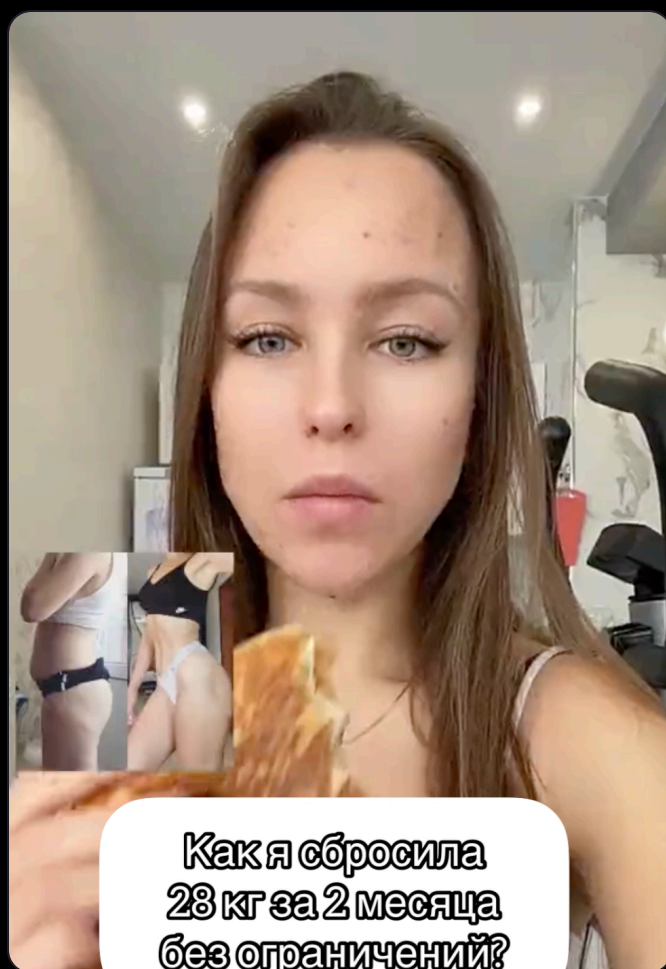
Subscription economics: Subscriber acquisition cost — 50P (Instagram Stories), LTV — 600P, subscription payout 899P/week (RevShare). Unit economics at scale allowed running at \$4K/day budget.

Approach to creatives

Started with TikTok (FB was banning at launch), tested different approaches, then scaled to Facebook and Instagram:

- 1 Before / After**
Visual transformation — the main hook. Real weight loss results
- 2 Landing page screencast**
Split creatives: part — before/after, part — screen recording of the landing page (quiz)
- 3 Text overlays**
Highlighting key benefits: price, results, timeline
- 4 Keto meal visuals**
Appetizing photos/videos of meat dishes — a delicious diet with no restrictions
- 5 Voiceover on video**
Pushed: low price, fast results, delicious meat-based meals
- 6 Instagram Stories**
Stories format — subscriber acquisition at 50P with LTV of 600P. Best ROI

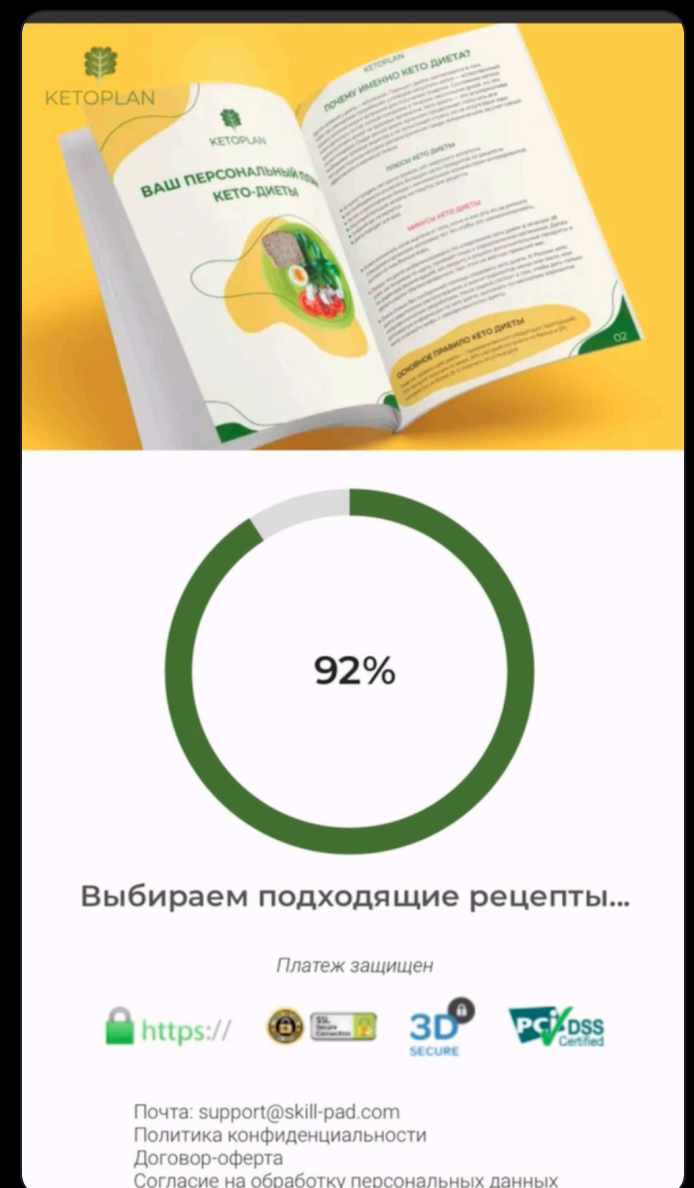
Examples of creatives and landing



Creative: before/after + text overlays



Keto landing page: quiz with product selection



Landing page: personalized plan + payment

Scaling across traffic sources

SOURCE	STRATEGY	RESULT
TikTok Ads	First source. Before/after + landing screencast + text overlays. Best creatives worked with voiceover	Launch, testing
Facebook Ads	Primary source after unban. In-house account farming + rentals. Unlimited spend within a month. \$4K/day daily	Primary volume
Instagram Stories	Stories format. Subscription at 50P with LTV of 600P. Best margins of all sources	Best ROI

Infrastructure for scale

In-house account farming

Built our own farming operation for a steady flow of FB accounts. Used rentals for additional volume.

Within a month we got unlimited spend — daily budget cap removed.

Payout rate upgrade

Started at 50% RevShare. Built enough volume in the first month to upgrade the rate to 70%.

Took the #1 position in the SP vertical across all of CIS. Maintained the lead.

Project timeline

- 1 June — Launch**
 SP vertical appeared on Offerum. Got private access to Keto Diet. Started testing with TikTok and Facebook
- 2 July — TikTok + first creatives**
 FB was banning, switched to TT. Tested approaches: before/after, screencast, voiceover. Upgraded rate 50% → 70%
- 3 August — Facebook unlock**
 FB stopped banning. Went all in. Built in-house account farming + rentals. Within a month — unlimited spend
- 4 September-October — Scale**
 \$4K/day daily for a full month. Instagram Stories — subscription at 50P with LTV of 600P. #1 position across CIS

Stats screenshots

Дата	Расход	Доход	Прибыль	%	ROI
03.10.2021	р.192 470,00	р.1 790,00	р.72,92	р.139 526,44	р.130 526,80
04.10.2021	р.189 752,00	р.279,00	р.72,92	р.28 853,99	р.20 053,00
05.10.2021	р.304 814,00	р.5 415,00	р.72,92	р.384 861,44	р.394 861,80
06.10.2021	р.348 968,00	р.2 993,00	р.72,56	р.217 172,96	р.217 172,08
07.10.2021	р.283 523,00	р.777,00	р.72,56	р.56 379,12	р.283 523,00
08.10.2021	р.355 345,00	р.4 900,00	р.72,28	р.354 172,98	р.355 345,00
09.10.2021	р.384 573,00	р.2 838,00	р.71,96	р.284 279,24	р.204 279,24
10.10.2021	р.323 156,00	р.3 210,00	р.71,96	р.231 855,98	р.231 055,80
11.10.2021	р.312 539,00	р.2 194,00	р.71,96	р.157 924,12	р.312 539,00
12.10.2021	р.407 024,00	р.4 036,00	р.71,63	р.289 898,66	р.289 098,68
13.10.2021	р.457 360,00	р.2 450,00	р.71,88	р.176 106,00	р.457 360,00
14.10.2021	р.382 533,00	р.3 598,00	р.71,85	р.258 516,36	р.258 516,30
15.10.2021	р.430 195,00	р.2 507,00	р.71,78	р.179 952,46	р.430 195,00
16.10.2021	р.391 747,00	р.1 333,00	р.71,23	р.94 949,56	р.94 949,59
17.10.2021	р.318 615,00	р.629,00	р.71,23	р.44 883,63	р.44 803,67
18.10.2021	р.317 895,00	р.7 801,00	р.71,23	р.555 665,23	р.555 665,23
19.10.2021	р.351 946,00	р.77,00	р.71,17	р.5 488,99	р.5 480,09
20.10.2021	р.381 655,00	р.14,00	р.70,96	р.932,44	р.993,44
21.10.2021	р.348 259,00	р.2 929,00	р.71,05	р.298 105,45	р.298 105,45
22.10.2021	р.216 699,00	р.3 398,00	р.70,99	р.241 234,92	р.241 234,02
23.10.2021	р.221 181,00	р.3 725,00	р.70,86	р.263 953,58	р.263 953,50
24.10.2021	р.351 742,00	р.3 131,00	р.70,86	р.221 862,66	р.351 742,00
25.10.2021	р.348 687,00	р.3 905,00	р.70,86	р.248 364,36	р.248 364,30
26.10.2021	р.404 497,00	р.4 795,00	р.70,13	р.326 343,48	р.336 343,48
27.10.2021	р.417 244,00	р.3 470,00	р.69,55	р.241 338,58	р.241 338,50
28.10.2021	р.408 296,00	р.1 678,00	р.69,81	р.117 141,18	р.117 141,18
29.10.2021	р.417 651,00	р.250,00	р.70,52	р.17 936,98	р.17 930,00
30.10.2021	р.289 676,00	р.2 864,00	р.70,52	р.201 969,28	р.201 969,28
31.10.2021	р.275 160,00	р.3 057,00	р.70,52	р.215 579,64	р.215 579,64
Итого	5 902 318,41	10 329 699,04	4 402 380,59	р.880 476,11	75,01%

Detailed table: spend, revenue, profit, ROI by day

Потоки	Трафик			Коэффициенты			Действия				Финансы, Р	
	Клики	Хиты	ЕРС, Р	CR, %	LTV, Р	Биллы	Рейбиллы	Активации	Отписки	Биллы	Рейбиллы	
Vova / fb	61822	216340	159,77 Р	27,93	572,02 Р	17,267	52,143	4,790	12,477	172670 Р	9,704,590,61 Р	9,877,171,72 Р
Жоуи Вовы	9,144	19,554	52,84 Р	21,28	248,28 Р	1,946	2,481	1,344	602	19460 Р	463,698,30 Р	483,158,31 Р
Vova / mkonat1	0	142	0 Р	0,00	0 Р	0	70	-2	2	0 Р	9,956,73 Р	9,956,73 Р
Vova / gipon1	0	90	0 Р	0,00	0 Р	0	41	-8	8	0 Р	4,800,58 Р	4,800,58 Р
Vova / TT2	16	98	366,71 Р	0,00	0 Р	0	39	-4	4	0 Р	5,867,36 Р	5,867,36 Р
Vova / abely3	10	59	257,81 Р	0,00	0 Р	0	18	-5	5	0 Р	2,578,09 Р	2,578,09 Р
Vova/newAcs	0	34	0 Р	0,00	0 Р	0	17	0	0	0 Р	4,711,63 Р	4,711,63 Р
Vova / alex	8	26	100,01 Р	0,00	0 Р	0	9	0	0	0 Р	800,09 Р	800,10 Р
Vova / TT1/2	15	34	77,05 Р	0,00	0 Р	0	7	-5	5	0 Р	1,155,69 Р	1,155,69 Р
Vova VS Cellular/TT	35	49	36,70 Р	11,43	321,14 Р	4	2	3	1	40 Р	1,244,58 Р	1,244,58 Р
Vova/WS	26	40	1,92 Р	19,23	10 Р	5	0	5	0	50 Р	0 Р	50 Р
TT9/Vova	10	20	160,02 Р	0,00	0 Р	0	5	0	0	0 Р	1,600,19 Р	1,600,19 Р
TT9/Vova/72	0	9	0 Р	0,00	0 Р	0	4	-1	1	0 Р	1,333,49 Р	1,333,49 Р
Vova / TT1/1	2	11	444,50 Р	0,00	0 Р	0	4	-1	1	0 Р	888,98 Р	888,98 Р
TT8/Vova/72	4	6	0 Р	0,00	0 Р	0	0	-2	2	0 Р	0 Р	0 Р
Vova / Keto / RU / 29	1	1	0 Р	0,00	0 Р	0	0	0	0	0 Р	0 Р	0 Р
Vova/alek72	2	2	0 Р	0,00	0 Р	0	0	0	0	0 Р	0 Р	0 Р
Vova/TT2/72	2	2	0 Р	0,00	0 Р	0	0	0	0	0 Р	0 Р	0 Р
TT5/Vova	2	2	0 Р	0,00	0 Р	0	0	0	0	0 Р	0 Р	0 Р
Astro/Vova	2	2	0 Р	0,00	0 Р	0	0	0	0	0 Р	0 Р	0 Р
Всего	71,101	236,521	146,21 Р	27,03	540,80 Р	19,222	54,840	6,114	13,108	192,220 Р	10,203,226,36 Р	10,395,557,47 Р

Offerum stats: streams, conversions, LTV, payouts

SUMMARY

Results

12.2M₽

Net profit

56%

ROI at scale

21.3M₽

Ad spend total budget

34M₽

Revenue total

Subscription

50₽

Acquisition cost via Instagram Stories

LTV

600₽

Average lifetime value per subscriber

Payout rate

70%

RevShare upgraded from 50%

#1 in the SP vertical across CIS. Keto Diet became the first and most successful SP offer. The leading position was maintained throughout the entire campaign period. FB — the most stable source: unlimited spend, \$4K/day, consistent ROI.