



CROSSOVER
SYMMETRY

THE PROBLEM

Crossover Symmetry was looking for someone who could scale their Facebook advertising and increase their revenue while maintaining profitability. They wanted a partner that could grow their current efforts in the United States so they would then be in a place where they could expand to Europe and Canada.

THE SOLUTION

We scaled their advertising efforts on Facebook by:

- ◆ Introducing Dynamic Retargeting
- ◆ Writing ad copy that gave more details on the product
- ◆ Researching buyer personas and expanding them to include other applicable athletes
- ◆ Creating highly engaging ads and stacking the social proof generated from these ads throughout all campaigns

THE RESULT

After 3 months, their monthly **revenue from Facebook advertising increased by 158%** (\$38,444 in January, \$60,887 in April). Crossover Symmetry continues to scale their marketing efforts, has become a CRO client as well as expanding Facebook advertising into Europe and Canada.

+158%

increase in
monthly revenue

CLIENT TESTIMONIAL

“Digalax has continually pushed the envelope for us. Trying new things each and every week to help us meet our goals, then help us redefine them and go out and meet them again. They haven't let up. Our Facebook advertising continues to evolve with the changing landscape and our onsite optimization keeps getting better. We are very pleased with Digalax.”

—Bart Pair, COO



**CROSSOVER
SYMMETRY**

THE PROBLEM

The users aren't seeing the right information in the right order. Consequently, we're not seeing the conversion results we're looking for.

THE SOLUTION

We ran an existence test to help determine what information was vital and what wasn't. From those tests, we hypothesized on winning formats and reformatted the product pages to move information vital to completing a purchase above the fold.

THE RESULT

86.04% increase in revenue. \$37,787.80 projected increase in revenue per month.

\$38k

**projected increase
in monthly
revenue**

CLIENT TESTIMONIAL

“Digalax is different than the other firms I have worked with. They have continually pushed the envelope for us. Trying new things each and every week to help us meet our goals, then help us redefine them and go out and meet them again. They haven't let up. Our onsite optimization keeps getting better.”

—Bart Pair, COO

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EMAIL

REPLACE PAIN WITH STRENGTH
World Class Training And Equipment For Pain, Rehab And Performance.
Don't Expect To Be Done For 100% of Your First Purchase.
[Shop Now](#)

PAIN ENDS HERE
Get the System That's Right for You

SHOULDER PACKAGES **HIP & CORE PACKAGES**

BUNDLES

THE TRAINING ZONE
Our Training Zone program offers you package-specific, video-led, 30-Day Plans (Shoulder, Back, Knee) and Sport Specific Training, right to your phone. Perfect for at-home workouts, training, and so much more!
Take your training to the next level with Crossover Symmetry Training Zone.
[Learn More](#)

Ready for Anything.

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GARAGE SALE
ALL **OC** CROSSOVER CORDS **50% OFF**
USE CODE **OG**
[Shop Now](#)

NEW CROSSOVER CORDS
We recently changed the look of our Crossover Cords and have EXTRA inventory of the original cords! Same great product - just a different look! Grab our original Crossover Cords for a fraction of the price.

LIMITED SHOULDER PACKAGES 50% OFF
We have a very limited amount of one fitted shoulder packages with original cords available. Save 50% on these - while they last.
USE CODE **OG** AT CHECKOUT

REPLACE PAIN WITH STRENGTH

SHOP | ABOUT | BLOG | APP

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20% OFF EVERYTHING
In honor of the CrossFit Open, our whole site is on sale!
USE CODE **OG** AT CHECKOUT.
[Shop Now](#)

A COMPREHENSIVE TRAINING PROGRAM
It's the perfect solution for the CrossFit Community

ACTIVATION **STRENGTH** **RECOVERY**

[Shop All Products](#)

SHOP THE SYSTEMS

SHOULDER PACKAGES **HIP & CORE PACKAGES**

BUNDLES **ACCESSORIES**

IMPROVE STRENGTH AND MOBILITY FOR EVERY LIFT.
[Shop The Sale](#)

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WE'VE MISSED YOU
Come Back And See What We've Been Up To!
[Shop Crossover](#)

SELF REHAB YOUR PAIN IN 30 DAYS

SHOULDERS
Lost pain and gain overhead mobility, strength and power.

LOWER BACK
Develop the hip mobility and core strength to end back pain.

KNEES
Reaper analyzed the movement (by product) your knees and end pain.

[Learn More](#)

THE TRAINING ZONE IS NOW AN APP
Crossover Symmetry has a mobile app for both iOS and Android. 80% of the Training Zone content is available on the app and can be downloaded to your phone. Ideal for using at the gym or places where cell is not readily available.
All Crossover Symmetry Programs, Warm Ups, 30 Day Plans (Shoulder, Back, Knee) and Sport Specific Training on your phone.
[Download Today](#)

SHOP THE SYSTEMS
[Shop Now](#)

SHOP | ABOUT | BLOG | APP

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Flash Sale
GET **30% OFF EVERYTHING**
[Shop Now](#)

World Class Training Equipment FOR 30% OFF!

SHOULDER PACKAGES **HIP & CORE PACKAGES**

BUNDLES **ACCESSORIES**

REPLACE PAIN WITH STRENGTH
Self-rehab your pain in 30 days with a proven program designed to fix your life. Develop the mobility needed to dominate your workouts and level up in the competition.
[Shop Now](#)

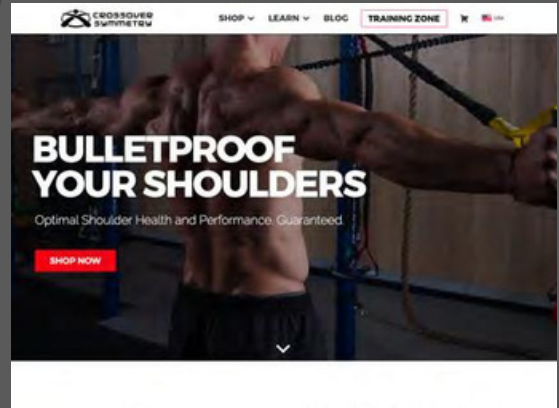
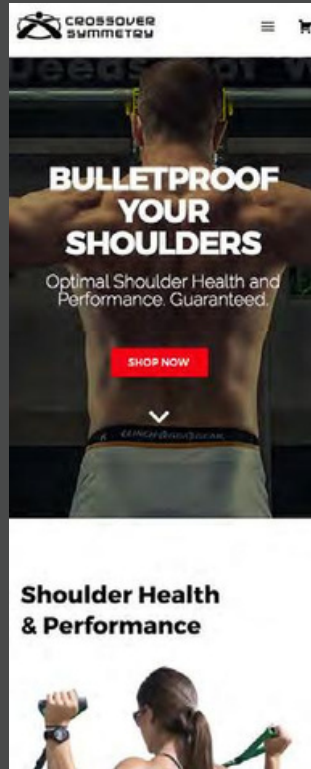
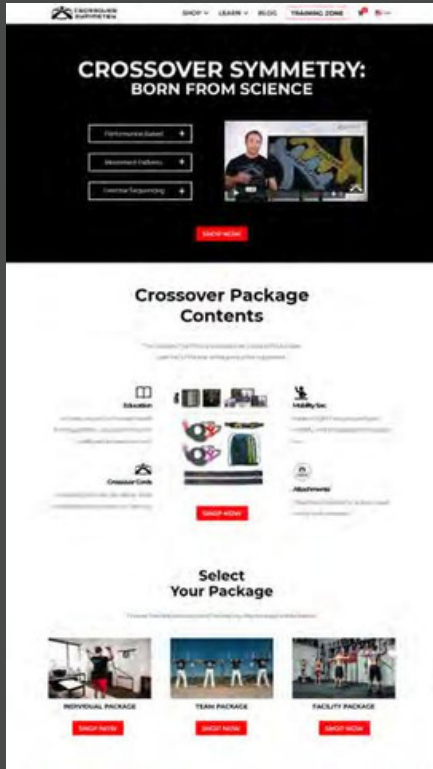
OUR MISSION INCLUDES YOU
[Shop Now](#)

SHOP | ABOUT | BLOG | APP

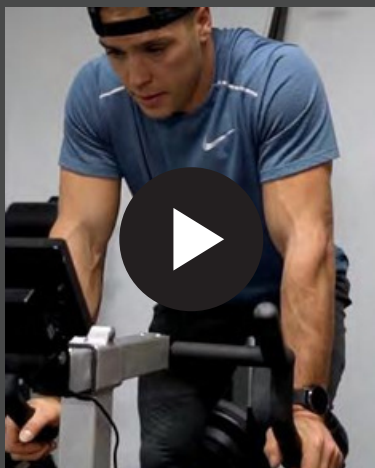
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MOTION ADS



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SOCIAL ADS



BLACK FRIDAY

25% OFF with code
BLACK25 at Checkout



BLACK FRIDAY

25% OFF with code
BLACK25 at Checkout



CYBER MONDAY SALE

25% OFF with code
CYBER25 at Checkout



NEW YEARS SALE

Use code SAVE22
at checkout



HAPPY HOLIDAYS

Here's our gift to you
20% Off GIVE20



HAPPY HOLIDAYS

Here's our gift to you
20% Off GIVE20

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SOCIAL ADS

FATHER'S DAY
Flash Sale
25% OFF SITE WIDE | USE CODE **FLASH25** AT CHECKOUT
CROSSOVER SYMMETRY

BASEBALL IS BACK
LET'S GO!
HERE'S OUR BOGO
USE CODE **LGBOGO** AT CHECKOUT.
CROSSOVER SYMMETRY

ALL ACCESS CROSSOVER SYMMETRY MOBILE APP
WITH BUNDLE PURCHASE
CROSSOVER SYMMETRY

ESSENTIAL EXERCISES FOR PREGNANCY
CROSSOVER SYMMETRY

BASEBALL IS BACK
LET'S GO!
HERE'S OUR BOGO
USE CODE **LGBOGO** AT CHECKOUT.
CROSSOVER SYMMETRY

20% OFF EVERYTHING
THE GAMES ARE OPEN
USE CODE **OPEN20** AT CHECKOUT.
CROSSOVER SYMMETRY