



CASE STUDY · META & SNAPCHAT

Scaling a Hair Care Brand Across **10 Markets**

How Rjlime Media helped Silkytalk — an 8 figure e-commerce hair care brand — achieve **3.96x ROAS** and dominate 10 markets through Meta and Snapchat creative at **\$50K+ monthly ad spend**.

3.96x

PEAK ROAS

10

MARKETS

\$108K+

TOTAL SPEND

1,000+

ADS PRODUCED

407

PURCHASES (1
CAMPAIGN)

THE BRAND



8 FIGURE BRAND

Silkytalk 5 in 1 Airstyler

A premium hair styling tool that dries, curls, waves, straightens and volumises in one device. Silkytalk built an 8 figure e-commerce brand selling across Europe and Australia.

Current Price: **\$89** (was \$225)



PERFORMANCE AT SCALE

The Numbers Behind the Brand

Rjlime Media managed the full creative production pipeline — from strategy to final cut — across all platforms and markets. Here is what was delivered.

PEAK ROAS

3.96x

Top campaign: Sweden Testing Airstyler · 94 purchases at \$19.99 CPP with \$1,879 total spend.

TOTAL ADS PRODUCED

1,000+

UGC, static, motion and video ads tested, iterated and scaled based on live performance data.

MONTHLY AD SPEND

\$50K+

Consistent spend at scale across Meta and Snapchat with sustained performance across all 10 markets.

ACTIVE MARKETS

10


Norway, Sweden, France, Poland, Portugal, Denmark, Finland, Germany, UK and Australia.

GLOBAL REACH

10 Markets. One System.

Rjlime built separate localised UGC batches for each territory — native talent, native language, culturally relevant content — while running a unified performance framework to identify and scale winners.


 Norway


 Sweden

 France


 Poland


 Portugal

 Denmark

 Finland

 Germany

 United Kingdom

 Australia

Content produced in **9 languages simultaneously**: Danish, English, Finnish, French, German, Polish, Portuguese, Swedish and Norwegian — with native UGC talent briefed and directed by the Rjlime team.



SCOPE OF WORK

What Rjlime Delivered

Six fully integrated services — from strategy to QA — delivered in house across every market simultaneously.

01



Scriptwriting

Performance first scripts built around proven hook structures, emotional storytelling and platform native CTAs for every format and market.

02



UGC Actor Alignment

Sourcing, briefing and directing UGC talent across all 10 markets. Authentic creators aligned to Rjlime's creative and performance standards.

03



Creative Strategy

Data backed creative roadmaps identifying winning angles, scaling proven concepts and rapidly iterating on underperformers.

04



Graphic Design

Thumb stopping static and motion graphics for feed, story and reel placements — consistent with Silkytalk's premium visual identity.

05



Video Editing

Full post production pipeline: cutting, colour grading, captions, sound design and format adaptation for Meta and Snapchat.

06



Quality Assurance

Every asset passes Rjlime's rigorous QA process covering brand compliance, platform specs and performance benchmarks before launch.



CREATIVE OUTPUT

Real UGC. Real Results.

A selection of UGC talent produced by Rjlime for Silkytalk campaigns across European and Australian markets.



Localised Creative at Industrial Scale. Rjlime built a full UGC batching system — organising shoots by language and territory, briefing native language actors and delivering launch ready ad sets across 9 languages simultaneously.



CAMPAIGN RESULTS

Numbers That Speak

Real data from Silkytalk's Meta Ads Manager. Top campaigns achieved **3.96x ROAS** with hundreds of purchases driven at efficient cost per purchase.

Sweden — Campaign Data

CAMPAIGN	PURCHASES	CPP	SPENT	ROAS
Testing Airstyler — Jul 24	94	\$19.99	\$1,879	3.96x ↑
Scaling — May 25	200	\$25.60	\$5,121	2.98x
Testing — Jul 25	2	—	—	0.73x

Norway — Campaign Data

CAMPAIGN	PURCHASES	CPP	SPENT	ROAS
Scaling — Dec 06	407	\$21.40	\$8,710	3.33x ↑
Testing — Jan 07	256	—	—	2.89x
Testing — Jul 07	37	—	—	2.28x
Testing — Jul 07 (B)	44	—	—	2.13x

3.96x

PEAK CAMPAIGN ROAS

3.0x

AVG ROAS TOP CAMPAIGNS

407

PURCHASES · 1 CAMPAIGN



PROOF OF SCALE

\$108K+ Spent. Ongoing and Scaling.

176 active ads across 5 campaigns with an average 2.06x ROAS. Individual top ads reaching 2.86x. All marked **Ongoing** — proving sustained performance at scale.

Meta Ads Manager · Live Screenshot · \$108,610.57 Total Spend · 176 Active Ads

Off / On	Ad Name	Quality ranking	Engagement rate ranking	Conversion rate ranking	Amount spent	Ends	Website purchase ROAS
<input checked="" type="checkbox"/>	16 - Mariano AD3 - Lorde - Co...	Average	Average	Above average	\$30,177.14	Ongoing	2.20
<input checked="" type="checkbox"/>	16 - Mariano AD36 - Chris - ...	Average	Above average	Above average	\$20,050.25	Ongoing	1.78
<input checked="" type="checkbox"/>	book2 - 4:5 - Mariano AD1 - Lor...	Average	Average	Above average	\$13,000.30	Ongoing	2.27
<input checked="" type="checkbox"/>	16 - Mariano AD3 - Lorde - Co...	Below average Bottom 35% of ads	Above average	Above average	\$4,284.22	Ongoing	2.49
<input checked="" type="checkbox"/>	book2 - 4:5 - Mariano AD1 - Lor...	—	—	—	\$2,406.99	Ongoing	2.80
<input checked="" type="checkbox"/>	16 - Mariano AD25 - Lorde - ...	—	—	—	\$2,400.06	Ongoing	1.24
<input checked="" type="checkbox"/>	5 - Mariano AD36 - Lorde - ...	Average	Average	Above average	\$2,055.61	Ongoing	2.03
<input checked="" type="checkbox"/>	16 - Mariano AD3 - Lorde - Co...	Below average Bottom 35% of ads	—	—	\$1,896.63	Ongoing	2.86
					\$108,610.57 Total spent		2.06 Average

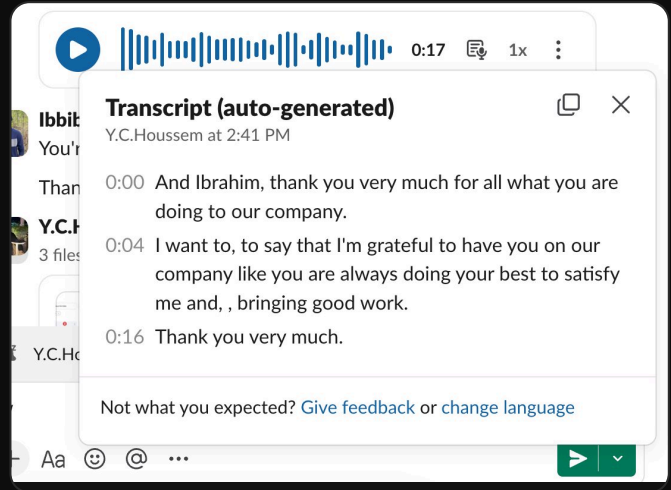
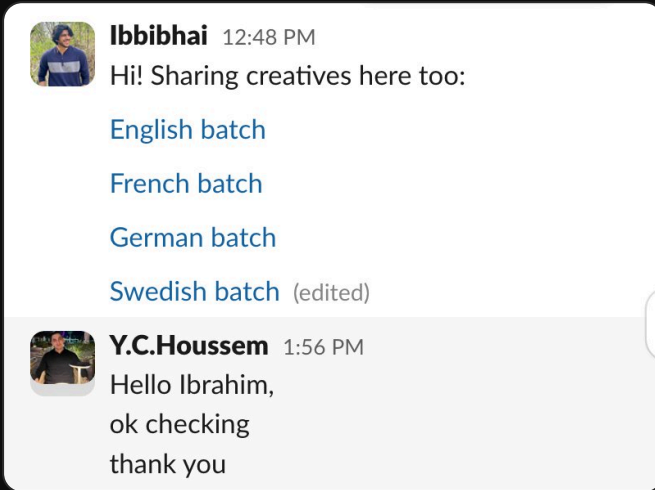
\$108,610 TOTAL SPEND	176 ACTIVE ADS	2.06x AVG ROAS ALL ADS	Ongoing CAMPAIGN STATUS
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CLIENT FEEDBACK

What the Client Says

Real messages from Y.C.Housseem, the Silkytalk founder, sent directly to the Rjlime team.



VOICE NOTE TRANSCRIPT · Y.C.HOUSSEM · SILKYTALK FOUNDER

"I'm grateful to have you on our company. You are always doing your best to satisfy me and bringing good work."

Y.C.Housseem — Founder, Silkytalk



METHODOLOGY

The Rjlime System

The five stage creative framework that powers consistent performance at scale.

01

Deep Market Research

Before a single script is written, we audit competitors, study audience psychology and map the creative landscape in each target country. Strategy always precedes production.

02

Structured Creative Testing

We deploy controlled tests across angles, hooks and formats at low spend, then scale only the winners. This keeps CAC predictable and ROAS strong as budgets grow.

03

Localised Production at Scale

Native UGC talent, native language scripts and market specific briefs across 10 territories simultaneously. All produced in house by the Rjlime team with zero handoff delays.

04

Weekly Creative Refresh

Winning ads are refreshed weekly with new hooks, new talent and new formats, preventing creative fatigue and keeping performance consistent at \$50K+ monthly spend.

05

Full QA Before Every Launch

Every asset clears brand compliance, platform spec checks and performance benchmarks before it goes live, ensuring only the best work represents the brand.