



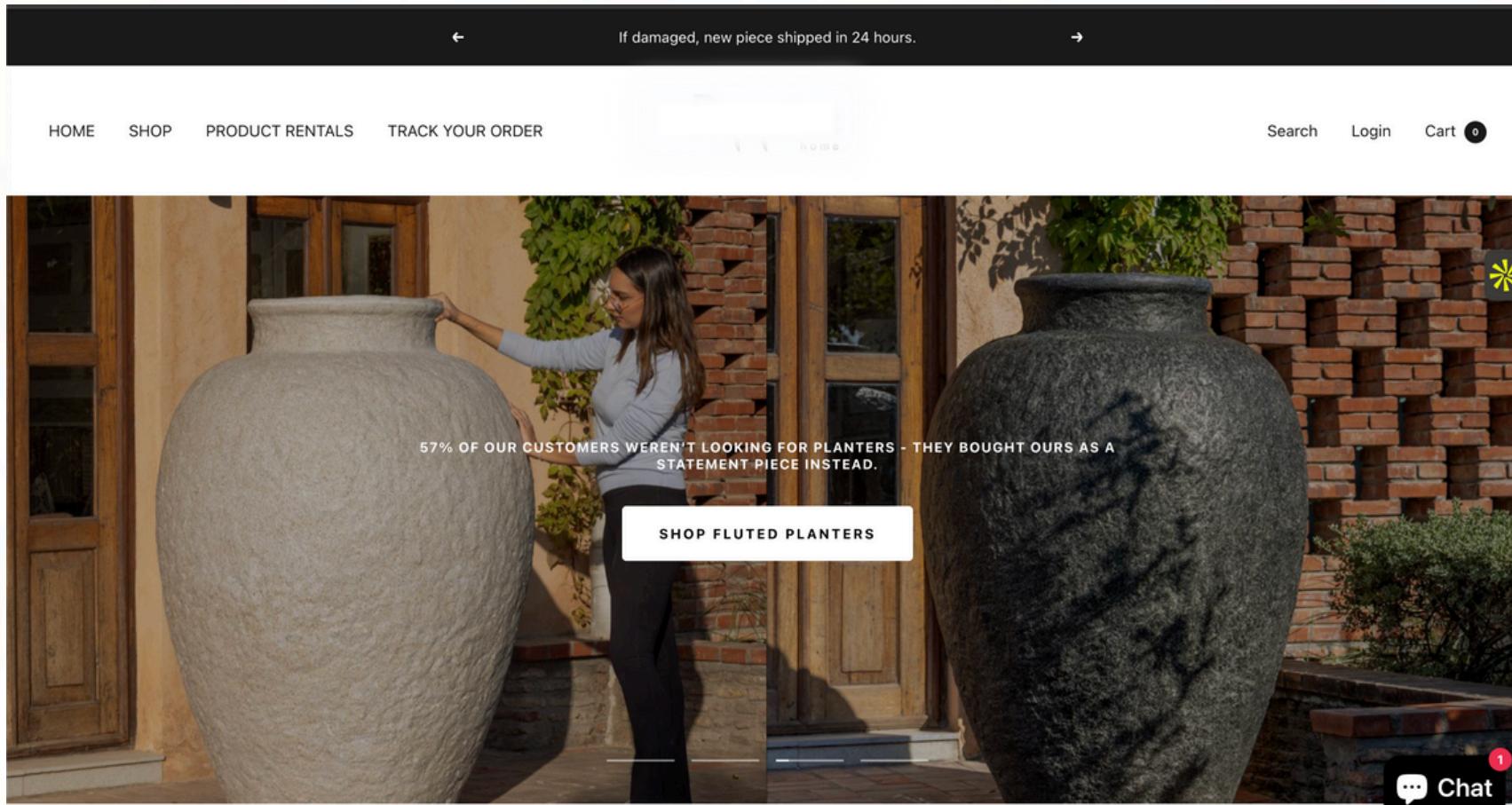
**₹1.19 Cr Revenue at 10.18 ROAS for
a Luxury Home Decor Brand**

Presented by Optifox Media Team

Business Overview



A premium Indian brand offering luxury planters and fountains for both indoor and outdoor use. With an average order value above ₹7,000, the products cater to high-end home décor buyers.



Challenges Before Working With Us

- Ads were inconsistent and scaling attempts burned budget without results.
- High RTO (Return-to-Origin) rates reduced actual profitability.
- Targeting missed true end-users, leading to wasted impressions.
- Brand lacked strong creative assets to build trust and justify premium pricing.



GOALS



Our objective was to transform unscalable, inconsistent ad performance into a predictable, revenue-driving engine. We aimed to cut wasted spend, build trust with the right luxury buyers, reduce RTO, and scale profitably while maintaining premium brand positioning.

- Stabilize ad performance and eliminate wasted spend
- Scale profitably while maintaining premium positioning
- Reduce RTO rates by filtering unreliable customer segments
- Reach the right end-user audience (luxury buyers with high intent)
- Build trust and credibility through creatives and testimonials
- Create a sustainable system for consistent revenue growth



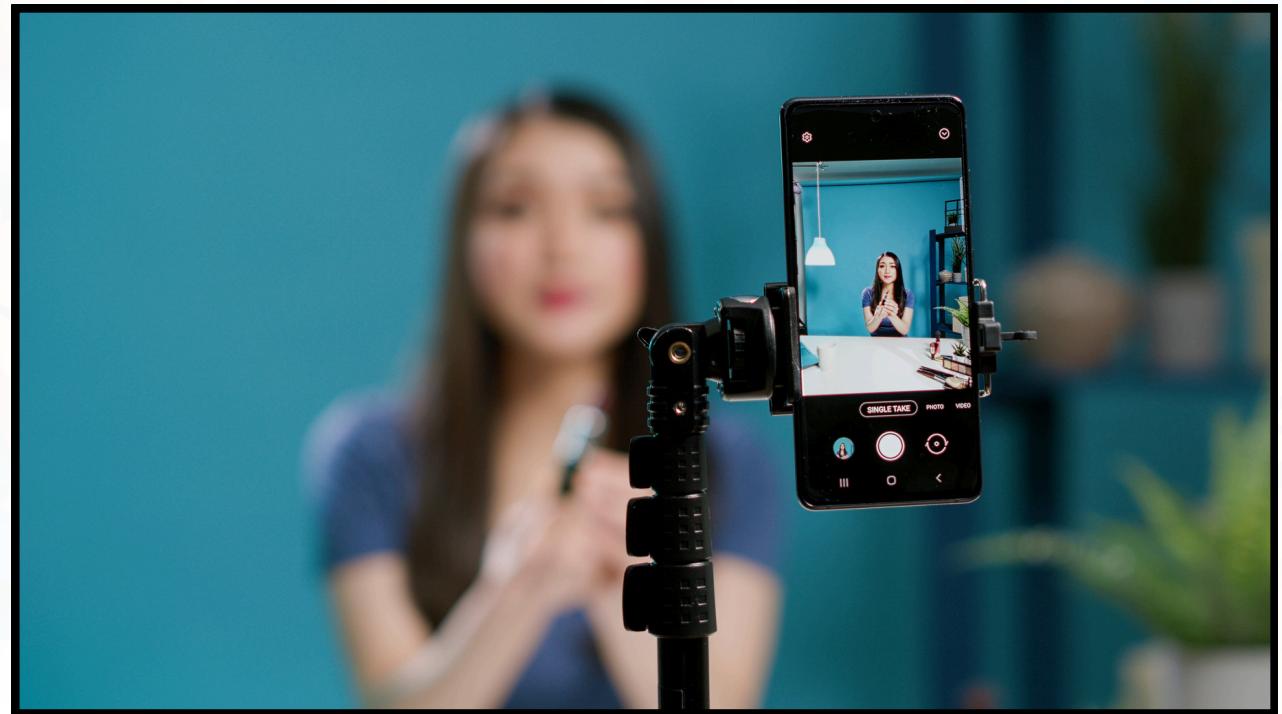
Our Strategy & Approach



Strategy We Used

1. Creative Testing & Storytelling

We introduced UGC videos, testimonial-driven creatives, and catalog-style ads. This highlighted premium value while building trust with high-ticket buyers.



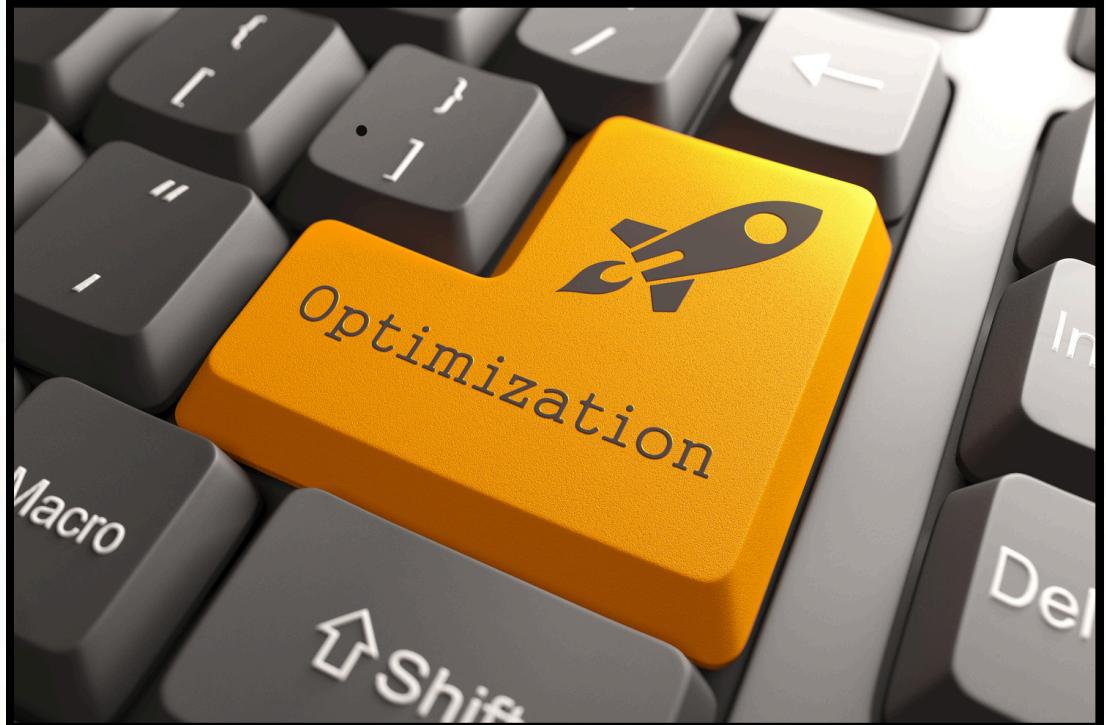
Our Strategy & Approach



Strategy We Used

2. Daily Optimization

Campaigns were monitored daily with budget shifts based on real-time data. This ensured money went into scaling winners, not burning on underperformers.



Our Strategy & Approach



Strategy We Used

3. RTO Audience Exclusion

We excluded high-RTO clusters using historical data, ensuring ads reached genuine buyers with better delivery reliability.



Our Strategy & Approach



Strategy We Used

4. Smart Audience Targeting

During interest-based campaigns, we discovered “Sabyasachi” and luxury fashion enthusiasts were the top-converting audience. We doubled down, scaled aggressively, and replicated success with lookalikes.



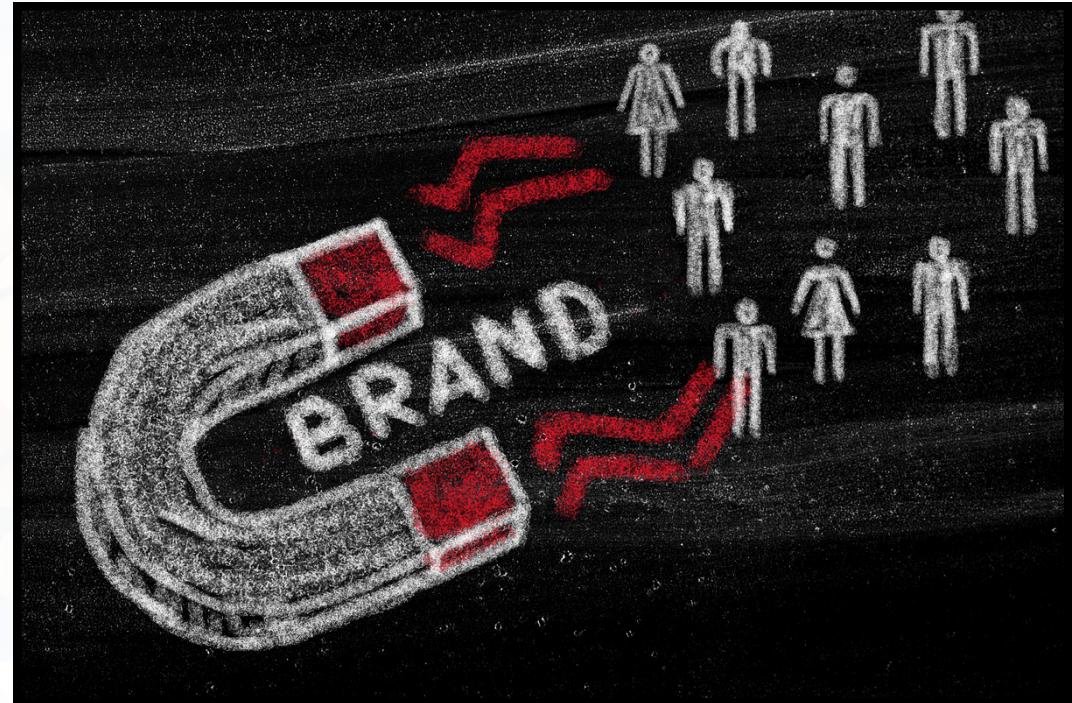
Our Strategy & Approach



Strategy We Used

5. Full-Funnel Remarketing

We built structured remarketing campaigns targeting product viewers, add-to-cart users, and past customers – keeping the brand in front of buyers until they converted.



Results



Search to filter by name, ID or metrics

Campaigns **Ad sets** **Ads** 1 Jan 2025 - 30 Jun 2025

+ Create **Duplicate** **Edit** **A/B test** **More** **Columns: KPIs Ripples** **Breakdown** **Reports** **Export** **Charts**

Off/On	Campaign	Purchases →	Cost per purchase	Purchases conversion...	Purchase ROAS (return on ad spend)	Adds to cart →	Checkouts initiated	El
<input type="checkbox"/>	RM TOF_ABO_April	54	₹1,525.77	₹831,218.97	10.09	337	337	126
<input type="checkbox"/>	RM BOF_Remarketing_ABO_March	56	₹1,759.42	₹775,947.80	7.88	417	417	147
<input type="checkbox"/>	RM Testing Best Performing ads	169	₹1,903.40	₹2,560,828.81	7.96	1,161	1,161	409
<input type="checkbox"/>	RM Look-a-like 21 June	88	₹1,701.82	₹1,158,797.65	7.74	584	584	217
<input type="checkbox"/>	RM TOF CBO New	—	—	₹0.00	—	—	—	—
<input type="checkbox"/>	New Sales campaign	—	—	₹0.00	—	—	—	—
<input type="checkbox"/>	Advantage+ shopping campaign 29 April C...	1	₹3,588.55	₹13,599.00	3.79	16	16	7
Results from 888 campaigns <small>Excludes deleted items</small>		888	₹1,317.60	₹11,912,139.87	10.18	4,263	4,263	1,809
		Total	Per Action	Total	Average	Total	Total	Total

Results



Metric	Value
Ad Spend	₹11,91,213
Purchases	888
Total Revenue	₹1,19,12,139
Cost per Purchase	₹1,317
Average ROAS	10.18*
Adds to Cart	4,263
Checkouts Initiated	1,809

Key Wins:

- Scaled luxury products profitably at 10.18× ROAS.
- Generated ₹1.19 Cr revenue on just ₹11.9L ad spend.
- Cut down RTO impact by excluding unreliable customer clusters.
- Discovered a high-converting niche audience (luxury fashion enthusiasts like Sabyasachi followers).
- Improved brand trust with testimonials and premium UGC creatives

Conclusion



By combining sharp audience insights, premium creative storytelling, and disciplined optimization, we helped this luxury home décor brand scale into a ₹1.19 Cr revenue machine in just 6 months – all while maintaining double-digit ROAS. This case shows how the right mix of targeting and trust-building can transform high-ticket eCommerce growth in India.

