



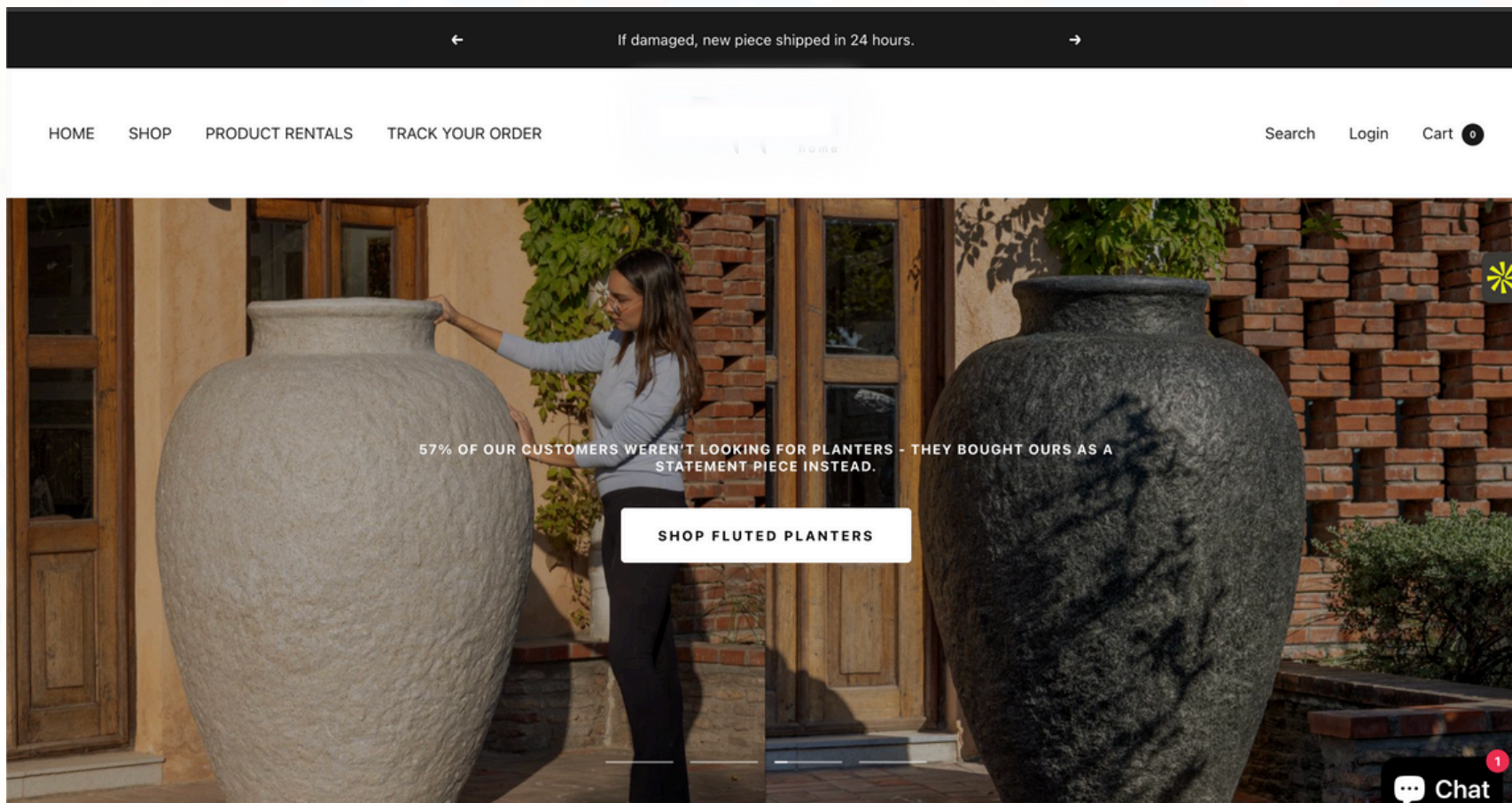
₹1.19 Cr Revenue at 10.18 ROAS for
a Luxury Home Decor Brand

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 unscaleable, 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.



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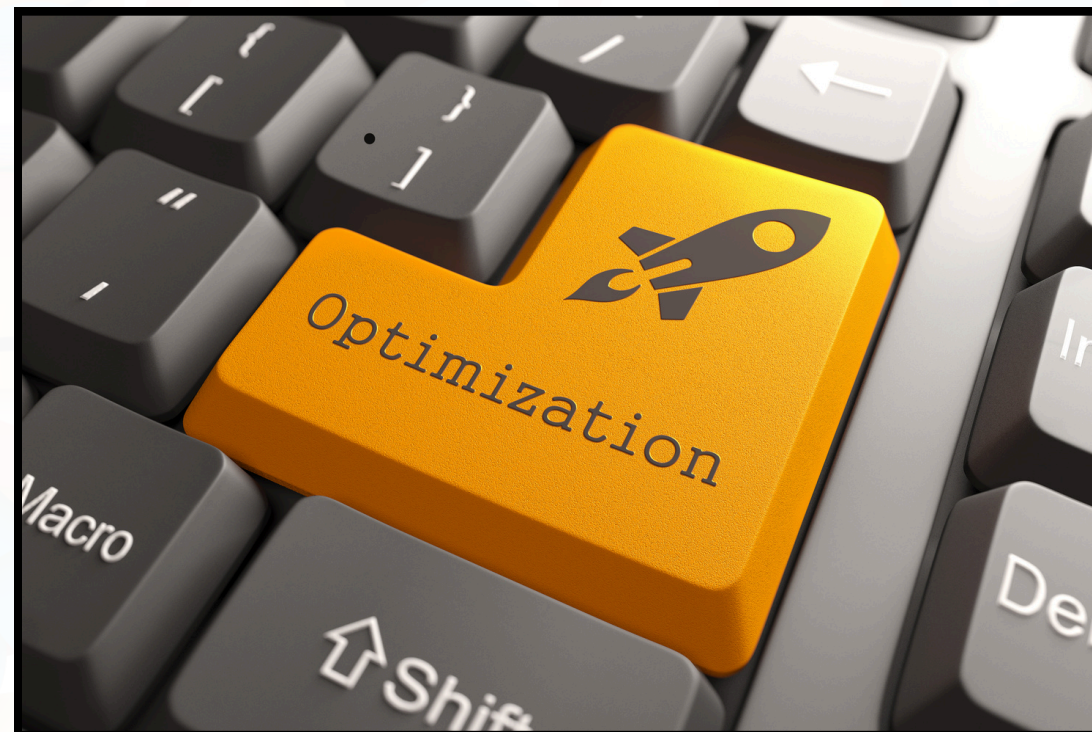
Our Strategy & Approach



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.



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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.



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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.



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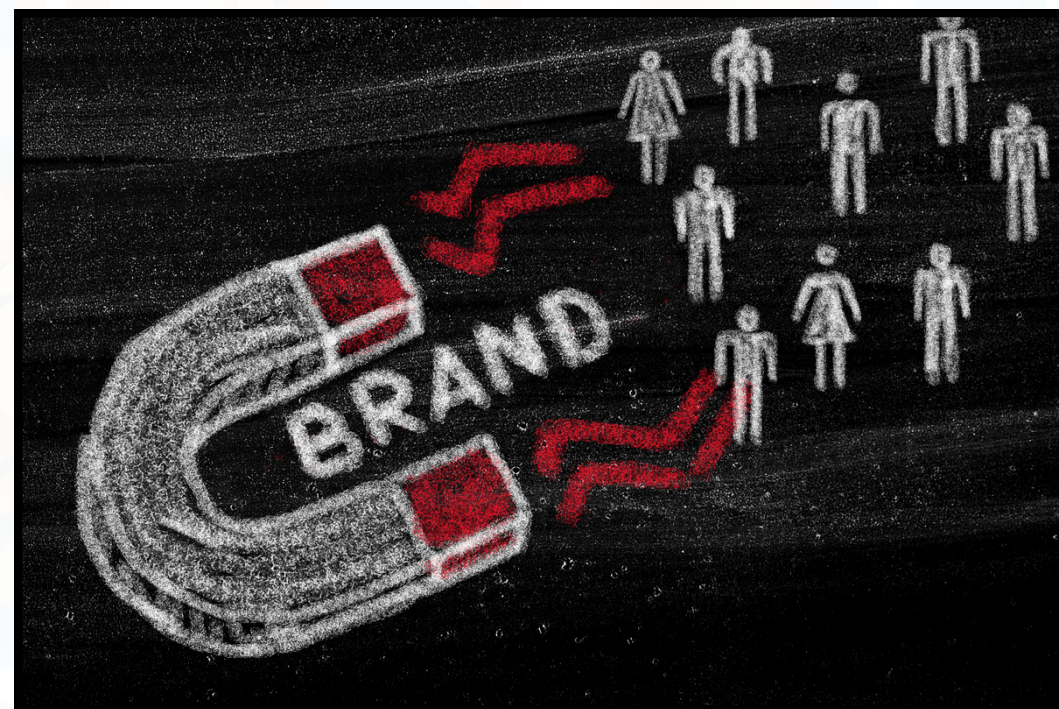
Our Strategy & Approach



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.



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Results



Search to filter by name, ID or metrics

Campaigns Ad sets Ads 1 Jan 2025 - 30 Jun 2025

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<input type="checkbox"/>	Off/On	Campaign	→	Cost per purchase →	Purchases conversion... →	Purchase ROAS (retur... →	Adds to cart →	Checkouts initiated →	En
<input type="checkbox"/>	<input checked="" type="checkbox"/>	RM TOF_ABO_April	54	₹1,525.77	₹831,218.97	10.09	337	126	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	RM BOF-Remarketing_ABO_March	56	₹1,759.42	₹775,947.80	7.88	417	147	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	RM Testing Best Performing ads	169	₹1,903.40	₹2,560,828.81	7.96	1,161	409	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	RM Look-a-like 21 June	88	₹1,701.82	₹1,158,797.65	7.74	584	217	
<input type="checkbox"/>	<input type="checkbox"/>	RM TOF CBO New	—	—	₹0.00	—	—	—	
<input type="checkbox"/>	<input type="checkbox"/>	New Sales campaign	—	—	₹0.00	—	—	—	
<input type="checkbox"/>	<input type="checkbox"/>	Advantage+ shopping campaign 29 April C...	1	₹3,588.55	₹13,599.00	3.79	16	7	
Results from 60 campaigns Excludes deleted items			888	₹1,317.60	₹11,912,139.87	10.18	4,263	1,809	
			Total	Per Action	Total	Average	Total	Total	

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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.



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