

Adrian Bluhmky

Selected Work · Performance Advertising & Lead Generation

Eleven years running Meta and Google ads for brands across Australia, Europe and the United States. From global summits to DTC brands, B2B and B2C lead generation to sold-out events.

\$110M+

CLIENT REVENUE

\$550K

MONTHLY AD SPEND

35+

COMPANIES SERVED

40+

COUNTRIES

3–5.5x

CONSISTENT ROAS,
PEAKS TO 7X

Figures on the following pages come from signed statements of service, client testimonials and verified campaign reporting. Brands without a documented figure are listed near the end rather than given one.



Ecom Capital

HIGH-TICKET COACHING & MEMBERSHIP

Ecom Capital

ecomcapital.com.au

Lead Gen

eCom

Growth Coach and AI Advertising Lead · coaching 30 DTC founders in the Mastermind

- Managed up to \$550K per month in ad spend across the lead generation engine, holding account ROAS between 2.8 and 3.2x.
- Cost per scheduled appointment down more than 50%, with lead quality noticeably up: rebuilt lead tracking, bad leads excluded at the source, continuous campaign optimisation.
- AUD 8.4M in lifetime spend through the AU and NZ account. I own it end to end, evenings and weekends included.
- Coaching 30 DTC founders inside the Mastermind.
- Own the AI-Powered Ad Creation and Facebook Ads 101 curriculum plus the weekly implementation Q&A.
- Member results: \$16K launch month at 3.8 to 4.0x ROAS in six weeks, winning creative AI-generated; month-one profitability at ~\$50 CPP against a \$166 breakeven; \$10K to \$20K per month on an automated pipeline.
- Recovered a member from a two-month Meta ban to a sold-out first production run.

\$550K

MONTHLY AD SPEND MANAGED

2.8 to 3.2x

ACCOUNT ROAS AT THAT SPEND

-50%

COST PER SCHEDULED APPOINTMENT

EVIDENCE

Ecom Capital

Lead Gen

eCom

Campaigns1 selectedAd sets for 1 CampaignAds for 1 Campaign1-200 of 28615 Jul 2026 - 15 Aug 2026

+ CreateDuplicateEditA/B testMore

Columns: PerformanceBreakdownGrouping

	Off... ↑↓	Campaign ↑↓	Delivery ↑↓	Ac...	A... S...	Results ↑↓	Cost per result ↑↓	Budget ↑↓	Amount spent	Im... ↑↓	Reach ↑↓	Frequenc
	☐	☐	Active	1	M...	1,137	\$379.24	Using ad set bu...	\$431,199.61	5,794,547	846,852	
	☐	☐	Off	1	7...	90	\$385.88	\$800.00	\$34,728.96	575,066	237,599	
	☒	☒	Active	2	M...	—	—	Using ad set bu...	\$32,209.74	316,717	76,372	
	☐	☒	Active	3 rec	M...	1,392	\$15.07	Using ad set bu...	\$20,984.24	286,980	159,871	
	☐	☐	Off		7...	1,475	\$13.22	\$500.00	\$19,500.17	337,334	160,156	
	☐	☐	Off		7...	219	\$35.73	Using ad set bu...	\$7,823.98	172,768	69,848	
	☐	☐	Off		7...	4	\$147.77	\$1,440.00	\$591.09	11,682	9,998	
	☐	☐	Off		7...	—	—	Using ad set bu...	\$129.69	1,089	983	
	☐	☒	Active	1 rec	7...	—	—	\$2,000.00	\$0.00	—	—	
	☐	☐	Off		7...	—	—	\$25.00	\$0.00	—	—	
	☐	☒	Active	3 rec	7...	—	—	\$100.00	\$0.00	—	—	
Results from 286 campaigns					M...	—	—		\$547,167.48	7,496,183	1,142,979	
									Total Spent	Total	Meta accounts	

Meta Ads Manager, 15 July to 15 August 2026: \$547,167.48 spent across 286 campaigns, 1,142,979 accounts reached, 7,496,183 impressions

LEAD GENERATION

The Ecom Capital account itself

Lead Gen

COST PER APPOINTMENT

\$868 to \$319

April to mid July 2026, while monthly appointments went up, not down.

COST PER SCHEDULED CALL

Down 50%+

Double the bookings for the same budget after the move to 100% Heyflow opt-in forms.

WEBINAR SIGNUPS

~\$20

Against \$50 a signup on the previous webinar, on a shorter promotion window.

DAILY BUDGET

\$22.5K to \$9.7K

Zero-revenue spend cut out while the main campaign still delivered appointments at \$333.

The \$4M mission stayed on plan to the dollar: \$422,820 collected against roughly \$423K planned, first-source ROAS about 2.7 against the 2.5 the plan needed, and cost per held call about \$450 against a \$497 target.

EVIDENCE

Ecom Capital lead generation

Had delivery

Search to filter by name, ID or metrics

Clear

1 Apr 2026 - 31 Jul 2026

Pivot Table

Group Breakdowns

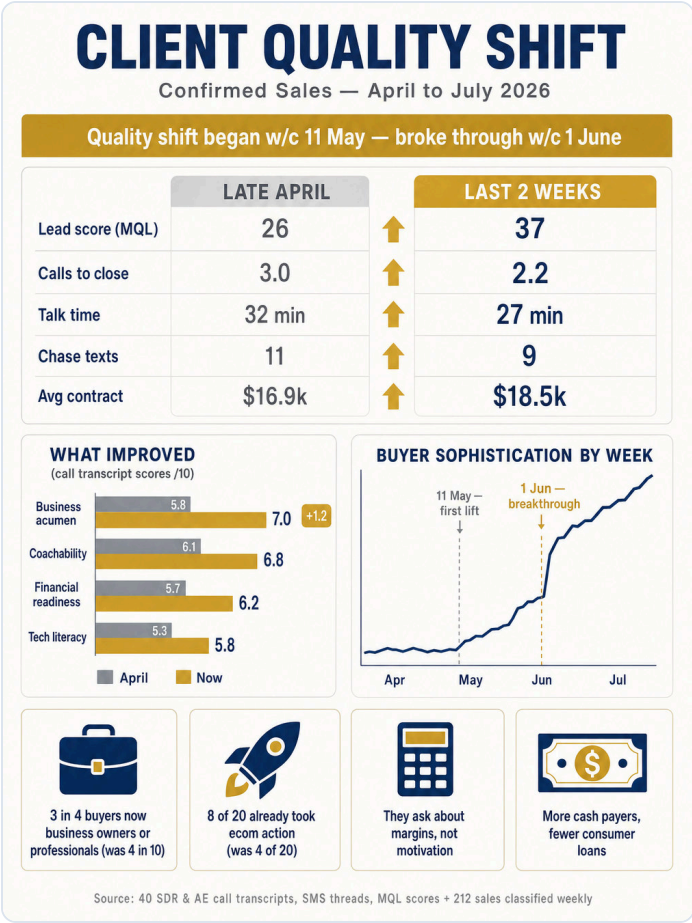
Reset Column Widths

Format

Customise

Month	Results	Amount spent	Website appointments scheduled	Website purchases	Website leads	Cost per appointment scheduled
2026-07-01 - 2026-07-14	—	\$175,201.78	549	114	3,942	\$319.13
2026-06-01 - 2026-06-30	—	\$458,712.50	994	265	10,647	\$461.48
2026-05-01 - 2026-05-31	—	\$457,102.66	714	287	13,470	\$640.20
2026-04-01 - 2026-04-30	—	\$400,329.43	461	188	8,105	\$868.39
Total results 4/4 rows displayed	— Multiple conversions	\$1,491,346.37 Total Spent	2,718 Total	854 Total	36,164 Total	\$548.69 Per Action

Meta Ads Manager, 1 Apr to 31 Jul 2026: cost per appointment scheduled from \$868.39 down to \$319.13



Lead quality shift, April to July 2026: lead score 26 to 37, calls to close 3.0 to 2.2, average contract \$16.9k to \$18.5k

CLIENT WINS

Member brands I coached to their numbers

eCom

COOPER & CO PETS · SUSAN SLUTER

\$50K month

\$10k within 20 days of launch, \$20k+ in her first month, first \$50k month by July. She quit her job to run it full time.

ALYN RING · JAD & SHEREE

\$16K launch month

First sale the morning after launch, \$10k in 22 days, launch month at 3.8 to 4.04x ROAS. Doubled spend later and held the efficiency.

SAVVY INDUSTRY CLOTHING · KELLY ISAAC

10x in 6 months

About \$1k a month to about \$10k, sales up 158%. Apparel, built on AI ads and a new ad set every week.

ZLUMBERS · LOUISE MILLS

\$10K in 10 days

The fastest result on the program. Sales kept arriving after the ads were switched off, which is as clear a product-market fit signal as you get.

BLANKA & CO · KARIN FALK-BAKER

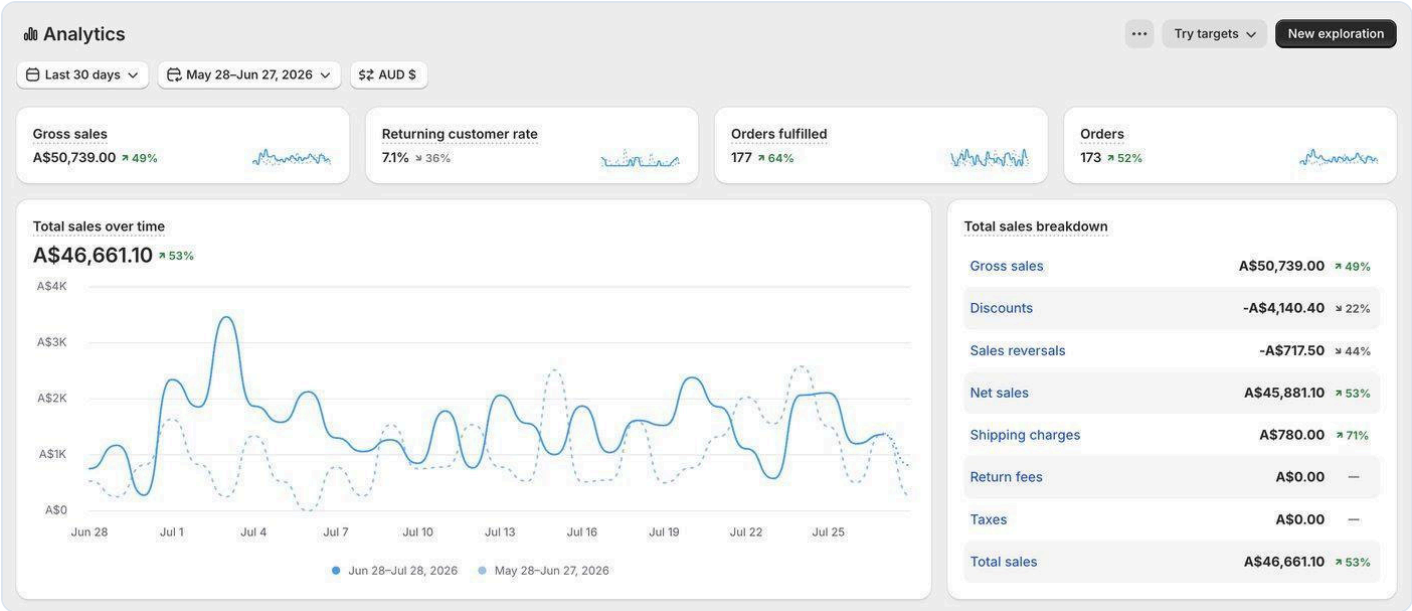
A\$14K month

Grew 163% to her first \$10k month, held \$10k a month for three months, then lifted another 59%. Full price, no discounting.

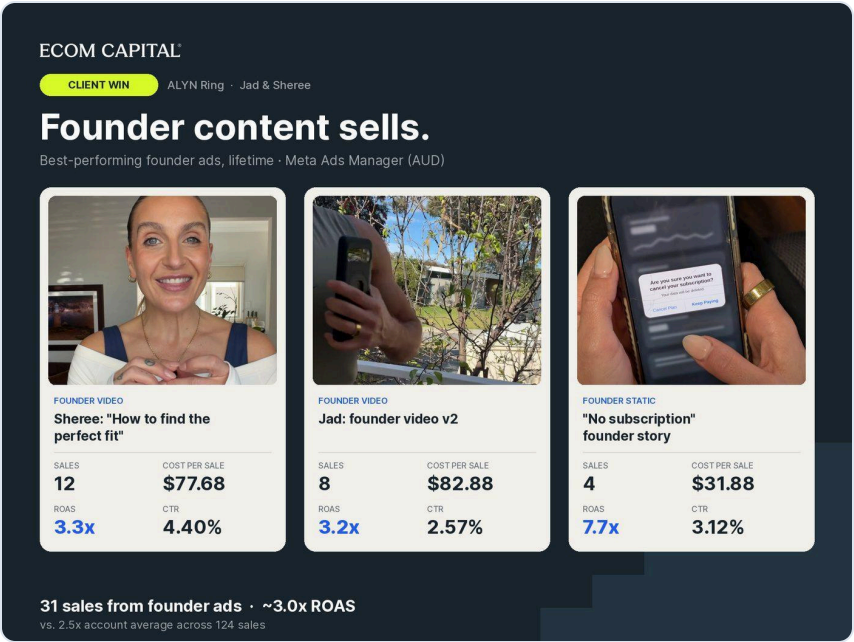
Also: YUVEE Golf from \$200+ down to \$25 to \$50 cost per purchase and its first profitable week; Tuff Supps from struggling to its biggest month ever in two months; LADS Fishing at \$6,000 revenue on \$1,000 spend.

EVIDENCE

Cooper & Co Pets and ALYN Ring



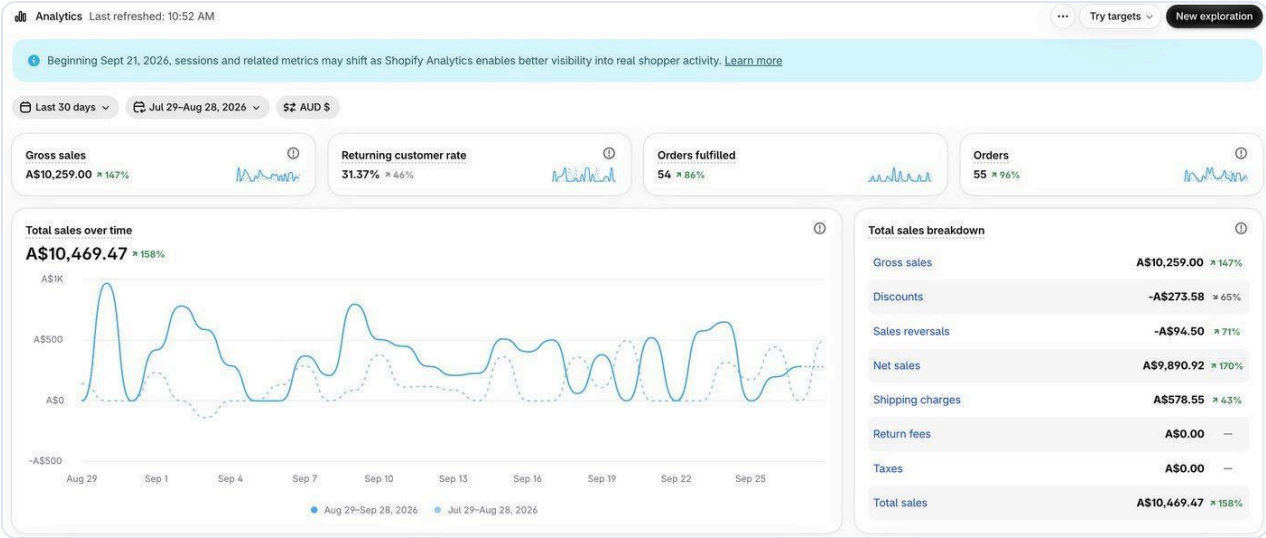
Cooper & Co Pets, Shopify: A\$50,739 gross and A\$46,661 net in the 30 days to 27 June 2026, her first \$50k month



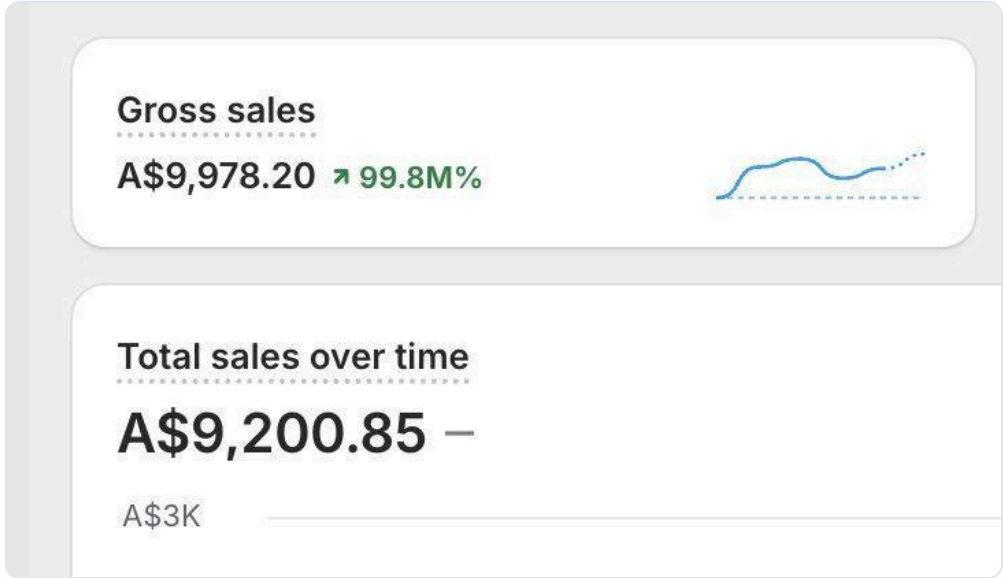
ALYN Ring, lifetime Meta: 31 sales from founder-made ads at about 3.0x ROAS, against a 2.5x account average

EVIDENCE

Savvy Industry Clothing and BLANKA & Co



Savvy Industry Clothing, Shopify: A\$10,469 total sales, up 158% on the previous period, her first \$10k month



BLANKA & Co, Shopify: A\$9,978 gross in her biggest month to that point, up 163% on the month before

OptiCheck.au

CONSUMER FINANCE COMPARISON & LEAD GENERATION

OptiCheck.auopticheck.au**Lead Gen**

Founder and operator · platform launch, funnels and paid acquisition, November 2025 onward

- Took a new consumer comparison platform live: go-to-market, conversion funnels, campaign build and lead-quality management.
- Over 1,000 consumer loan applications generated from paid acquisition.
- Cost per lead held from \$8.57 on personal loans to \$17.80 on debt consolidation while scaling across fourteen campaigns.
- Meta lead campaigns, HeyFlow funnels, CRM automation and server-side tracking.

1,000+

CONSUMER LOAN APPLICATIONS

1.44M

PEOPLE REACHED

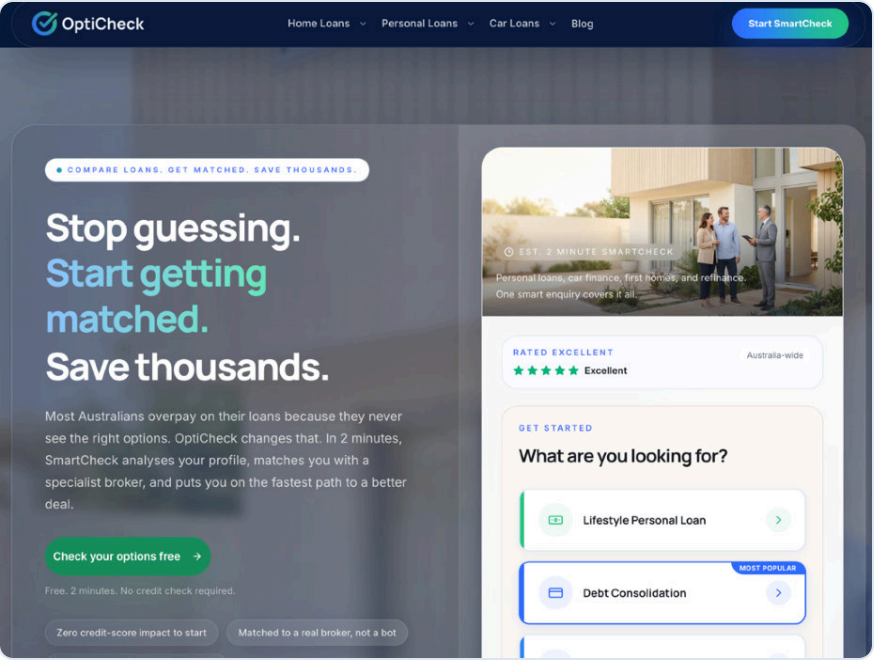
3.27M

IMPRESSIONS

EVIDENCE

OptiCheck.au

Lead Gen



opticheck.au, the live comparison platform and SmartCheck funnel

Campaigns										Ad sets		Ads		Maximum: 10 Aug 2023 - 10 Sep 2026			
+ Create Duplicate Edit A/B test More										Columns: Performance and clicks		Breakdown					
Off... ↕	Campaign ↕	Results ↕	Reach ↕	Frequency ↕	Cost per result ↕	Budget ↕	Amount spent ↕	Ends ↕	Impressio... ↕	Ci...							
☐	1.0 TOF - Refinance Property - max CPL \$75- ABO-TESTING	901 Website leads	475,506	2.79	\$61.73 Per lead	Using ad set ...	\$55,615.11	Ongoing	1,325,843								
☐	1.0 TOF - Debt Consolidation - CPL\$40- December 2025 - V1	584 Website leads	104,247	2.23	\$17.80 Per lead	\$60.00 Daily	\$10,398.04	Ongoing	232,814								
☐	1.0 TOF - Investment Property - max CPL \$100- ABO-TESTING	54 Website leads	52,231	2.19	\$124.69 Per lead	Using ad set ...	\$6,733.02	Ongoing	114,296								
☐	1.0 TOF - Personal Loan - CPL\$50 - February 2026	200 Website leads	15,518	2.30	\$8.57 Per lead	\$20.00 Daily	\$1,714.86	Ongoing	35,635								
☐	1.0 TOF - FHB Property - max CPL \$75- January 2026 - V1	119 Website leads	57,792	2.37	\$58.65 Per lead	Using ad set ...	\$6,979.49	Ongoing	137,207								
☐	1.0 TOF - ReFi Property- max CPL \$75- January 2026 - V1	8 Website leads	13,222	1.70	\$98.12 Per lead	Using ad set ...	\$784.94	Ongoing	22,456								
☐	Instagram Followers	5,194 Instagram profile vi...	589,243	1.02	\$0.01 Cost per Instagram ...	\$50.00 Daily	\$43.05	Ongoing	603,735								
☐	Brand Awareness - OptiCheck - Max Impression Frequency	58,405 Reach	58,405	4.71	\$8.62 Per 1,000 people re...	Using ad set ...	\$503.54	Ongoing	275,227								
☐	Brand Awareness - OptiCheck - Ad Recall Lift	3,660 Ad recall lift	59,735	2.32	\$0.09 Per ad recall lift	Using ad set ...	\$314.78	Ongoing	138,728								
☐	1.0 TOF - Vehicle Loans - CPL\$70- ABO-TESTING	388 Website leads	152,549	2.13	\$35.12 Per lead	Using ad set ...	\$13,626.68	Ongoing	324,336								
☐	1.0 TOF - Car Finance - CPL\$70- December 2025 - V1	— Website lead	639	1.25	— Per lead	Using ad set ...	\$58.92	Ongoing	800								
☐	1.0 TOF - Refinance - Trial Ad - November 2025 - V2	17 Website leads	17,760	1.73	\$40.88 Per lead	\$40.00 Daily	\$4,256.00	Ongoing	16,072								
Results from 14 campaigns		—	1,442,836 Meta accounts	2.26 Per Meta account	—	\$100,135.36 Total Spent		3,266,700 Total									

Meta Ads Manager: \$100,135.36 spent, 1,442,836 reached, 3,266,700 impressions



HEALTH & PERFORMANCE TECH

neuphoria

neuphoria.io

eCom

Startup CMO · EEG neurofeedback wearables · the full acquisition engine from positioning to paid scale

- Owned the complete acquisition engine: positioning, offer, funnel, creative and paid scale.
- Supported the raise of \$350K in seed funding.
- Generated US\$333,000 in revenue through device sales.
- Portfolio venture of Ads and Ventures, built and operated in-house.

US\$333K

REVENUE THROUGH DEVICE SALES

\$350K

SEED FUNDING RAISED

Nov 2022

ALL-TIME BEST REVENUE MONTH

EVIDENCE

neuphoria

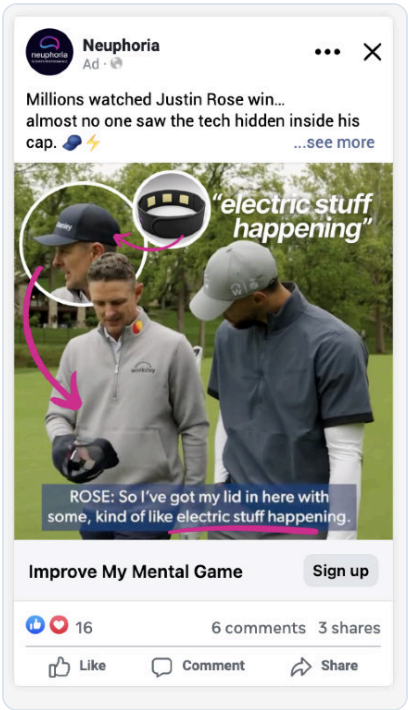
eCom



Working session with founder Henry, Brisbane



SportX Connect Series, Queensland Government US Market Access Program



Meta ad, US golf market angle

Sicher HMR

INSURANCE · RESIDENTIAL BUILDING

Sicher HMR

sicherhmr.de**Lead Gen**

Regional lead generation in a regulated vertical

- Took the brand to number one in its regional market.
- 2.9x lead volume at 44% lower cost per acquisition.
- Compliance-safe creative: service-level promises only, no outcome or rate claims.

#1

REGIONAL RANKING

2.9x

LEAD VOLUME

44%

LOWER CPA



LUXURY REAL ESTATE

Upscale Spaces

upscalespaces.com

Lead quality over lead volume

Lead Gen

- Optimised for qualified enquiries rather than raw volume: 4.7x lead quality improvement.
- 41% lower cost per acquisition across the same channels.
- Luxury-tier positioning maintained throughout scaling.

4.7x

LEAD QUALITY

41%

LOWER CPA

Luxury

TIER POSITIONING



DEFI & WEB3 FINANCE

Marmot Finance

marmot.finance

Web3-native user acquisition

Lead Gen

- 3.1x user growth with customer acquisition cost down 58%.
- Channel strategy built for a Web3-native audience rather than retrofitted from DTC.
- Positioning and creative for a category most advertisers cannot run compliantly.

3.1x

USER GROWTH

58%

LOWER CAC

Web3

NATIVE STRATEGY



GLOBAL SUMMITS & POLICY

World Economic Forum

Lead Gen

weforum.org

with Swiss Digital Initiative · Digital Trust Compass and Digital Trust Movement

- Co-created the Digital Trust Movement with the Swiss Digital Initiative.
- Brand architecture and web build for the WEF's Digital Trust initiative.
- Multi-country paid campaigns around Davos and the global summit calendar, driving event registrations and sign-ups.

Sold out

SUMMIT AND SIDE EVENTS

40+

COUNTRIES REACHED

62%

LOWER COST PER SIGNUP



DIGITAL TRANSFORMATION

digitalswitzerland

digitalswitzerland.com

Four-year engagement · Swiss Digital Days, HerHACK, Lifelong Learning, WEF Davos and CES Las Vegas

- Country-wide awareness and lead generation for Switzerland's leading tech ecosystem initiative.
- 300%+ sign-up increase on Swiss Digital Days.
- Landing pages, lead generation consulting and multi-stakeholder campaign delivery.

Lead Gen**5x**

EVENT REGISTRATIONS

3.8x

ENGAGEMENT LIFT

130+

MEMBER ORGS REACHED



EXHIBITIONS & TECH EVENTS

Messe Zürich

eCom

digitalfestival.ch

Digital Festival Zürich and HackZurich · official event partner

- Official event partner for Digital Festival Zürich, with DACH-wide coverage.
- Sold out flagship events through full-funnel campaigns.
- HackZurich, Europe's largest hackathon: elite talent acquisition across 50+ countries.

10K+

ATTENDEES REACHED

3.2x

APPLICATION GROWTH

50+

COUNTRIES, HACKZURICH

EVIDENCE

Messe Zürich

eCom



Ads and Ventures on the event partner wall, Digital Festival Zürich



On site with the Digital Festival and HackZurich team



CRAFT BREWING & EVENTS

LMS Brewing Co.

lmsbrewing.com.au

Trade outreach, events and in-venue revenue

Lead Gen

- Reached 650+ hotels and venues with a national trade campaign.
- 300%+ increase in sign-ups.
- Digital and offline event funnels delivering multiple sold-out events.

650+

HOTELS AND VENUES REACHED

300%+

SIGN-UP INCREASE

Sold out

MULTIPLE EVENTS

BARBOZA

ATHLEISURE & SPORTSWEAR ECOMMERCE

BARBOZA eCom

barboza.store

Account lead, paid social and search · April 2022 to February 2023

- Took over paid acquisition for a German athleisure brand and lifted total sales 48.5% in the first four months.
- November 2022 became the biggest month in the company's history at around EUR 125,000 in total sales.
- Held 5x+ ROAS while scaling, about AU\$202,000 in that single month.
- Meta, Instagram, TikTok and Google Ads, plus automated Klaviyo email flows.
- Flew to Germany in September 2022 to work with the team on site and refine the strategy; content shot in Brisbane with a local crew.

EUR 125K

BEST MONTH IN COMPANY HISTORY

5x+

ROAS

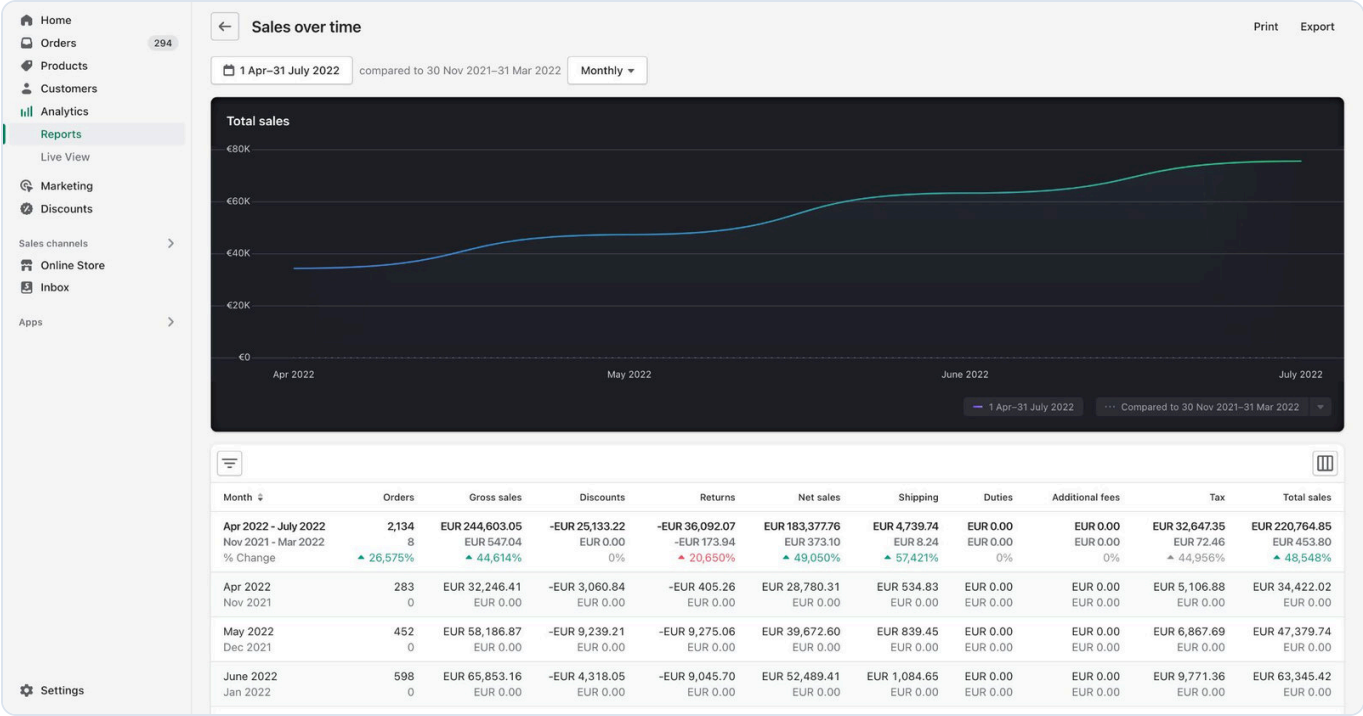
+48.5%

TOTAL SALES, FIRST FOUR MONTHS

EVIDENCE

BARBOZA

eCom



Shopify sales over time, April to July 2022



Instagram ad, Wave Bag launch



On site with the Barboza founders in Bochum



ECOMMERCE · PARTY SUPPLIES

BallonKing.ch

ballonking.ch

eCom

Shopify store · Meta, Instagram, Google and Microsoft Ads

- Took over Facebook and Google in full; annual revenue more than doubled inside twelve months.
- Multi-platform scaling across Meta, Instagram, Google and Microsoft.
- "Partnering with Adrian was a game-changer for our store." Tom Helweg, owner.

+238%

MONTHLY REVENUE

CHF 1M+

META-ATTRIBUTED REVENUE

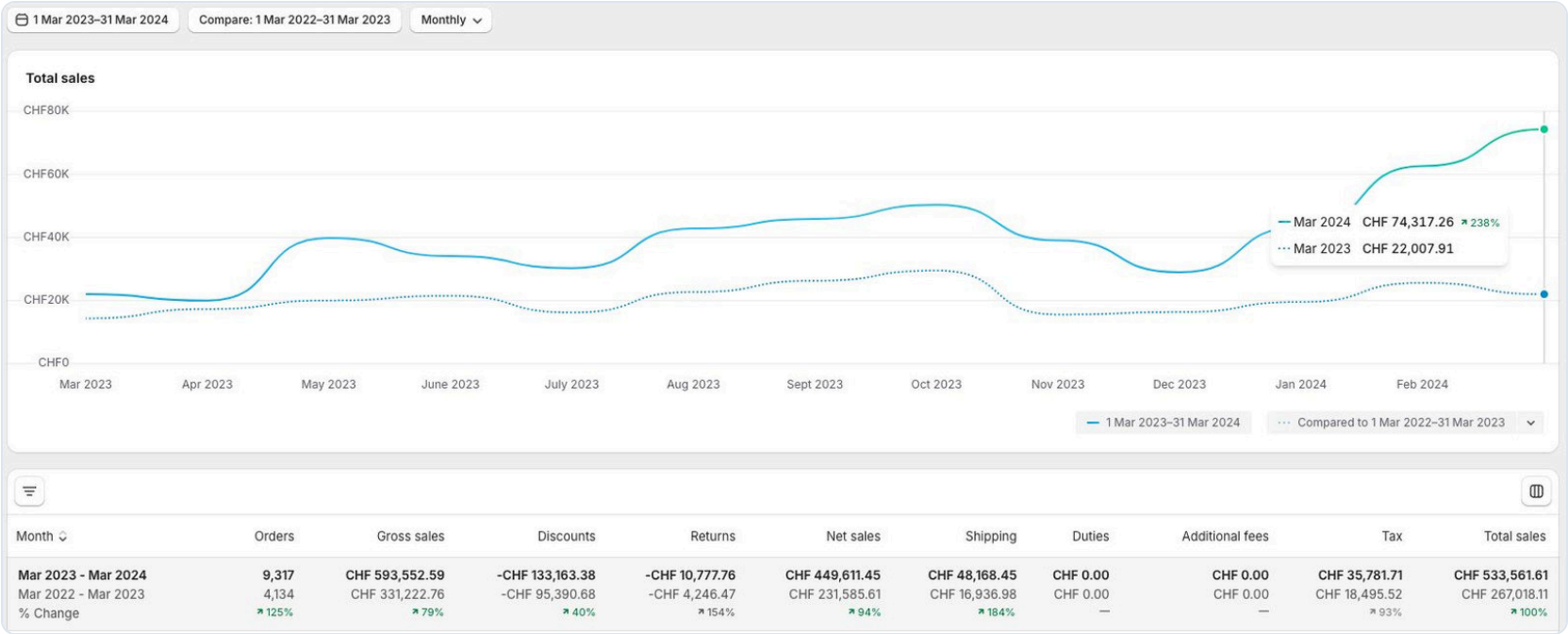
+121%

ANNUAL REVENUE

EVIDENCE

BallonKing.ch

eCom



Shopify, monthly sales from CHF 22K to CHF 75K, +238% over twelve months



Seasonal campaign creative, Valentine's and wedding ranges



ORGANIC BEAUTY & NATURAL COSMETICS

farfalla

eCom

farfalla.ch

DTC growth across the DACH region

- Scaled the direct-to-consumer channel for an established Swiss natural cosmetics brand.
- Meta Ads revenue went CHF 23,492 in 2022, CHF 376,955 in 2023, CHF 642,588 in 2024.
- Full-funnel structure averaging 6.0x ROAS over the run, with bottom of funnel at 12.7x and the best single creative at 13x.
- Creative strategy and high-velocity testing across Meta and Google, plus expansion from Switzerland into the wider DACH market.

CHF 643K

META ADS REVENUE, 2024

13x

BEST SINGLE CAMPAIGN ROAS

+70%

REVENUE GROWTH YEAR ON YEAR

Chris Farrell Cosmetics**PREMIUM SKINCARE**

Chris Farrell Cosmetics

eCom

Seasonal and always-on performance campaigns

- €117K generated from one Black Friday campaign.
- Full-funnel seasonal planning: offer, creative, landing page and retention flows.
- Premium positioning held while scaling paid acquisition.

€117K

BLACK FRIDAY REVENUE

Single

CAMPAIGN

Premium

DTC SKINCARE

ABlcrash / MARBA

EDTECH · ABITUR PREPARATION

ABlcrash / MARBA

abicrash.com

Consumer-facing EdTech brand · national student acquisition

- Scaled student enrolments 4.4x while cutting cost per acquisition by 38%.
- Built national brand recognition for the consumer-facing ABlcrash brand.
- Seasonal demand curve managed around the German Abitur calendar.

Lead Gen**4.4x**

STUDENT ENROLMENTS

38%

LOWER CPA

National

BRAND RECOGNITION

Zirkus Beatzarr

EVENTS & NIGHTLIFE

Zirkus Beatzarr

eCom

zirkusbeatzarr.com

Strand und Wiesen GmbH · event brand, sold 2024

- "He consistently achieved a return on ad spend of 10X or higher." Severin Becker, CEO, Strand und Wiesen GmbH.
- Scaled a 2,000-capacity Maastricht venue to sold-out events through paid ads and influencer marketing.
- Directed a 30-person promoter team on the ground, plus partnerships and sponsorships.

10x+

ROAS, PER CLIENT CEO

2,000+

ATTENDEES PER EVENT

30

PROMOTER TEAM LED

CLIENTS

Brands I have run ads for



Mast-Jägermeister



World Economic Forum



digitalswitzerland



HackZurich



Digital Festival Zürich



neuphoria



farfalla



BARBOZA



BallonKing.ch



Upscale Spaces



Marmot Finance



River City Finance



LMS Brewing Co.



Dr. Berkei



Grand Royal Barbers

ALSO WORKED WITH

Further engagements

Brands and organisations from the same period. Listed without figures, because I do not have a documented number for them.

Mast-Jägermeister

Barboza Store

HackZurich

HerHACK

Swiss Digital Initiative

River City Finance

Mind Health School

MPT Reisen

Abiturma

Candy Event GmbH

Grand Royal Barbers

Ristresso AG

Complex Maastricht

Maniacs Tattoo

Ophelia

Junico

Dr. Berkei

Let's talk.

If you want this kind of work inside your business, the fastest way is a conversation. Send me a line and I will come back the same day.

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