

mybacs Gründer teilt Erfolgsgeheimnis:

Das machen erfolgreiche Subscription-Brands anders



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 **mable x mybacs**

MABLE IST

Die Shopify / SW App, die Deine Ads bereits durch die Installation profitabler macht

AD PLATTFORMEN:

 Meta Google Ads TikTok Pinterest

...

SHOP SYSTEME:

 shopify shopware

...

MABLE CORE

Bessere Daten für den Algorithmus



MABLE PRO

Aktives Steuern der Plattform Algorithmen

A.I. Data Optimization

 New Customers Channel Impact Profit Margin Return Rate Lifetime Value Subscriptions**HOLP**

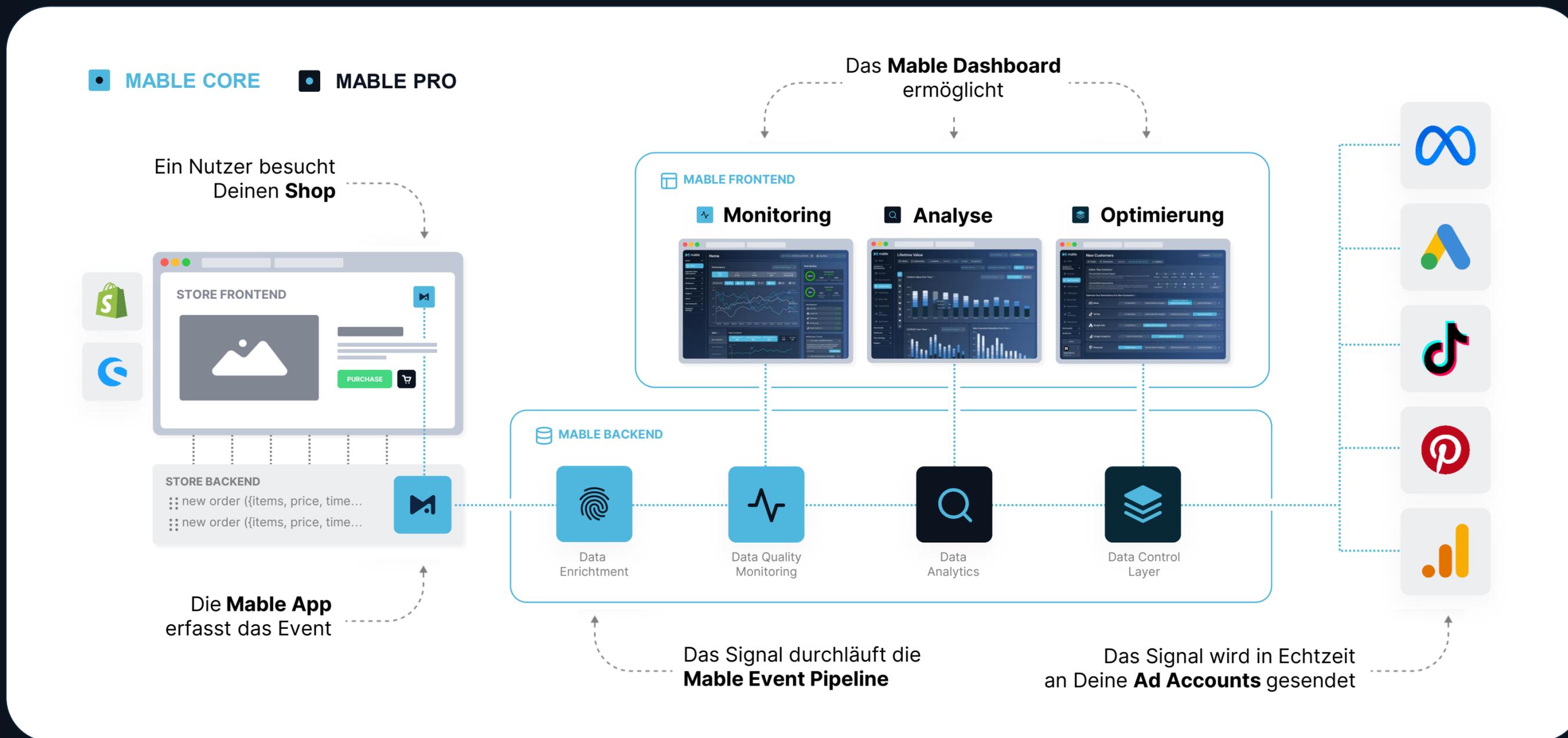
JUNGLÜCK

MANIKO

 Les Lunes**ahead****mybacs**200+
Brands

PRODUKT

Mable sendet SHOP DATEN an AD ACCOUNTS



Case Study

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Clean A/B TEST

Test Setup:

- 2 Adsets – identisch außer Conversion Goal (Purchase vs. NCP)
- Meta A/B Test Feature
- Spend distribution: 50% on Purchase / 50% on NCP

PERFORMANCE IMPROVEMENTS OF NCP ADSETS

	CAC
 REPORTING:	-13%
 REPORTING:	-29%

Real Life RESULTS

Kampagnen Vergleich:

- Vergleich Performance aller Adsets mit Conversion Goal Purchase vs. NCP
- Zeitraum der Auswertung: 15.11.25 – 28.01.26
- Spend distribution: 31% on Purchase / 69% on NCP

PERFORMANCE IMPROVEMENTS OF NCP ADSETS

	CAC	NC ROAS
 REPORTING:	-10%	+10%
 REPORTING:	-20%	+30%

Thank you!

Learn more about Mable:



www.mable.ai

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Get in Contact:



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