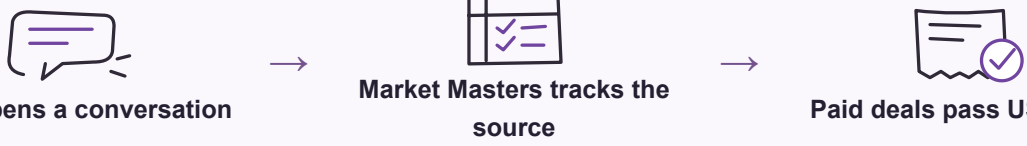
Market Masters recorded over US$6,000 in Meta-attributed sales in one month

Haidar Asmar resumed working with Business Lab around November 2025 after a three- to four-month break. Organic sales during the break were below US$1,000 a month. The two figures cover different sales channels. Haidar remained a client on 19 November 2026, about three years after the relationship began.

How Growth Treatment worked



When an enquiry became a sale, its source stayed in the tracker. That is how Market Masters identified its first-month sales from Meta.

Business and marketing consultation informed the marketing strategy and plan. Business Lab created organic Reels to build familiarity and wrote sales content for Meta ads. Media buying and campaign management went beyond boosting posts: the team tested creative, then reviewed with Market Masters which enquiries became paid orders.

What the numbers show

Sales after restart	Over US$6,000 attributed to Meta in the first month, according to the sales tracker Haidar shared with Business Lab.
Cost per message	About US$0.70 after the restart versus US$5–10 before it. Based on those reported figures, the reduction was roughly 86–93%.
New paying customers	About 20 per month from Meta over roughly one year, ranging from 15 to 25, according to Business Lab.
Estimated media CPA	US$15 per day × 30 active days ÷ 20 new buyers = US$22.50 per buyer. This model excludes the US$2,000 monthly service fee and sales costs.

What retention tells us

Business Lab reports more than 100 recurring customers across all sources and says some have stayed for years. Calculating lifetime value requires customer-level payment and retention records.

Source: Business Lab's account of the client's sales tracker and campaign history. Market Masters recorded the enquiry source when each deal closed. Financial outcomes have not been independently verified. Online case study