



**i** Case Study of Luxury Fashion Brand

# How this Luxury Clothing Brand increased ROAS from 3x to 8.54x in December

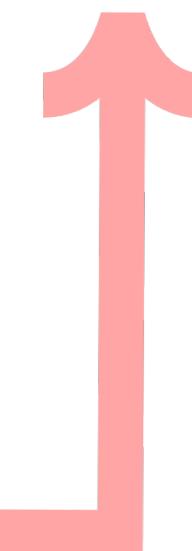


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# thinking it impossible?



1	Campaign Goals
2	Performance
3	Sales Journey
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5	Roadmap
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# THE STORY

This luxury clothing brand embarked on a digital marketing journey, initially focusing on Facebook and Instagram placements. As they expanded their advertising efforts, they encountered challenges in maximizing sales on Facebook.

This case study explores the challenges faced and the triumphs achieved in optimizing their marketing strategy.

## Our Goals :

- ✓ Increasing brand awareness.
- ✓ Drive Sales and Revenue
- ✓ Expand Customer Base
- ✓ increasing order by 3x in the first month



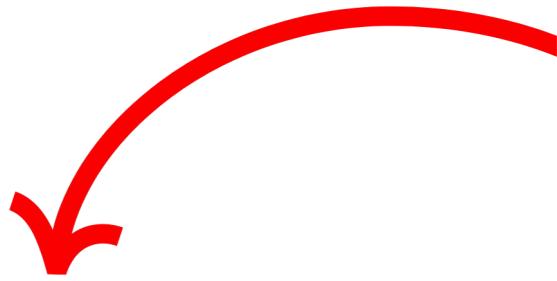
In this case study, we're going to present how the brand reached its major goal in 6 month.

You'll learn how they:

- achieved a 5.35x ROAS
- increased their revenue to ₹33.1 lakhs.

Using Creative strategy, festival campaign Aggressive scaling strategy, and Automated campaigns.





# Sales Journey: Before

## PROBLEM

The brand **struggled to streamline sales, track potential future buyers, and effectively allocate their ad budget** due to relying solely on post boosting. They **needed to target buying intent audiences, implement sales automation, and improve ad segmentation.**

## SITUATION

The brand was achieving **conversions through post boosting** but missed out on **potential sales due to the absence of a website** for their business.

## THE GOAL

### Increasing sales in India

The brand wanted to see how adopting a multi-phase campaign structure for its ads on Meta apps, setting up remarketing, and optimizing its ad creative to follow best practices would affect sales in tier1, 2 cities.

By strategically investing in creative development, audience refinement, and product testing, our brand achieved an impressive Return on Advertising Spend (ROAS) of 8.34x in December, fully utilizing the allocated budget. This patient and meticulous strategy resulted in a substantial increase in sales and the acquisition of new customers, reinforcing our commitment to marketing excellence and positioning the brand for ongoing success.





## JULY CAMPAIGN:

### Nurturing Instagram Engagers for Maximum Impact

JULY\*

In July, we launched a targeted Meta ads campaign, honing in on the brand's Instagram Engagers audience. With a substantial following of 90k and a verified status, the aim was to convert this warm and aware audience into customers through personalized engagement.

#### Execution & Results:

- Audience Selection:** Targeting Instagram Engagers ensured engagement with those familiar with the brand.
- ROAS & Ad Spend:** The campaign yielded a remarkable 6.30x ROAS with an ad spend of 24000, resulting in 23 orders.

Amount spent	Purchase ROAS (return on...)	Purcha:	Cost per purchas	Purchases conversion value
₹19,326.62	6.07 [2]	17 [2]	₹1,136... [2]	₹117,379... [2]
₹1,581.17	—	—	—	₹0.00
₹3,089.94	10.90 [2]	6 [2]	₹514.99 [2]	₹33,693.30 [2]
₹23,997.73 Total Spent	6.30 [2] Average	23 [2] Total	₹1,043... [2] Per Action	₹151,072... [2] Total

#### Strategic Rationale:

Choosing Instagram Engagers aligned with the brand's approach, nurturing existing connections for conversion

# STRATEGIC EVOLUTION IN AUGUST



In August, we refined marketing strategy to focus on top-selling products and categories, leveraging insights from past purchases. The exclusive use of Instagram, which consistently delivered 80% of sales compared to Facebook, became the primary platform.

## Key Actions:

### 1. Product-Centric Creatives:

- Featured best-selling products in creatives to align with customer preferences.

### 2. Audience Testing and Optimization:

- Conducted prospecting campaigns targeting niche interests, brands, and cosmetics.
- Monitored KPIs (CPM, Purchase Metrics, CTR, Cost Per Landing Page View).
- Dynamically scaled budgets by 20% for high-performing ad sets.

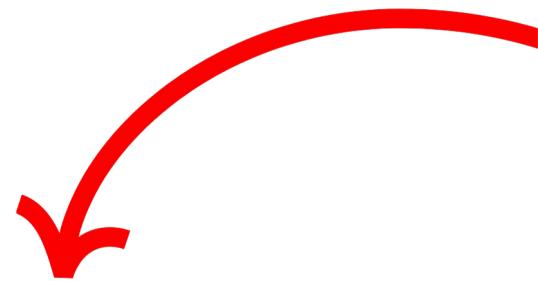
### 3. Comprehensive Campaign Architecture:

- Implemented remarketing campaigns for user re-engagement.

### 4. Platform Exclusivity:

Focused exclusively on Instagram, recognizing its 80% sales contribution compared to Facebook.

Amount spent ↓	Purchase ROAS (return on...)	AOV	Purchases conversion value	Cost per purchase	Purchase %
₹41,622.16	3.76 [2]	₹5,390.23	₹156,316.00 [2]	₹1,435.25 [2]	29 [2]
₹21,235.67	3.38 [2]	₹5,987.67	₹71,852.00 [2]	₹1,769.64 [2]	12 [2]
₹8,719.75	4.16 [2]	₹6,047.01	₹36,282.03 [2]	₹1,453.29 [2]	6 [2]
₹5,043.68	2.70 [2]	₹6,798.60	₹13,597.20 [2]	₹2,521.84 [2]	2 [2]
₹3,605.46	2.91 [2]	₹5,249.25	₹10,498.50 [2]	₹1,802.73 [2]	2 [2]
₹3,436.25	2.62 [2]	₹8,999.25	₹8,999.25 [2]	₹3,436.25 [2]	1 [2]
₹3,210.08	5.76 [2]	₹6,166.00	₹18,498.00 [2]	₹1,070.03 [2]	3 [2]
₹3,137.12	3.98 [2]	₹6,249.50	₹12,499.00 [2]	₹1,568.56 [2]	2 [2]
₹2,192.20	4.40 [2]	₹4,824.20	₹9,648.40 [2]	₹1,096.10 [2]	2 [2]
₹0.00	1.00 [2]	₹0.00	₹0.00 [2]	₹0.00	0 [2]
<b>₹103,301.09</b>	<b>3.34</b>	<b>₹5,654.00</b>	<b>₹344,939.62</b>	<b>₹1,693.46</b>	<b>61</b>
Total Spent	Average	Total	Total	Total	Total



In comparison to July, August witnessed a 3.34x ROAS, an ad spend of INR 103,301, and 61 orders. The team navigated challenges arising from intensified competition and the inception of cold campaigns with a calm and strategic approach, opting for continuous monitoring and optimization over reactionary measures.

## **Setting the Stage in July:**

We set out on a digital adventure, trying ads on Facebook and Instagram. Spending more made it clear - Instagram brought in way more sales than Facebook. So, the decision was made to stick to Instagram for the journey ahead.





## August's Learning Curve:

August brought some challenges. The ads on Facebook weren't working as well. People seemed a bit tired of seeing them, and not many were clicking or buying.

## September's Strategy Makeover:

But fear not! Our marketing team got smart and changed things up:

- **Trying Out New Stuff:**

Tried showing specific product categories to see which ones people liked. Results? Got to know what people wanted.

- **Using content from Instagram:**

Picked some awesome reels from Instagram to make ads cooler. What happened? People liked them more.

- **Keeping People Interested:**

Kept showing ads to people who visited before and boosted some posts. Did it work? Yup, more people remembered the brand.

- **Only Instagram, Please:**

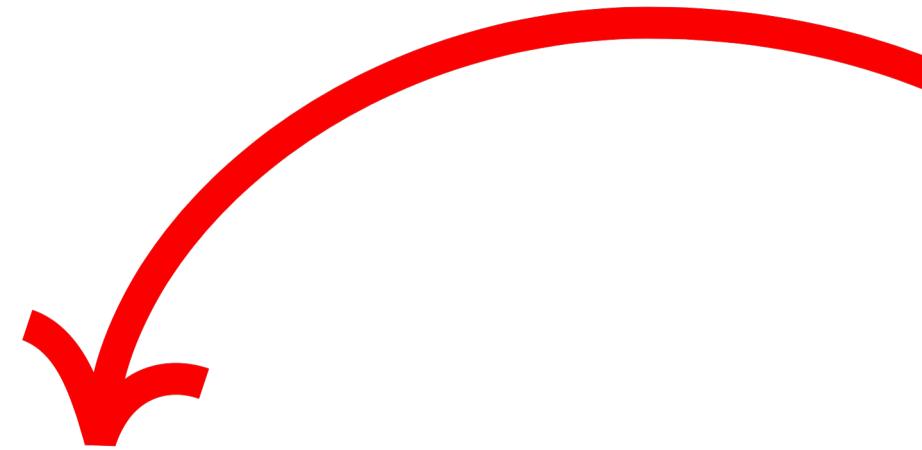
Decided to focus only on Instagram. Bye-bye, Facebook! Result? Less confusion, more focus, and better results.

- **Checking Numbers and Making Changes:**

Watched important numbers like how much it cost to show the ad and how many people bought things. What did it do? Helped make ads better and spend money smarter.

Amount spent ↓	Purchase ROAS (return on...)	AOV	Purchases conversion value	Cost per purchase	Purchase
₹54,807.05	5.64 [2]	₹6,724.92	₹309,346... [2]	₹1,191.46 [2]	46 [2]
₹33,999.59	5.08 [2]	₹6,171.82	₹172,811... [2]	₹1,214.27 [2]	28 [2]
₹19,552.64	4.12 [2]	₹6,196.31	₹80,552.00 [2]	₹1,504.05 [2]	13 [2]
₹12,749.42	5.55 [2]	₹5,892.85	₹70,714.25 [2]	₹1,062.45 [2]	12 [2]
₹12,186.44	2.95 [2]	₹5,986.38	₹35,918.30 [2]	₹2,031.07 [2]	6 [2]
₹3,551.85	—	—	₹0.00	—	—
₹578.14	—	—	₹0.00	—	—
₹337.55	54.20 [2]	₹4,574.19	₹18,296.75 [2]	₹84.39 [2]	4 [2]
₹137,762.68	4.99 [2]	₹6,30... [2]	₹687,638... [2]	₹1,263.88 [2]	109 [2]
Total Spent	Average	Total	Total	Per Action	Total

SEPTEMBER\*



## SEPTEMBER'S BIG WIN

Guess what? All these changes worked! They spent ₹137,762, and in return, got ₹687,638 back. That's pretty awesome, right? Orders went up to 109, and the ROAS (that's like how much they got back for every rupees spent) was **4.99 times**. Success!



# OCTOBER OVERVIEW

## Overcoming Challenges with Strategic Precision



### Challenges Faced:

Persisting payment errors disrupted campaigns, while a drop in ROAS to 3x triggered a strategic reassessment. Exhibiting patience amid setbacks, the team balanced optimization efforts.

### Strategic Adjustments:

#### 1. Audience Refinement:

- Action:** Tested and refined new audience segments.
- Impact:** Improved targeting precision for enhanced conversion rates.

#### 2. Budget Reallocation:

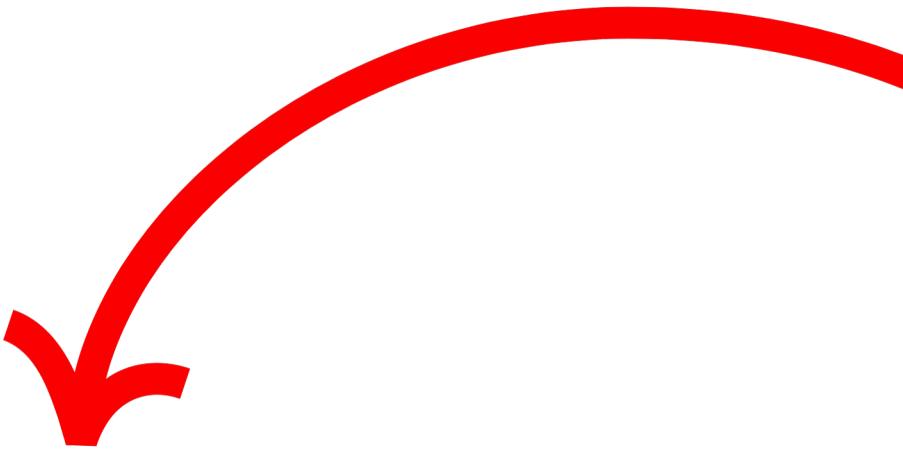
- Action:** Strategically reduced budget to align with goals.
- Impact:** Efficient resource allocation for maximum impact.

#### 3. Monitoring and Iteration:

- Action:** Intensified monitoring of key metrics.
- Impact:** Data-driven decisions for swift improvements.

Amount spent ↓	Purchase ROAS (return on...)	AOV	Purchases conversion value	Cost per purchase	Purchase
₹28,516.94	2.52 [2]	₹5,142.84	₹71,999.75 [2]	₹2,036.92 [2]	14 [2]
₹19,241.55	3.23 [2]	₹6,896.79	₹62,071.10 [2]	₹2,137.95 [2]	9 [2]
₹17,801.61	3.32 [2]	₹14,779....	₹59,119.75 [2]	₹4,450.40 [2]	4 [2]
₹11,737.80	3.11 [2]	₹5,213.45	₹36,494.15 [2]	₹1,676.83 [2]	7 [2]
₹7,578.71	3.81 [2]	₹9,624.08	₹28,872.25 [2]	₹2,526.24 [2]	3 [2]
₹6,099.70	1.71 [2]	₹5,224.08	₹10,448.15 [2]	₹3,049.85 [2]	2 [2]
₹1,849.92	4.13 [2]	₹3,821.58	₹7,643.15 [2]	₹924.96 [2]	2 [2]
₹738.51	—	—	₹0.00	—	—
₹586.55	10.23 [2]	₹5,999.25	₹5,999.25 [2]	₹586.55 [2]	1 [2]
₹94,151.29	3.00 [2]	₹6,72.... [2]	₹282,647.... [2]	₹2,241.70 [2]	42 [2]
Total Spent	Average		Total	Per Action	Total

OCTOBER\*



October saw we navigating challenges. The ad spend was ₹94,151, resulting in a 3x ROAS. Despite 42 orders, the revenue generated stood at a notable ₹282,647. The team's strategic adjustments proved instrumental in maintaining a steady performance trajectory.



# STRATEGIC MARKETING BRILLIANCE



We showcased resilience and strategic acumen in the digital marketing arena, turning challenges into triumph during the critical months of November and December.

## October Evaluation and Adjustment:

After a setback in October, marked by an ad spend of ₹110,660 and a ROAS of 5.21x, we refrained from over-optimization. Instead, they undertook a meticulous analysis, setting the stage for a strategic comeback.

## Strategic Triumph in November and December:

November and December witnessed a marketing masterpiece, with a December ad spend of ₹148,423, boasting an exceptional ROAS of 8.54x, 217 orders, and revenue soaring to ₹1,268,140.

Amount spent ↓	Purchase ROAS (return on...)	AOV	Purchases conversion value	Cost per purchase	Purchase
₹69,629.25	5.35 [2]	₹6,112.43	₹372,858.00 [2]	₹1,141.46 [2]	61 [2]
₹20,669.94	3.62 [2]	₹6,810.49	₹74,915.40 [2]	₹1,879.09 [2]	11 [2]
₹7,057.28	4.46 [2]	₹5,244.67	₹31,468.00 [2]	₹1,176.21 [2]	6 [2]
₹5,781.11	14.05 [2]	₹6,766.85	₹81,202.25 [2]	₹481.76 [2]	12 [2]
₹4,362.09	3.78 [2]	₹16,499.00	₹16,499.00 [2]	₹4,362.09 [2]	1 [2]
₹1,473.14	—	—	₹0.00	—	—
₹1,108.43	—	—	₹0.00	—	—
₹579.34	—	—	₹0.00	—	—
₹110,660.58 Total Spent	5.21 [2] Average	₹6,34... [2]	₹576,943.00 [2] Total	₹1,216.05 [2] Per Action	91 [2] Total

NOVEMBER\*

## Key Strategies:

### 1. Strategic Patience in Optimization:

- Our patient approach allowed for nuanced adjustments, avoiding hasty decisions and ensuring measured optimization.

### 2. Harmonized Scaling Tactics:

- The brand's balanced scaling strategy elegantly optimized returns without compromising fiscal responsibility.

### 3. Excellence in Remarketing:

- Active remarketing efforts maximized conversion potential, reinforcing brand loyalty.

### 4. Strategic Boosting of Posts:

- Beyond conventional ads, posts boosting enhanced visibility, engagement, and online presence.

### 5. Vigilant Metric Monitoring:

- Regular scrutiny of metrics like CPM, Purchase, CTR, and Cost per Landing Page View ensured a data-driven, optimized approach.

Amount spent ↓	Purchase ROAS (return on...)	AOV	Purchases conversion value	Cost per purchase
₹64,907.56	11.56 [2]	₹5,816.09	₹750,276.25 [2]	₹503.16 [2]
₹31,702.82	7.57 [2]	₹6,312.80	₹239,886.25 [2]	₹834.28 [2]
₹22,617.91	7.91 [2]	₹5,771.58	₹178,919.10 [2]	₹729.61 [2]
₹8,947.13	6.75 [2]	₹5,034.54	₹60,414.50 [2]	₹745.59 [2]
₹5,910.35	—	—	₹0.00	—
₹4,496.75	7.93 [2]	₹5,940.92	₹35,645.50 [2]	₹749.46 [2]
₹4,236.36	0.71 [2]	₹2,999.25	₹2,999.25 [2]	₹4,236.36 [2]
₹2,845.85	—	—	₹0.00	—
₹2,758.47	—	—	₹0.00	—
₹148,423.20	8.54 [2]	₹5,843,... [2]	₹1,268,140,... [2]	₹683.98 [2]
Total Spent	Average		Total	Per Action

DECEMBER\*



# RESULTS

## UNPRECEDENTED GROWTH IN SALES

The strategic reallocation and optimization efforts bore fruit. December witnessed an outstanding ROAS of 8.54x, with a record-breaking 217 orders.

The decision to focus exclusively on Instagram not only reversed the declining trend but also propelled to new heights in terms of sales and return on investment.

**₹3311382.32**

Revenue

**₹6.1 LAKHS**

Adspend

**543+**

Orders

**₹6098+**

AOV



# PRODUCTS USED



## Instagram

Used top engaging organic Instagram post in ads

## Remarketing Campaigns

Run more efficient, high-performing remarketing campaigns to nurture BOF + MOF audience



## Core audiences

Select the right target audience for our ads.



## Measurement

Make better marketing decisions based on insights.

## UGC ads

Utilizing UGC curated by the brand and influencers for optimum results

## Partnership Ads

Used partnership ads to make the ads more of an organic post than direct selling ads

## Festival Ads

Leveraged predictive analytics for anticipating seasonal trends



# Key Performance Indicators



**KPI #1**

Monitoring Customer acquisition cost  
whether CPA is under the market benchmark  
in luxury clothing niche



**KPI #2**

Running conversion to get orders and  
increase revenue profitably





# FUNNEL STRUCTURE

- 1** We conducted campaigns for product testing, creative testing, and audience testing to identify potential marketing opportunities. Simplifying the campaign structure to avoid auction overlap, we also boosted three posts simultaneously to maximize DMs and create LLAs from Instagram engages.
- 2** Upon identifying successful ad sets, we duplicated them into a scaling campaign, incrementally increasing the budget based on data until encountering fluctuations.
- 3** At the bottom of the funnel, we launched remarketing campaigns targeting Instagram engagers, website visitors, ATC users, and video viewers. Excluding recent purchasers, we used testimonials and reviews to persuade users to make a purchase.



## Ramp up our customer expansion program

Capitalizing on opportunities with existing business relationships

# Roadmap

We aimed to achieve 3x ROAS in the first month with the allocated budget monthly to get purchases on the website to beat Breakeven ROAS in the first month.



**01**

Audited organic presence, website as well as ads account and pixel setup

**02**

Conducted competitor research & creative analysis. Compile current stats of customers

**03**

Applied first strategy on product testing according the audiences

**04**

Analyzed and tracked results. Making changes in the website to increase conversion.

**05**

Assales and other events increased. Tried ASC campaign for prospecting and remarketing





# Evaluation

The journey from facing challenges on Facebook to triumphing on Instagram underscores the importance of data-driven decision-making and adaptability in digital marketing.

By identifying platform discrepancies, strategically reallocating budgets, and tailoring content for optimal performance, we achieved unprecedented success in a highly competitive market.

This case study serves as a testament to the brand's resilience and strategic acumen in navigating the ever-evolving landscape of digital marketing.

