



## Case Study



### HEALTH & FITNESS

**How Rejuvacare Generated 3.1K+ Purchases 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*

**3.1K+**

Purchases generated

**3.2X**

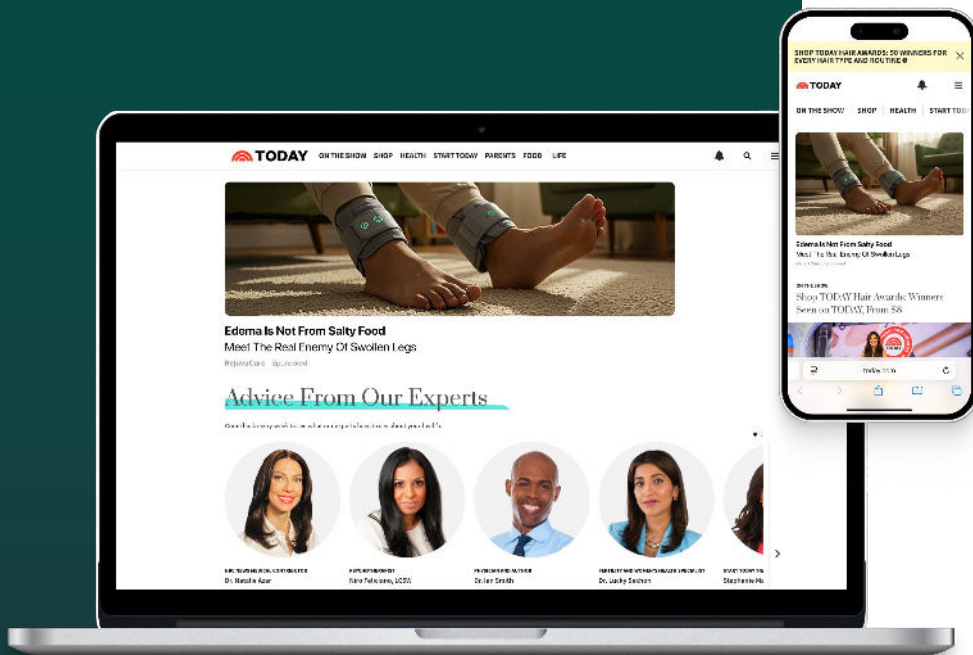
Peak weekly spend acceleration

**\$300K+**

Incremental spend over 2 months



## 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** generated more than **3,100 purchases**, while continuing to hit its **CPA goal**. By automatically directing budget toward the strongest-performing campaigns, the brand **unlocked more than \$300K in incremental spend over a two month period** and **accelerated peak weekly spend by 3.2X**, with less need for manual optimization.