



Case Study



HEALTH & FITNESS

How Rejuvacare Unlocked **\$300K**
in Incremental Spend While
Hitting Their CPA Goal with
Realize+ Budget Allocator



reJUVacare

"Realize consistently delivers some of our strongest campaign performance. The team is proactive and the platform evolves faster than any partner we work with. Budget Allocator is an offering we haven't seen on any other platform and it has transformed how efficiently we scale. We've seen the impact directly on customer lifetime value."

Igor Naumoski,

Head of Media Buying at Rejuvacare

\$300K+

Incremental spend over 2 months

3.1K+

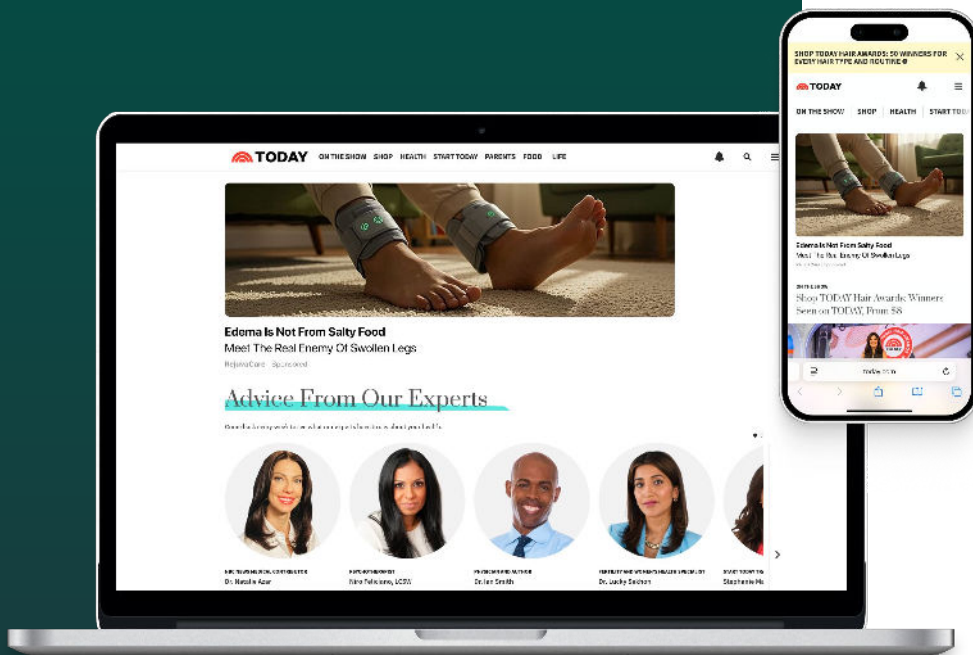
Purchases generated

3.2X

Peak weekly spend acceleration



Case Study



COMPANY

Rejuvacare is a wellness brand offering wearable massage devices and other products designed to provide natural pain relief and support everyday wellbeing.

CHALLENGE

Rejuvacare has a diverse product portfolio and wanted an automated, performance-driven solution that could dynamically allocate budgets across multiple campaigns and provide optimal performance.

SOLUTION

Rejuvacare used **Budget Allocator**, part of [Realize+](#), to dynamically allocate budget towards campaigns with the lowest-cost conversions, maximizing cost efficiency without the need for manual intervention.

RESULTS

With **Realize+ Budget Allocator**, **Rejuvacare** unlocked more than **\$300K in incremental spend** over a two month period while continuing to hit its CPA goal. By automatically directing budget towards the strongest performing campaigns, **Rejuvacare accelerated weekly spend by as much as 3.2X and generated more than 3,100 purchases**, with less need for manual optimization.