

— ORGANIC GROCER & CAFE · LOS ANGELES

Erewhon

A cult LA grocer's first-ever advertising, made profitable at a ~15x attributed return, week after week.

EREWHON ORGANIC GROCER & CAFE

**~15x**

Blended attributed return on ad spend

893

Attributed orders in a six-week stretch

Profitable

Every week, after ad spend and cost of goods

Week 1

Fixed a years-old Meta tracking issue

The Challenge

A cult brand with real demand that had **never run outbound advertising**, and doubted it could be done profitably at a premium price point. On top of that, a **Facebook Business Manager and tracking issue had nagged the team for months**, blocking any clean measurement. And a new Silver Lake location was on the horizon that needed demand behind it.

What We Did

- **Fixed the foundation first.** In week one, solved the Facebook Business Manager and tracking issue that had nagged the team for months, unlocking clean measurement of every dollar.
- **Proved profitable acquisition.** By week two, proved Erewhon could acquire customers profitably, at a single-digit-dollar cost per order against a healthy three-figure average order value.
- **Scaled revenue and profit together.** Systematic weekly testing across Meta and Google, with a numbered executive report each round, scaling the winners.
- **Set up the Silver Lake launch.** Built LA-wide demand and brand momentum ahead of the new store opening.

SIX CONSECUTIVE WEEKS · ATTRIBUTED ORDERS & ROAS (FROM THE WEEKLY EXECUTIVE REPORTS)

WEEK	ATTRIBUTED ORDERS	ATTRIBUTED ROAS
Jun 18 – 24	138	12.1x
Jun 25 – Jul 1	141	18.3x
Jul 2 – 8	132	16.5x
Jul 9 – 15	124	18.5x
Jul 16 – 22	174	13.9x
Jul 23 – 29	184	13.4x
6-week total	893	15.0x

893 attributed orders across six consecutive weeks at a blended 15.0x return on ad spend, profitable every week, net of ad spend and cost of goods.

Week 1 *foundation fix*

Solved the **Facebook Business Manager and tracking issue** that had nagged the team for months, so spend could finally be measured against real orders.

Week 2 *profitable*

Proved Erewhon could **acquire customers profitably** through paid advertising, then scaled it week over week without losing profitability.

~15x *attributed ROAS*

A steady **12 to 18x attributed return** week after week, and the LA-wide demand that set up a **successful Silver Lake launch**.

“Noble Growth has helped us scale our online sales while improving profitability. They’re the real deal.”

Lesia Dallimore · Erewhon Organic Grocer & Cafe