



**i** Case Study of a Decor-Gift Brand

# How This Scaled its Total Revenue to 3.6 cr in 2023

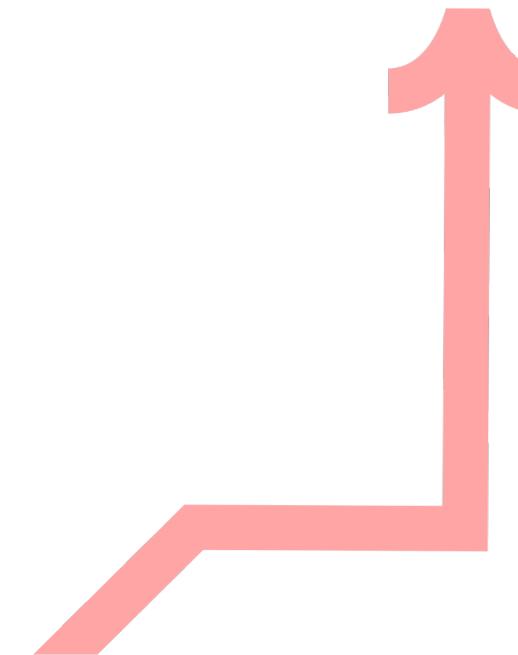


PRESENTED BY :  
OptiFOX Media Solutions





# thinking it impossible?



1	Campaign Goals
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# THE STORY

MyPooja Box, a prominent e-commerce brand specializing in spiritual and religious products, aimed to scale its Facebook Ads campaign initiated in 2023. The initial success, with revenue reaching 3.6 crores against a spend of 1.34 crores, posed challenges for sustainable growth.

## Our Goals :

- ✓ Increasing brand awareness.
- ✓ Drive Sales and Revenue
- ✓ Expand Customer Base
- ✓ Scaling without any performance fluctuation



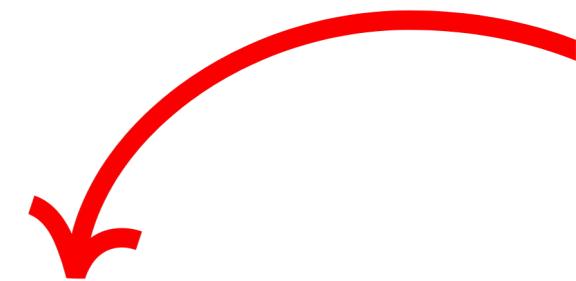
In this case study, we're going to present how the brand got closer to its revenue goal.

You'll learn how they:

- achieved a 2.56x ROAS (new account)
- increased their revenue to ₹3.4 cr.

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





# Sales Journey: Before

## PROBLEM

The brand encountered difficulty in scaling above a 2.5x Return on Ad Spend (ROAS). Despite efforts, they consistently faced hurdles in maintaining performance, struggling with issues like auction overlap and audience saturation.

## SITUATION

The brand encountered obstacles such as auction overlap and audience saturation, impeding their ability to maintain performance. Despite their efforts, they consistently struggled to achieve a satisfactory ROAS level, highlighting the complexity and inefficiency of their advertising approach.

## 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.

In our festive campaigns, we targeted a varied audience—past purchasers, LLA of purchasers, social media engagers, 25% video views, website visitors, and intentful interest groups. Using catalog, UGC, and offer-centric carousel ads, we let Meta dynamically determine the optimal audience for each. This strategy led to a substantial increase in sales and new customer acquisition.





# CHALLENGES

01

## Audience Saturation

Identifying new, untapped audience segments became crucial as the initial target audience saturated.

03

## Ad Fatigue

Running the same ad creatives for an extended period led to decreased interest and interaction. Regular creative refreshes were necessary.

05

## Ad Platform Changes

Frequent updates on Meta's advertising platform required staying ahead to adapt strategies promptly.

02

## Optimization Limits

Scaling faced limitations in optimization algorithms, requiring continuous fine-tuning to maintain a positive ROAS.

04

## Seasonal Variation

Adapting to seasonal variations in demand was essential to adjust ad strategies accordingly.

06

## Competitive Landscape

Increased success attracted competitors, resulting in higher advertising costs and challenging profitability.

# Solutions Implemented:

- Campaign Diversification:** My Pooja Box diversified its Q1 2023 advertising strategy beyond traditional product promotions.
- Pincode-Based Targeting:** Implemented targeted campaigns using Pincode-based targeting to enhance local relevance and engagement.
- Event-Centric Approach:** Tailored campaigns for occasions such as Good Friday and Republic Day, aligning promotions with cultural and national significance.
- Financial Allocation:** Invested strategically, allocating approximately 29 lakhs in Q1 advertising initiatives.
- Exceptional Returns:** The calculated approach yielded a notable return of 73.8 lakhs, reflecting the effectiveness of diversified and event-centric campaigns.
- Comprehensive Impact:** This comprehensive strategy not only boosted financial returns but also elevated brand exposure and engagement during the specified timeframe.

Amount spent	Purchase ROAS (return on ad spend)	Purchases ↓	Cost per purchase	Purchases conversion value
₹924,239.08	2.55 [2]	1,246 [2]	₹741.76 [2]	₹2,352,700.58 [2]
₹337,467.07	2.54 [2]	525 [2]	₹642.79 [2]	₹858,446.30 [2]
₹207,174.59	2.81 [2]	445 [2]	₹465.56 [2]	₹581,356.74 [2]
₹177,329.40	3.03 [2]	429 [2]	₹413.36 [2]	₹536,987.24 [2]
₹219,532.64	2.62 [2]	392 [2]	₹560.03 [2]	₹576,000.22 [2]
₹309,361.68	2.44 [2]	345 [2]	₹896.70 [2]	₹754,983.58 [2]
₹129,539.49	2.13 [2]	182 [2]	₹711.76 [2]	₹275,933.24 [2]
₹97,351.30	1.87 [2]	160 [2]	₹608.45 [2]	₹182,174.80 [2]
₹52,514.26	2.65 [2]	121 [2]	₹434.00 [2]	₹139,222.30 [2]
₹69,452.03	3.38 [2]	110 [2]	₹631.38 [2]	₹234,831.90 [2]
<b>₹2,951,634.59</b>	—	—	—	₹0.00
Total Spent	Average	Total	Per Action	Total

\*JANUARY-APRIL



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## UNCERTAIN CHALLENGE

In the first quarter of 2023 (January to April), the advertising campaign for My Pooja Box faced operational challenges stemming from persistent payment failures. Despite exhaustive efforts to resolve the payment issues, a resolution remained elusive. As a result, a strategic decision was made to transition to a new advertising account to ensure seamless continuity and uphold the brand's online presence. This transition was undertaken with a commitment to maintaining campaign effectiveness and mitigating any potential disruptions caused by the payment challenges.



# STRATEGIC TRIUMPH

The transition to a new ad account initially presented challenges for My Pooja Box, demanding meticulous attention to restore optimal campaign performance.

Through rigorous monitoring and strategic optimization, the brand overcame the initial hurdles and achieved stable performance.

This commitment to refinement not only mitigated the challenges associated with the account transition but also played a pivotal role in successfully attaining the brand's revenue goals.

The dedication to adaptability and performance enhancement underscored My Pooja Box's resilience in the dynamic landscape of digital advertising.

	Amount spent	Conversion Rate	Purchases	Purchase ROAS (return on...)	Purchases conversion value
ale 2024_29/12	₹2,229.76	3.01%	4 [2]	4.94 [2]	₹11,024.40 [2]
Campaign	₹883.05	4.65%	2 [2]	4.19 [2]	₹3,698.00 [2]
Home decor 18...	₹34,428.74	2.18%	66 [2]	3.83 [2]	₹131,930... [2]
edit [ Duplicate ↗ Pi	₹112,631.53	1.93%	142 [2]	3.76 [2]	₹423,802... [2]
2023 Advantage+ ...	₹15,872.50	3.32%	20 [2]	3.76 [2]	₹59,638.80 [2]
2023 Remarketing ...	₹68,904.43	5.95%	136 [2]	3.62 [2]	₹249,154... [2]
2023 Campaign	₹64,270.87	4.14%	107 [2]	3.56 [2]	₹228,866... [2]
2023	₹23,226.09	3.24%	51 [2]	3.39 [2]	₹78,719.90 [2]
24 - Copy of BFS	₹8,510.58	5.87%	20 [2]	3.38 [2]	₹28,778.40 [2]
align	₹351,838.31	2.25%	465 [2]	3.34 [2]	₹1,175,15... [2]
26/9	₹525,608.43	2.25%	662 [2]	3.30 [2]	₹1,736,84... [2]
2.0 (KC)_1/11	₹24,391.90	2.45%	31 [2]	3.27 [2]	₹79,757.75 [2]
th 2023_30/9	₹94,206.49	2.17%	129 [2]	3.22 [2]	₹303,426... [2]
sh_26/7	₹350,409.98	1.67%	686 [2]	3.18 [2]	₹1,113,70... [2]
<b>campaigns ①</b>	<b>₹10,662,596.92</b>	—	—	—	<b>₹0.00</b>
	Total Spent		Total	Average	Total

\*May-December

# SOLUTION

## AUDIENCE DIVERSIFICATION:

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



## COMPETITOR ANALYSIS & USP EMPHASIS:

- Monitored competitor activities for strategic insights.
- Adjusted bidding strategies dynamically based on competitor ad activity.
- Emphasized unique selling propositions to differentiate.

Campaign	Amount spent	Conversion Rate	Purchases	Purchase ROAS (return on ad spent)	Purchases conversion value
2023 Sales Campaign	₹79.11	50.00%	1 [2]	22.73 [2]	₹1,798.20 [2]
Diwali Decorations 2023 Campaign	₹1,026.22	5.45%	3 [2]	6.28 [2]	₹6,441.00 [2]
First 2023 Sales Campaign	₹50,962.48	4.41%	105 [2]	4.37 [2]	₹222,492... [2]
Janmashtami 2023 Sales Campaign	₹39,128.75	2.53%	121 [2]	4.32 [2]	₹169,077... [2]
Rakhi 2023 Sales Campaign	₹883.05	4.65%	2 [2]	4.19 [2]	₹3,698.00 [2]
Conversion_Category Wise Int...	₹89,121.85	1.99%	144 [2]	3.69 [2]	₹329,135... [2]
Second 2023 Sales Campaign	₹84,739.79	2.29%	141 [2]	3.52 [2]	₹298,322... [2]
Purchase_New audience_5/8	₹126,927.78	2.60%	306 [2]	3.41 [2]	₹432,666... [2]
Advantage+ shopping campaign	₹28,420.43	1.34%	48 [2]	3.09 [2]	₹87,923.20 [2]
Purchase_LAL_26/7	₹355,346.80	2.83%	772 [2]	2.99 [2]	₹1,062,71... [2]
July 2023 Campaign	₹5,924.06	4.91%	11 [2]	2.98 [2]	₹17,673.60 [2]
Remarketing_Catalogue Sales...	₹106,397.57	10.40%	218 [2]	2.94 [2]	₹313,092... [2]
Rakhi+Ganesh_26/7	₹235,370.47	2.08%	440 [2]	2.84 [2]	₹668,234... [2]
Dash Chaturthi 2023 Campaign	₹29,780.92	3.20%	34 [2]	2.79 [2]	₹83,189.00 [2]
July 2023 Campaign	₹104,308.79	2.99%	156 [2]	2.62 [2]	₹273,122... [2]
Conversion_Interest_5/8	₹43,705.84	1.76%	61 [2]	2.58 [2]	₹112,619... [2]
Janmashtami_14/8	₹33,841.98	1.89%	59 [2]	2.51 [2]	₹85,076.00 [2]
Conversion Campaign Pincode...	₹1,060.35	3.80%	3 [2]	2.40 [2]	₹2,544.00 [2]

# SOLUTION

## 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.



## 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.

Campaign Name	Total Revenue	Website purchases	Per Purchase	Conversion Rate
Q1 2023 Advantage+ Sales Campaign Ca...	₹8,209.41	21 [2]	₹390.92 [2]	2.85 [2]
Q2 Year Sale 2024 – Copy of BFS	₹8,510.58	20 [2]	₹425.53 [2]	3.38 [2]
Q3 2023 Advantage+ Campaign Campaign	₹10,235.27	24 [2]	₹426.47 [2]	2.72 [2]
Q4 Diwali Chaturthi 2023 Remarketing Campaign	₹40,097.17	94 [2]	₹426.57 [2]	4.49 [2]
Q1 2024_Advantage Plus_Aura Cleansing_13/9	₹146,316.15	338 [2]	₹432.89 [2]	2.88 [2]
Q2 2023 Sales Campaign	₹76,890.94	177 [2]	₹434.41 [2]	3.01 [2]
Q3 2023_Ganesh + Rakhi_Interest_6/8	₹17,197.75	38 [2]	₹452.57 [2]	3.38 [2]
Q4 Black Friday Sale 2023	₹23,226.09	51 [2]	₹455.41 [2]	3.39 [2]
Q1 Black Friday Sale 2023_CA_21/11	₹7,465.21	16 [2]	₹466.58 [2]	2.53 [2]
Q2 Rakhi+Ganesh_26/7	₹115,039.51	246 [2]	₹467.64 [2]	3.87 [2]
Q3 Diwali Chaturthi 2023 Campaign	₹34,489.95	73 [2]	₹472.47 [2]	4.22 [2]
Q4 Open_3/9	₹214,593.86	446 [2]	₹481.15 [2]	2.47 [2]
Q1 Diwali Chaturthi 2023	₹66,939.95	137	₹488.61	3.47
Q2 Purchase_LAL_26/7	₹530,453.75	1,068 [2]	₹496.68 [2]	2.36 [2]



# SOLUTION

## 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.



## ADAPTATION TO PLATFORM CHANGES:

- Proactively monitored Meta's platform updates.
- Actively participated in beta programs.
- Ensured compliance with platform policies.

Ad	Amount spent ↓	Results	Cost per result	Purchase ROAS (return on ad spend)
Crystal healing_Catalog...	₹126,662.08	313 [2] Website purchas...	₹404.67 [2] Per Purchase	3.05 [2]
Rose Quartz Video	₹122,814.56	271 [2] Website purchas...	₹453.19 [2] Per Purchase	2.64 [2]
Store collection All prod...	₹106,397.57	218 [2] Website purchas...	₹488.06 [2] Per Purchase	2.94 [2]
Rakhi Catalog Ad_7/7	₹66,001.59	135 [2] Website purchas...	₹488.90 [2] Per Purchase	2.63 [2]
Ganesha Reel 1_31/7	₹57,008.79	104 [2] Website purchas...	₹548.16 [2] Per Purchase	2.98 [2]
Sage Ad	₹49,658.56	68 [2] Website purchas...	₹730.27 [2] Per Purchase	2.90 [2]
NEW ARRIVALS CAROU...	₹49,331.93	71 [2] Website purchas...	₹694.82 [2] Per Purchase	3.32 [2]
Reel 1 - 1 Diya Multiple ...	₹48,098.39	56 [2] Website purchas...	₹858.90 [2] Per Purchase	3.04 [2]
Home Decor Catalogue	₹47,283.01	103 [2] Website purchas...	₹459.06 [2] Per Purchase	4.66 [2]
Reel_9 Powerful Healin...	₹44,573.31	110 [2] Website purchas...	₹405.21 [2] Per Purchase	2.92 [2]
Reel_Evil Eye Amulets_...	₹43,150.04	72 [2] Website purchas...	₹599.31 [2] Per Purchase	2.66 [2]
Catalogue_Crystals	₹39,196.98	91 [2] Website purchas...	₹430.74 [2] Per Purchase	2.66 [2]
Rakhi Catalog Ad_7/7	₹38,475.80	84 [2] Website purchas...	₹458.05 [2] Per Purchase	2.77 [2]
Catalogue AD	₹35,407.86	70 [2] Website purchas...	₹505.83 [2] Per Purchase	3.80 [2]
Janmashtami Reel 1_1...	₹33,841.98	59 [2] Website purchas...	₹573.59 [2] Per Purchase	2.51 [2]
Results from 2,176 ads ⓘ		₹2,082,460.44	—	—
Total Spent		—	Multiple conversions	Multiple conversions
Aver...		—	—	—

# RESULTS:

Despite challenges, My Pooja Box successfully scaled its Facebook Ad campaign, maintaining a positive return on ad spend and sustaining profitability.

The revenue continued to grow, solidifying My Pooja Box's position as a successful player in the online spiritual and religious products market.



₹34,742,271

Revenue

₹1.3 CR

Adspnd

19,735+

Orders

₹1,760

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

## Catalogs

Show up images in a single ad with products user are more likely to interact with

## Festival Ads

Leveraged predictive analytics for anticipating seasonal trends



# Key Performance Indicators



**KPI #1**

Monitoring Customer acquisition cost and whether CPA is under the market benchmark in decor niche



**KPI #2**

Running conversion to get orders and increase revenue profitably



**KPI #3**

Keeping an eye on LPV, CTR, CPC, CPM



## Ramp up our customer expansion program

Capitalizing on opportunities with existing business relationships

# Roadmap

We aimed to structure our campaigns from the first month to avoid auction overlap for each category with the allocated budget monthly to get purchases on the website to beat the 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

My Pooja Box's journey showcases the importance of adaptability, data-driven decision-making, and continuous optimization in navigating the complexities of Facebook advertising. Strategic solutions not only overcame challenges but also led to sustainable growth and success in a competitive digital landscape.

