



i Case Study of Fast Fashion Brand



From fluctuating ROAS to achieving desired revenue at least ad spend

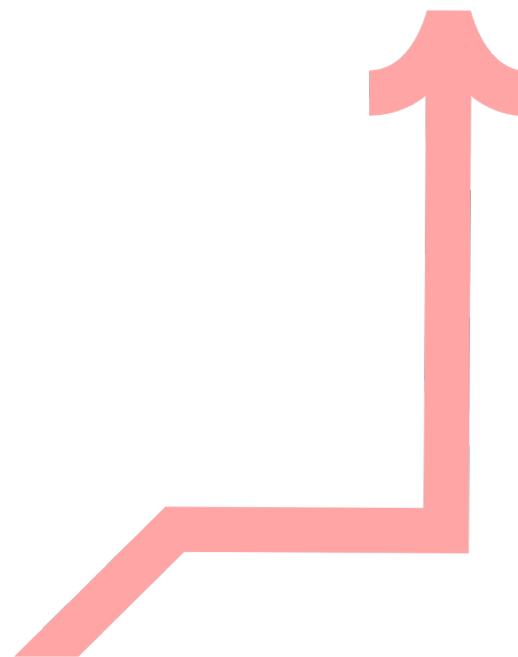


PRESENTED BY :
OptiFOX Media Solutions





thinking it impossible?



1	Campaign Goals
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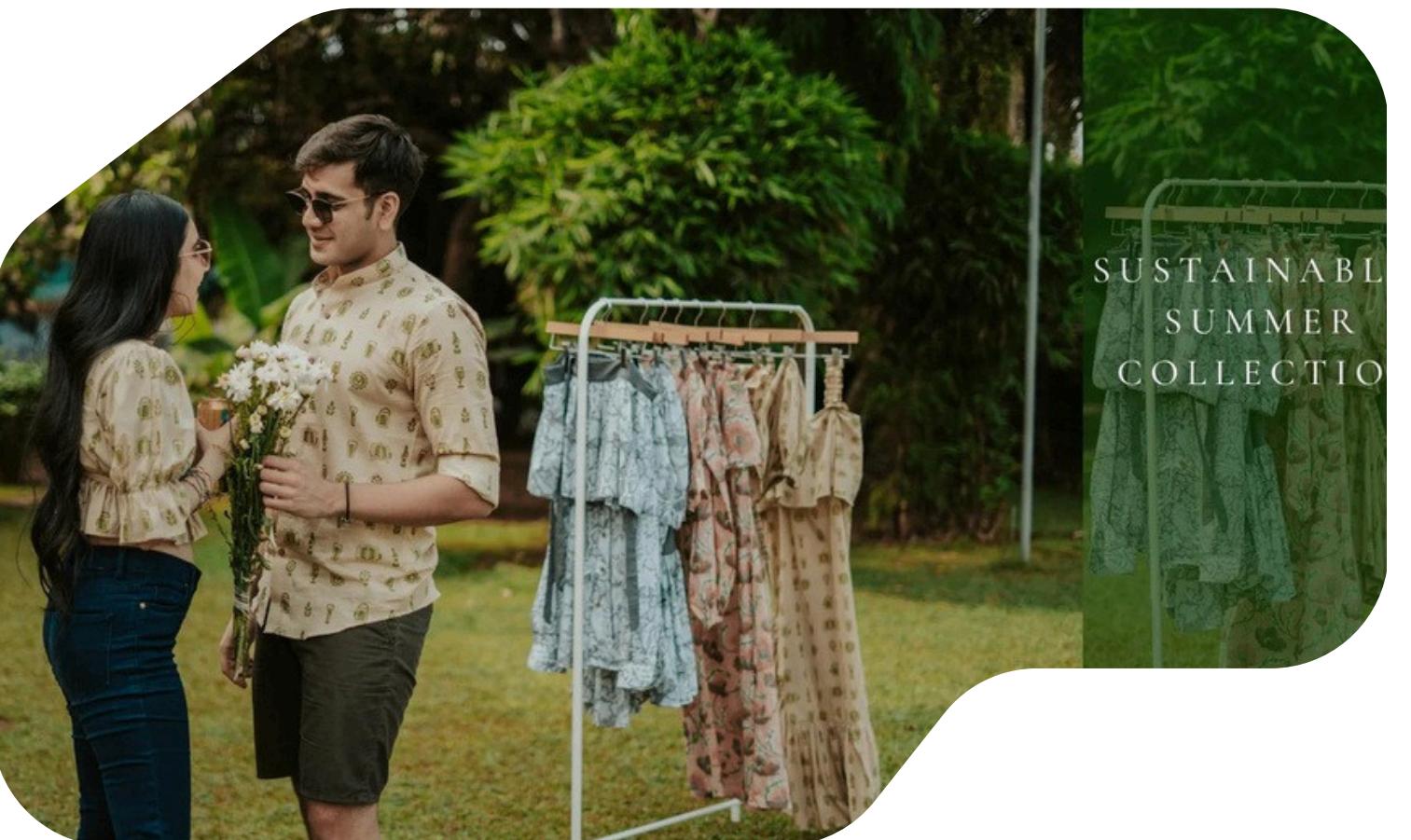


Campaign Goals

This brand stands as the ultimate destination for curated unisex fashion essentials, effortlessly blending timeless style with contemporary comfort.

Our Goals :

- ✓ Increasing brand awareness.
- ✓ Drive Sales and Revenue
- ✓ Expand Customer Base
- ✓ increasing order by 3x in 2 months



Problems

01

They struggled to scale above 2x while lowering CAC as the budget increased.

02

Faced challenges in reducing Customer acquisition costs below ₹700 and increasing no. of orders

03

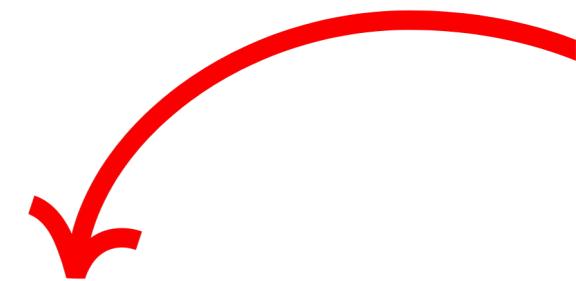
The challenge extended to managing a significant volume of counterfeit orders and high Return to Origin (RTO) rates, posing a hurdle to the brand's operational efficiency.





THE SOLUTION

A multi-phased approach



The brand had worked closely on Instagram for a year to generate sales organically. To ensure a continuous flow of new customers, and expand its reach we decided to take a multi-phased approach to maintain an ROAS minimum of 1.5x, by running product focus ads to increase visits to its website, along with ads that focused on sales conversions.

What we did to improve performance in Oct -

- Short-listed best sellers in the last 3 months.
- Used best-performing creatives, its format, and products highlighted creatives
- Broken down data by age, location, and Platform most orders coming from.

Next month we aimed to decrease CPP and increase no. of sales

Amount spent ↓	Purchase ROAS (return on ad spend)	AOV	Purchases conversion value
₹7,931.92	1.05 [2]	₹1,384.22	₹8,305.30 [2]
₹6,054.43	2.03 [2]	₹1,115.85	₹12,274.40 [2]
₹5,108.16	1.82 [2]	₹1,548.48	₹9,290.90 [2]
₹5,043.32	2.00 [2]	₹2,019.96	₹10,099.80 [2]
₹3,259.92	1.09 [2]	₹1,775.05	₹3,550.10 [2]
₹2,892.37	2.25 [2]	₹2,172.58	₹6,517.75 [2]
₹2,546.27	0.51 [2]	₹1,300.00	₹1,300.00 [2]
₹2,511.50	1.46 [2]	₹1,219.67	₹3,659.00 [2]
₹2,237.83	0.58 [2]	₹1,300.00	₹1,300.00 [2]
₹54,567.57 Total Spent	1.61 [2] Average	₹1,518.59 [2]	₹88,078.05 [2] Total

THE SOLUTION



A multi-phased approach

We kept redefining most sellings and created ads to appeal to new and existing customers on Instagram, while following Meta's best practices for ads – always featuring the brand name, a call to action, and strong visual branding. We further divided its ads into categories to appeal to different audiences and created enough visual options for each product group to ensure that the ad creative was diverse. The ads were shown to adults living in Metro cities.

What we achieved is spending **₹71938** in Nov -

ROAS - 1.65x

AOV - ₹1287

Revenue - ₹118488

Purchase - 92

Next month we aimed to increase no. of sales as party session, vacation were about to happen.

Amount spent ↓	Purchase ROAS (return on ad spend)	AOV	Purchases conversion value	Purchases
₹16,569.88	2.00 [2]	₹1,327.21	₹33,180.30 [2]	25 [2]
₹10,130.22	1.64 [2]	₹1,187.71	₹16,628.00 [2]	14 [2]
₹3,855.83	1.00 [2]	₹1,925.00	₹3,850.00 [2]	2 [2]
₹3,748.83	1.07 [2]	₹1,342.67	₹4,028.00 [2]	3 [2]
₹2,959.13	0.26 [2]	₹770.00	₹770.00 [2]	1 [2]
₹2,127.85	1.36 [2]	₹2,884.90	₹2,884.90 [2]	1 [2]
₹1,826.04	—	—	₹0.00	—
₹1,515.26	—	—	₹0.00	—
₹1,263.56	1.03 [2]	₹1,300.00	₹1,300.00 [2]	1 [2]
₹71,938.78 Total Spent	1.65 [2] Average	₹1,287.92 [2]	₹118,488.60 [2] Total	92 [2] Total

A multi-phased approach

We efficiently allocated the budget to boost orders, meeting the targeted ROAS. Simultaneously, we explored diverse audiences to expand our reach to potential customers, and rigorously monitored and optimized campaigns as necessary.

What we achieved is spending ₹92464 in DEC -

ROAS - 2.09x

AOV - ₹1583

Revenue - ₹193151

Purchase - 122

Next month we aimed to achieve >6x ROAS with lower CPP

Amount spent ↓	Purchase ROAS (return on ad spend)	AOV	Purchases conversion value	Purchases
₹28,024.98	2.04 [2]	1,590.61	₹57,262.10 [2]	36 [2]
₹22,756.01	2.13 [2]	1,307.41	₹48,374.10 [2]	37 [2]
₹20,898.36	2.64 [2]	1,967.57	₹55,091.85 [2]	28 [2]
₹11,505.16	0.72 [2]	1,655.00	₹8,275.00 [2]	5 [2]
₹9,279.95	2.60 [2]	1,509.25	₹24,148.00 [2]	16 [2]
₹92,464.46 Total Spent	2.09 [2] Average	1,583.21 [2]	₹193,151.05 [2] Total	122 [2] Total

THE RESULTS

Taking flight



Amount spent ↓	Purchase ROAS (return on ad spend)	AOV	Purchases conversion value	Purchases
₹28,024.98	2.04 [2]	1,590.61	₹57,262.10 [2]	36 [2]
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Total Spent	Average	Total	Total	Total

The brand's performance from **Oct-Dec, 2023** campaign improved by:

- 99.00% increase in revenue compared to the previous date range CPP almost dropped by 27.25% 112.50% increase in total
- 27.25% 112.50% increase in total
- orders in Oct-Dec compared to July- Sept The remarketing campaign helped decrease CPP
- of overall campaigns positively.

112.50%

increase in incremental conversions for purchase events in the last 3 months

2.05X

achieved impressive ROAS in December

99.00%

increase in revenue from July to September compared to the previous period

“With remarketing campaigns, we included warm audiences from Instagram, video viewers, website visitors with catalog, and all our performing ads and ran it for CBO, We let Meta decide on who should see which. As a result, we saw a drastic incline in revenue.



Strategic Triumph



01

Audience Diversification:

- Identified and targeted new audience segments.
- Expanded targeting parameters for a wider reach.
- Customized ad messaging to resonate with specific demographics.

03

SEASONAL CAMPAIGNS:

- Leveraged predictive analytics for anticipating seasonal trends.
- Launched targeted campaigns well in advance of peak seasons.
- Introduced limited-time offers during peak periods.

02

Continuous Optimization:

- Implemented A/B testing for various ad elements.
- Adjusted bidding strategies based on real-time performance.
- Experimented with different ad placements for optimization.

04

Creative Refresh & Dynamic Ads:

- Regularly audited ad creatives' performance metrics.
- Introduced a variety of visuals, ad copies, and formats.
- Utilized dynamic ad formats for automatic customization.



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





Ramp up our customer expansion program

Capitalizing on opportunities with existing business relationships

Roadmap

We targeted to achieve 3x increase in no. of order 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 customer expansion.

04

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

05

Assales and other events increased. Tried Open targeting.



Products used



Instagram

Promote our business to an engaged audience.

Remarketing Campaigns

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

Dynamic ads

Using dynamic ads to let Meta decide products to promote as per its ML



Core audiences

Select the right target audience for our ads.



Measurement

Make better marketing decisions based on insights.

Account simplification

Simplify account structure to improve ROI

Marketing Best-selling

Finding out best-selling products and categories to double down on them





Evaluation

By leveraging targeted campaigns, expanding into new markets, and offering enticing discounts, we've not only achieved remarkable returns on investment but also solidified our position as a leader in the fast-fashion clothing industry.

