Alejandro Daetz

Direct-Response Ad Case Studies — Meta

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Brands have put **$2M+ in ad spend** behind the ads I've edited at TubeScience. These are the three that scaled the furthest after testing. Spend shows how far each brand scaled the ad once it proved itself. Revenue and ROAS stay with the client, so I report spend, hold metrics and time to Win.



Opening frame

PETS TABLE · FRESH DOG FOOD

"I'm never going back to The Farmer's Dog"

$777K	23.1%	25.1%	Win
AD SPEND	THUMBSTOP	RETENTION	JUN → SEP 2025

THE BRIEF

Two large folders of footage and a script, with no shot direction, so most of the editorial calls were mine.

WHAT I DID

- Picked the most natural, relatable talent. For a brand like Pets Table, warmth matters: if the person doesn't feel genuine, the ad falls flat.
- Kept the visuals honest to the script: when it mentions the dog walker, you see him walking the dog; when the box arrives, the dog's excitement carries the moment.
- Used a cleaner, more professional take for the vet claim so it would feel credible.
- Kept the body moving with punch-ins and reframes on the food, and closed on the full range and the offer.

5–6 rounds of notes · Launched late June, Hit in July, Win in September.



Opening frame

GOOD CHOP · MEAT DELIVERY

Seasonal Sale — Welcome Kit

$147K	39.6%	31.1%	~5 wks
AD SPEND	THUMBSTOP	RETENTION	LAUNCH → WIN

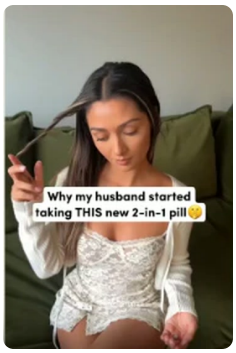
THE BRIEF

The opening shot was set, but most of the creative execution was left to me.

WHAT I DID

- The opener had already run in other ads, so I added a push-in to make it feel fresh and pull the viewer in.
- Led the ground beef reveal with the most appetizing burger shot I could find, so the offer lands instantly.
- Chose unboxing moments with genuinely excited reactions; for a delivery brand, that energy sells.
- Matched the first-half voiceover to the brand's main voice so the whole ad feels like one piece, and filled the second half with juicy, sizzling B-roll.

Approved in 4 rounds · Highest thumbstop and retention of the three.



Opening frame

HIMS · MEN'S HEALTH

"Why my husband started taking THIS new 2-in-1 pill"

$128K	23.8%	12 days	7
AD SPEND	THUMBSTOP	LAUNCH → WIN	ROUNDS OF NOTES

THE BRIEF

One of my first jobs, with most shots pre-selected. The work was finding the moments inside them and making them hit harder.

WHAT I DID

- Built the opener around the talent's gaze: punch-ins that let her eyes do the work, with the title centered off her eyeline to stop the scroll in the first two seconds.
- Turned a static website screenshot into a browsing sequence (scrolls, clicks, zooms and reframes) so it felt natural instead of like a product demo.
- Repositioned a sign that sat too low in frame in Photoshop, so it didn't pull the eye down and break the pacing.
- Kept energy up with punch-ins and SFX on the lines that needed emphasis.

Full cuts are available on request. More work, including UGC, stop motion, motion graphics, AI-assisted and long-form pieces: alejandro-daetz-portfolio.pages.dev