

Turkey's first pre-order for a global card release

An importer of trading cards and sealed collectibles from the US. One campaign month, the whole budget on Meta, pre-orders opened in Turkey on the same day as the worldwide launch.

15x

return on ad spend in the campaign month

\$2.1K

ad spend

\$31K+

revenue

~260

orders

\$7.90

cost per purchase

3.9%

click-through rate

\$5.20

CPM

\$10 → \$2,000

first-day sales from \$10 of ad spend

24 hours

for the first stock batch to sell out

331K

organic Instagram views in September

SPEND VS REVENUE, CAMPAIGN MONTH

Category	Value
Ad spend	\$2.1K
Revenue	\$31K+

Whole budget on Meta. SEO and GEO ran alongside as organic support.

THE WINNING CREATIVE

Key visual built around one promise: **Turkey's first pre-order, same day as the world.** Produced in-house with AI on real product photography. The product itself is never redrawn.

FUNNEL

400K+
impressions

→
3.9% CTR

~15.6K
clicks

→
1.7% conversion

~260
orders

Account-level figures for the month, all ads combined. Average order ~\$120.

WHAT I DID

- Positioned the launch around one promise: open it in Turkey the same day as the world.
- Built the key visual and the ad set in-house, then scaled budget on the winner within hours.
- Ran pre-orders on the storefront I rebuilt, with SEO and GEO bringing organic demand next to paid.

WHERE AI FITS

AI PRODUCED

- Backgrounds, light and scene variations
- Copy variants and layout options
- Resizes for every placement

I DECIDED

- The offer and the 'first in Turkey' angle
- Which visual went live, when to scale
- What never changes: real product, real colour