



THREE BEACON

MARKETING

CASE STUDY

How 3BM Helped Dirty Birdy
Achieve a 3.9 - 4.6x ROAS and
Sell Out in Under 4 Months



DIRTY BIRDY





Dirty Birdie is a women's workwear brand specializing in durable, functional, and stylish work pants built for women who work with their hands. They serve tradeswomen, builders, welders, and outdoor workers who need workwear that's tough enough for the job but comfortable enough to move in.

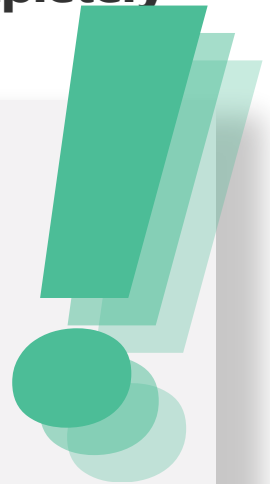


Results from our Partnership

Dirty Birdie went from low ROAS and no clear ad strategy to a consistent **3.9 - 4.6x ROAS** and **completely sold-out inventory** in under 4 Months.

3BM Provided

- Meta Ads Account Setup & Management
- Hook & Copy Testing
- Creative Strategy & Testing
- Campaign Buildout & Optimization
- Ongoing Creative Refresh & Scaling



Challenge

Dirty Birdie struggled with a scattered, ineffective Meta ads strategy that was burning budget with nothing to show for it.

As engineers-turned-founders, Derek and Anna had no marketing background to lean on. For nearly six months, Derek managed their Meta ads by turning on every option the platform suggested. The result was consistently low ROAS, no clarity on what was working, and no system to repeat any wins that happened by chance.

Meta's own reps made things worse, pushing them to spend more and turn on even more platform features. AI-altered creatives, auto-generated music, and automated "enhancements" stripped away the authenticity their audience demanded. As a completely self-funded business, every wasted dollar stung. They knew something was broken but had no idea how to fix it.

Solution

3BM implemented a structured, single-variable Meta testing framework that gave Dirty Birdie clarity, control, and a repeatable system for scaling their ads profitably.

Rather than turning on every Meta enhancement and hoping for the best, 3BM walked Derek through a methodical process. It started with hook and headline testing to optimize for click-through rate, then layered in creative testing once winning messages were identified. Each variable was isolated so the team could clearly see what was working and why, removing the guesswork that had defined their first six months.

The results spoke for themselves. ROAS climbed to 3.9 - 4.6x and daily orders increased by over 10x in under 4 months. Dirty Birdie sold out their entire inventory and what started as a stretch goal quickly became their new baseline.

With a proven framework now in place, Dirty Birdie is positioned to scale immediately when new inventory arrives. An expanding product line including fleece-lined carpenter pants, fire-resistant versions, overalls, and a new shop pant gives them more fuel for growth than they ever anticipated having at this stage of the business.

RESULT

In under 4 months, Dirty Birdie achieved a 3.9 - 4.6x ROAS and increased daily orders by over 10x, selling out their entire inventory in the process.

Sold out of all inventory in 4 months

2 selected

Ad sets

1 selected

Ads for 1 Ad set

Dec 1, 2025 – Mar 31, 2026

Duplicate

Edit

Analyze

A/B test

More

Columns: Custom

Breakdown

Campaign	Results	Reach	Impressions	Cost per result	Amount spent	Ends	Unique CTR (link click-...	Purchase ROAS (retu...
Phase 3 - Audience Testing - Conversions	233 Website purchases	340,132	772,708	\$38.69 Per Purchase	\$9,015.00	Ongoing	3.45%	3.51
Phase 2 - Creative Testing - Conversions	1,068 Website purchases	535,838	2,685,920	\$39.98 Per Purchase	\$42,693.56	Ongoing	6.69%	3.31

Month 1 of creative campaign

Per Purchase
\$31.95

Website purchases
216

Purchase ROAS (return on ad spend)
3.95

Purchase ROAS (return on ad spend)



Week 5 of creative campaign

Per Purchase
\$29.13

Website purchases
50

Purchase ROAS (return on ad spend)
4.64

Purchase ROAS (return on ad spend)





With a tested creative framework in place and a growing waitlist of customers ready to buy, Dirty Birdie now has the marketing infrastructure to match the ambition of their brand. They are reaching the exact tradeswomen who need their product and opening doors to wholesale accounts, new product lines, and brand opportunities they never would have found on their own.

For the first time, the bottleneck is not the ads. It is keeping up with demand. And with 3BM as a partner, Derek and Anna know that when inventory is ready, the growth is ready too.

**IS YOUR BRAND
READY FOR A
GROWTH PARTNER?**

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