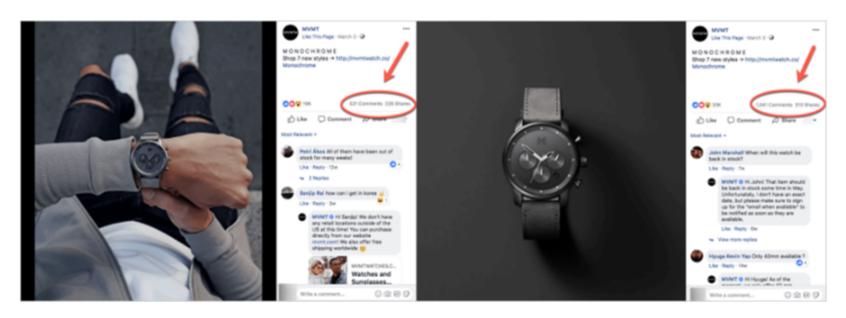# CASE STUDIES

MVMT generated $90M in revenue in five years by "hacking" Facebook ads

MVMT had its work cut out for them in terms of building exposure and brand awareness as a brand-new business aiming to disrupt the relatively saturated luxury watch industry. As a result, the team resorted to Facebook advertising.

In terms of content creation, MVMT used a similar strategy as Kettlebell Kings: they worked under well-established parameters to guarantee consistency, developed a diversity of material, and included obvious CTAs inside each piece.

They didn't, however, start developing entirely new material for these commercials right once. Rather, they looked at the material that had previously achieved organic success and directed ad dollars toward promoting those specific items.

(Take a guess which one MVMT decided to promote...)

Though they had obviously worked out a means to assure their advertising would create even more interaction (based on past engagement data), they went a step further by A/B testing different components of their ad content, from the pictures utilized to the ad wording.

Take home message

While there are many lessons to be learned from MVMT's strategy, the most important thing to remember is that generating advertisements on any platform should never be a gamble.

MVMT could easily have generated fresh ad content targeting its potential clients and hoped for the best. Instead, they used previously obtained data to influence their strategy to generate Facebook Ads that targeted certain audience segments.