

God Is Dope Testing System

Building a paid-social account that learned faster than it spent.

GROWTH LEAD | 2022-2024

THE OPERATING IDEA

Test the parts, not just the ads.

I treated every ad as a combination of five components: asset, message, offer, audience and placement. Each testing batch was roughly 60% recombinations of proven parts and 40% net-new exploration. The output was not simply a winner or loser; it was a reusable map of what the brand could say, show and sell to each customer state.

- ASSET
- MESSAGE
- OFFER
- AUDIENCE
- PLACEMENT

A winning ad became a set of reusable inputs. That made the next test faster, cheaper and more informed.

6.03x

purchase ROAS across 685 ad sets

\$1.01

average cost per add to cart

\$17.8k

spend in the representative slice

8.17x

copy variant on \$1.23k spend

Ad Name	Budget	Purchase ROAS (Return on Ad Spend)	Cost per Add to Cart	CTR (Ad)	Cost per Result
Results from 685 ad sets					
Exclude deleted items		6.03	\$1.01	1.16%	
		Average	\$1.01	1.16%	
CC4.png_105 (35743ad2b960332...		6.63	\$1.05	1.14%	
75DC1.png_105 (3863ad6ad687552...		7.63	\$0.75	1.19%	
IPAD_CROP1.SET3.png (8050ad978d...		7.47	\$0.75	1.28%	
WYER3.png (82395323898ad0646e...		6.29	\$1.09	1.08%	
75DC3.png_105 (c356ad857576344...		3.00	\$2.20	0.77%	
75DC5.png (8651c572ad6d688172b...		10.37	\$0.65	0.97%	
MAY20_T0P4.png (6c2b6de8c72859...		5.96	\$1.05	2.18%	
PLANTPOT_TEE.MP4 (727324471132...		7.04	\$1.12	2.37%	
75DC6.png_105 (8403bcb6eb8c8b9...		6.14	\$0.81	0.76%	
75DC1.png_105 (10023cdead418dad...		2.40	\$2.33	1.30%	
75DC4.png_105 (6204faad49b4b1f...		7.51	\$0.65	1.05%	
65853716-5468-4930-4394-1a373a67...		3.34	\$2.15	0.94%	
BATCHAL_SQ1.png_105 (7c9f2a887a...		5.18	\$1.01	1.34%	
75DC3.png_105 (3f6ad823a2675001...		9.35	\$0.75	0.58%	
PLANTPOT_TEE.MP4 (727324471132...		4.74	\$1.56	2.32%	
42021a_9v16.png_105 (8664d8ede1f1...		6.92	\$1.26	1.40%	
IPAD_CROP2.SET1.png_105 (846152b...		4.79	\$1.61	1.79%	
75DC3.png (183ecad110ebba8a16ed2...		1.45	\$4.77	0.45%	
LOP4.png (3c3c3c3c3c3c3c3c3c3c3c...		5.40	\$1.44	0.60%	
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