

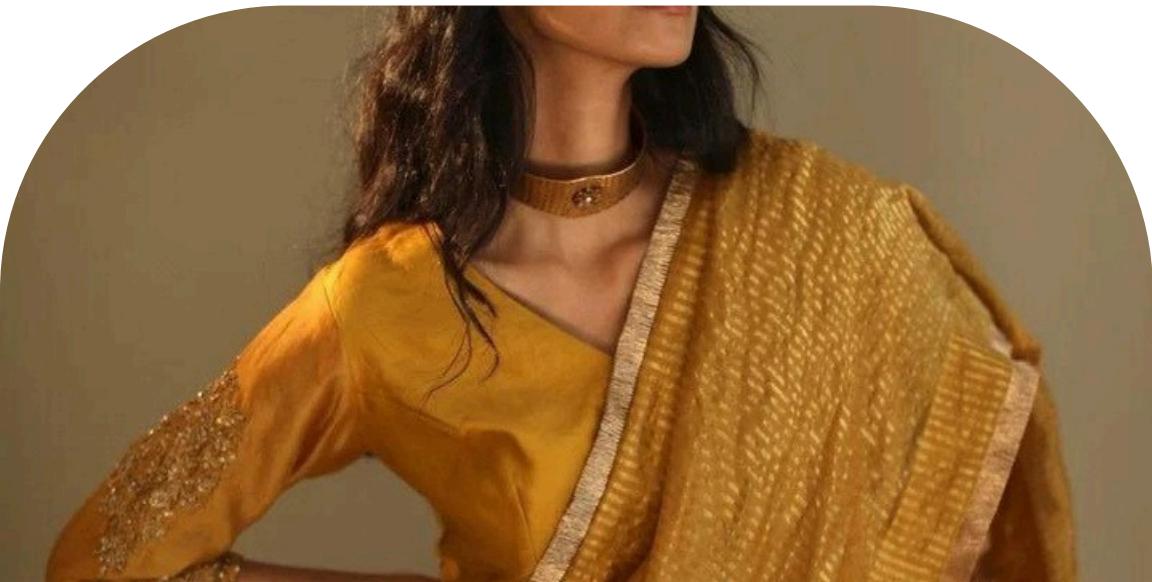


Case Study of Clothing Brand

# How This Luxury Clothing Brand whose AOV ₹20144 Scaled its Revenue Goal to 14 lakhs



in February

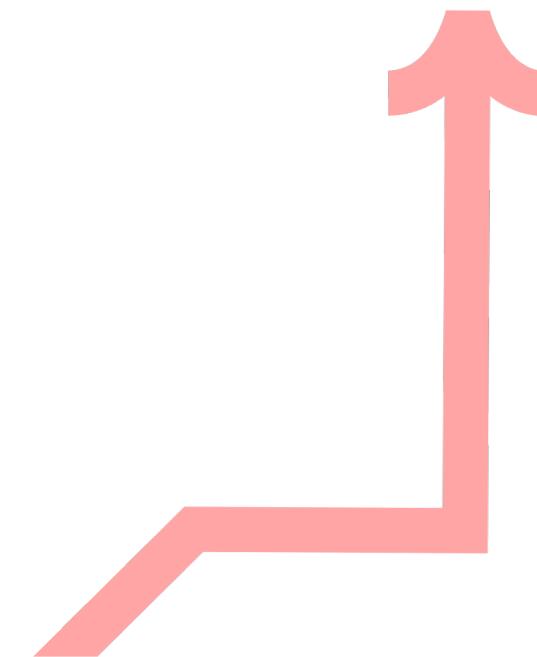


PRESENTED BY :  
OptiFOX Media Solutions





# thinking it impossible?



1	Campaign Goals
2	Performance
3	Sales Journey
4	KPIs
5	Roadmap
6	Funnel Structure
7	Evaluation



# Campaign Goals

## Our Goals :

- ✓ Increasing brand awareness.
- ✓ Drive Sales and Revenue
- ✓ Expand Customer Base
- ✓ Targeting in-platform HNI audience

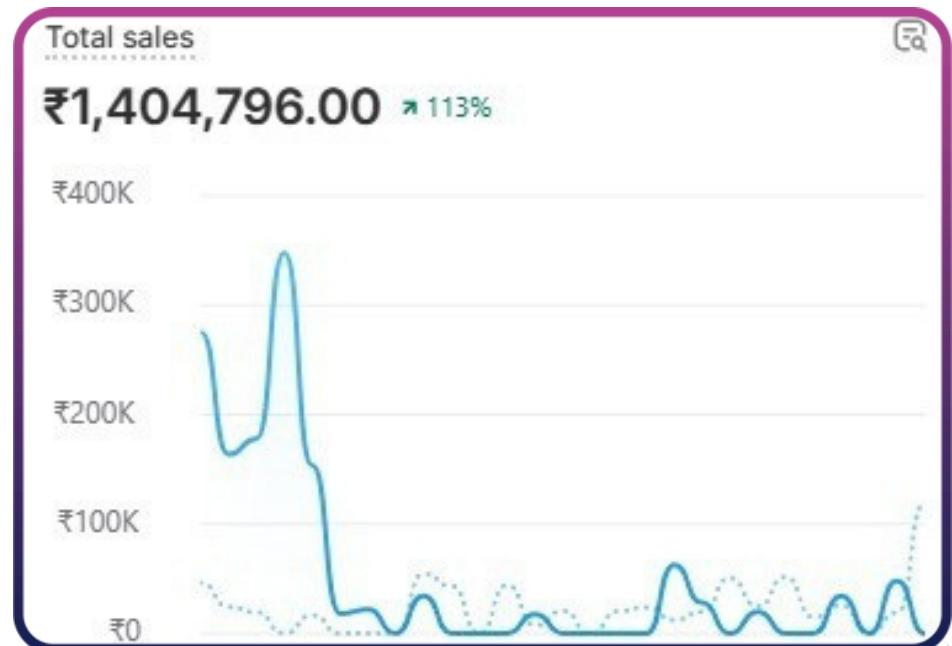


# THE STORY

It is a luxury traditional clothing brand based in India, renowned for its exquisite sarees, kurtas, kaftans, and more.

With an average order value (AOV) of 20,144 INR in the Indian market, the brand aimed to expand its reach and increase sales through Facebook advertising.

Amount spent ↓	Adds of payment info	Checkout initiated	Adds to cart	Landing page views
₹2,051.94	—	—	—	114 [2]
₹2,231.60	2 [2]	3 [2]	1 [2]	96 [2]
₹4,160.42	6 [2]	11 [2]	11 [2]	163 [2]
₹10,828.67	10 [2]	11 [2]	35 [2]	534 [2]
₹11,570.65	11 [2]	14 [2]	24 [2]	510 [2]
<b>₹139,606.66</b>	<b>156 [2]</b>	<b>218 [2]</b>	<b>395 [2]</b>	<b>5,826 [2]</b>



# Challenges

01

## Limited Reach:

Despite a loyal following on Instagram, this brand was struggling to reach potential customers outside of their existing network.

02

## Platform Dynamics:

Adapting to Facebook's constantly evolving advertising platform, including algorithm changes and policy updates, presented a significant challenge.

03

## Lack of Advertising Expertise

The brand was new to Facebook advertising and lacked the in-house expertise to effectively leverage the platform's capabilities.

04

## Measurement Ambiguity:

Defining clear metrics for evaluating the success of Facebook ad campaigns and accurately attributing conversions proved to be complex for the brand.

05

## Competitive Market

The luxury traditional clothing market in India is highly competitive, making it difficult for new brands to stand out and attract customers.



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 metro cities.

With remarketing campaigns, we included warm audience from Instagram, videos viewers, website visitors with catalog, all our performing ads and run it for CBO, We let Meta make the decision on who should see which. As a results we saw a drastic decline in CPP.



# Month 1 - November



Campaign	Amount spent ↓	Adds or payment info	Checkouts initiated	Adds to cart	Landing page views	CTR (link click-through...)
RG_Sales_ABO_10/12	₹41,622.16	.41 [2]	.96 [2]	.183 [2]	.1,890 [2]	2.33%
RG_Sales_ABO_01/11	₹21,235.67	.19 [2]	.54 [2]	.81 [2]	.1,184 [2]	2.54%
RG_Sales_CBO_Audience Tes...	₹8,719.75	.9 [2]	.28 [2]	.28 [2]	.338 [2]	2.43%
RG_Sales_Remarketing_21/12	₹5,043.68	.4 [2]	.12 [2]	.21 [2]	.220 [2]	1.99%
RG_Sales_Remarketing_23/11	₹3,605.46	.4 [2]	.11 [2]	.16 [2]	.189 [2]	2.19%
RG_Sales_Remarketing_14/12	₹3,436.25	.2 [2]	.29 [2]	.17 [2]	.170 [2]	2.35%
RG_Tops_27/11	₹3,210.08	.5 [2]	.13 [2]	.16 [2]	.112 [2]	2.35%
RG_Sales_Designer_CBO_06/...	₹3,137.12	.2 [2]	.5 [2]	.13 [2]	.154 [2]	1.98%
Rg_07/12/23	₹2,192.20	.3 [2]	.15 [2]	.15 [2]	.80 [2]	2.28%
<b>Results from 19 campaigns ⓘ</b>	<b>₹103,301.09</b>	<b>91</b>	<b>285</b>	<b>419</b>	<b>5,750</b>	<b>2.67%</b>
	Total Spent	Total	Total	Total	Total	Per Impressi...

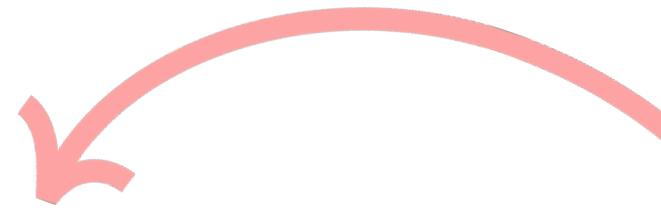
- Introduction to the brand's inaugural campaign, strategically focusing on low-priced products to penetrate the market.
- Overcame the challenges of being new to Facebook ads with a determined investment strategy.

## Key Metrics

- Investment: INR 103,301
- Orders: 71
- Average Order Value (AOV): INR 12,005
- Revenue: INR 856,965
- Skillfully directed efforts toward driving crucial Add to Cart and Checkout actions, laying a strong foundation for future growth.
- Demonstrated promising returns with a commendable Return on Advertising Spend (ROAS), affirming the efficacy of the approach.



## Month 2 - December:





## DECEMBER

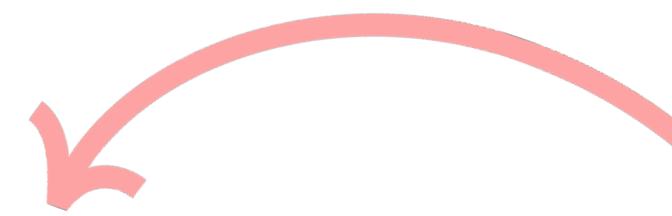
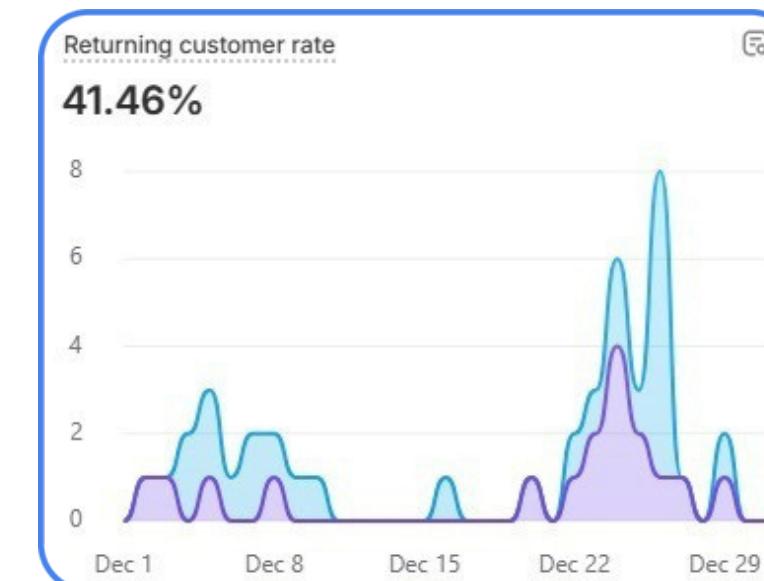
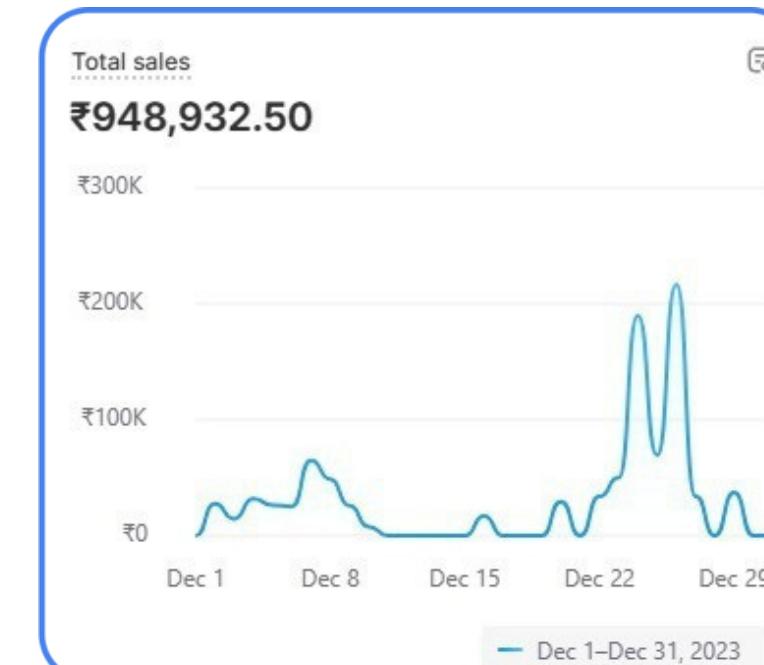
# Navigating Product Market Fit

- This brand moved on to promoting higher-priced items, facing some difficulties at first.
- Despite this, they showed resilience by not giving up when faced with higher bounce rates.

### Key Metrics:

- Investment: INR 110,660
- Orders: 41
- AOV: INR 23,144
- Revenue: INR 948,932

They managed to make more money than they spent on ads, proving they could overcome challenges and still succeed



# Month 3 - January



JANUARY



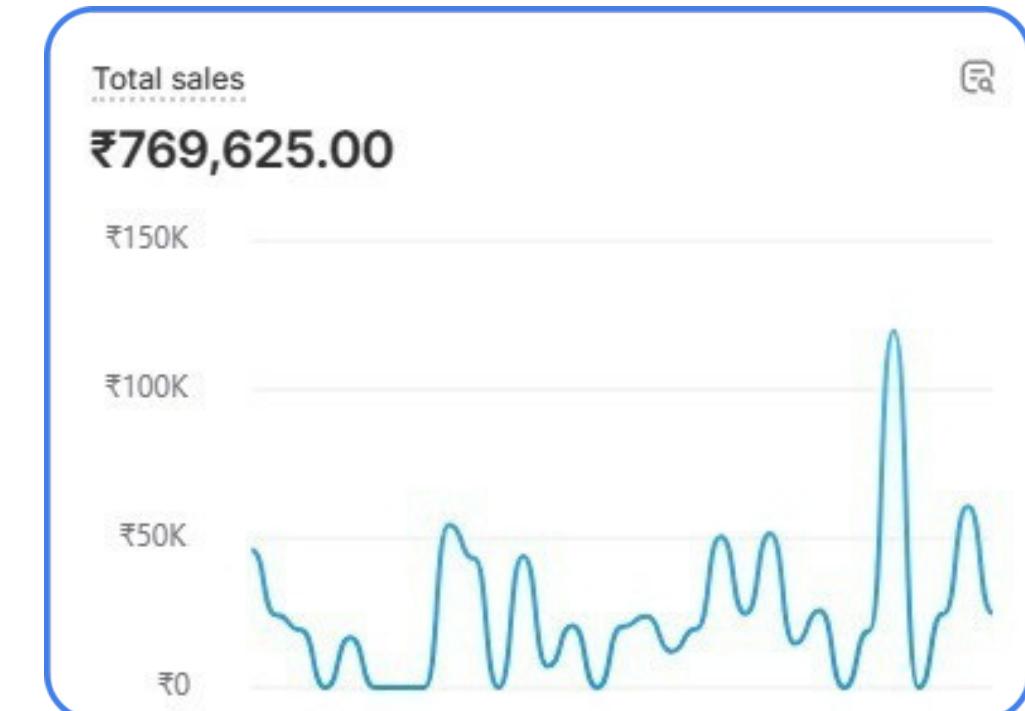
# Keeping the Momentum Going

- The brand introduced new clothing collections while keeping up with its successful ads from before.
- Even though they didn't make quite as much money as in January, they still did really well.

## Key Metrics:

- Money Spent: INR 137,762
- Overall Money Earned: 769,625
- Add to Cart: 852
- Checkouts: 431

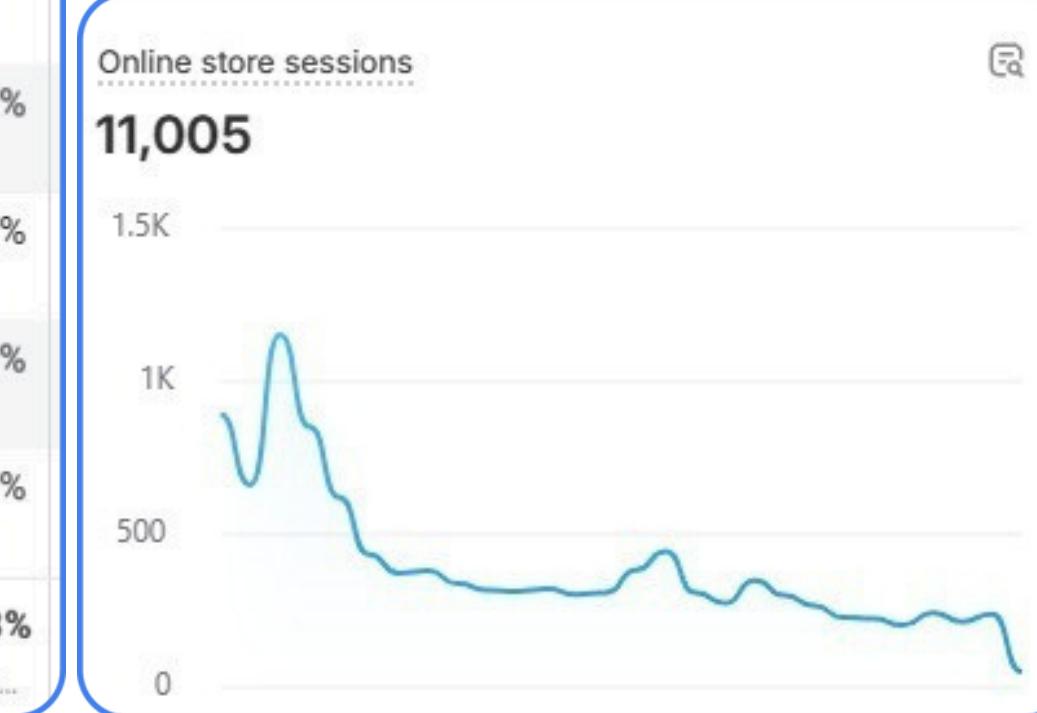
They continued to work hard to make sure their brand kept growing, showing their commitment to success.



## Month 4 - February



Amount spent ↓	Adds of payment info	Checkouts initiated	Adds to cart	Landing page views	CTR (link click-through...)
₹64,907.56	129 [2]	379 [2]	651 [2]	5,121 [2]	2.95%
₹31,702.82	36 [2]	233 [2]	448 [2]	1,163 [2]	1.44%
₹22,617.91	27 [2]	108 [2]	266 [2]	1,286 [2]	1.96%
₹8,947.13	12 [2]	51 [2]	90 [2]	493 [2]	1.61%
₹5,910.35	—	1 [2]	10 [2]	134 [2]	1.15%
₹4,496.75	1 [2]	17 [2]	26 [2]	235 [2]	1.27%
₹4,236.36	1 [2]	4 [2]	—	71 [2]	2.68%
₹2,845.85	—	—	—	—	0.00%
₹2,758.47	—	7 [2]	12 [2]	161 [2]	2.69%
<b>₹148,423.20</b>	<b>206 [2]</b>	<b>800 [2]</b>	<b>1,503 [2]</b>	<b>8,664 [2]</b>	<b>0.58%</b>
Total Spent	Total	Total	Total	Total	Per Impressi...



## THE SOLUTION



# Reaching New Heights

- With the wedding season and Biannual sales, it took their advertising to the next level.
- We included website visitors, social engagers and video viewers from different countries to remarket their products besides India, which helped them earn even more money.
- They also offered special discounts to attract more customers.

### Key Metrics:

- Investment: INR 148,423
- Revenue: Exceeded 14 lakhs
- ROAS: Above 9

Their ads were so successful that they made nine times more money than they spent on them!



# Sales Journey: Before/After



## PROBLEM

The brand faced limitations in market reach beyond Instagram, relying heavily on direct messages for sales. With a new ad account and pixel, they lacked expertise in Facebook advertising to expand their customer base.

## SITUATION

Initially focusing on low-priced products, they encountered challenges with higher-priced items and product-market fit. Despite hurdles, their determination persisted, leading to steady growth and adaptation.

## SOLUTION

Through strategic targeting, compelling creatives, and iterative optimization, the brand leveraged Facebook ads to drive engagement and conversions. Expanding into international markets and offering targeted discounts further fueled their exponential growth, solidifying their position in the industry.

## RESULTS

Total Spend - ₹500,146

ROAS - 7.9

Revenue - Overall 40 Lakhs

Purchase - 217

Link Clicks - 17,377

AOV - 18,433

ATC - 3,305

CTR - 1.89%



# 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 ROAS spending 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.



# 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 luxury traditional clothing industry.

