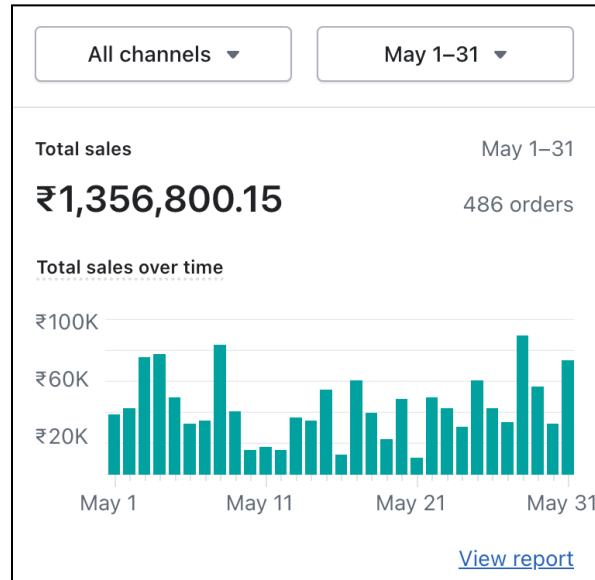


How I scaled a jewellery brand from INR 2 Lakhs to 13.5 Lakhs monthly revenue in 15 months at an ROI of above 7x



This brand was already doing INR 2 Lakhs per month without running ads, organically through Instagram.

Usually if a brand has been running ads for some time, I do a deep dive into the account to figure out what type of creatives, placements, bid strategies and audiences have been working for them and build from there, but since there were no ads, I had a blank slate in front of me.

I dug into their website sales data to find out the bestselling category and products.

So I started with a simple campaign structure -

1. A top of the funnel campaign targeting broad interest based audiences with a carousel of best selling products,
2. A middle of the funnel campaign targeting people who have been on the website in the last 60 days but haven't converted yet, and social media engagers with a carousel for earrings and bestselling products.

It took me 3 days to get my first trackable purchase on the ads manager, and I started building from there.

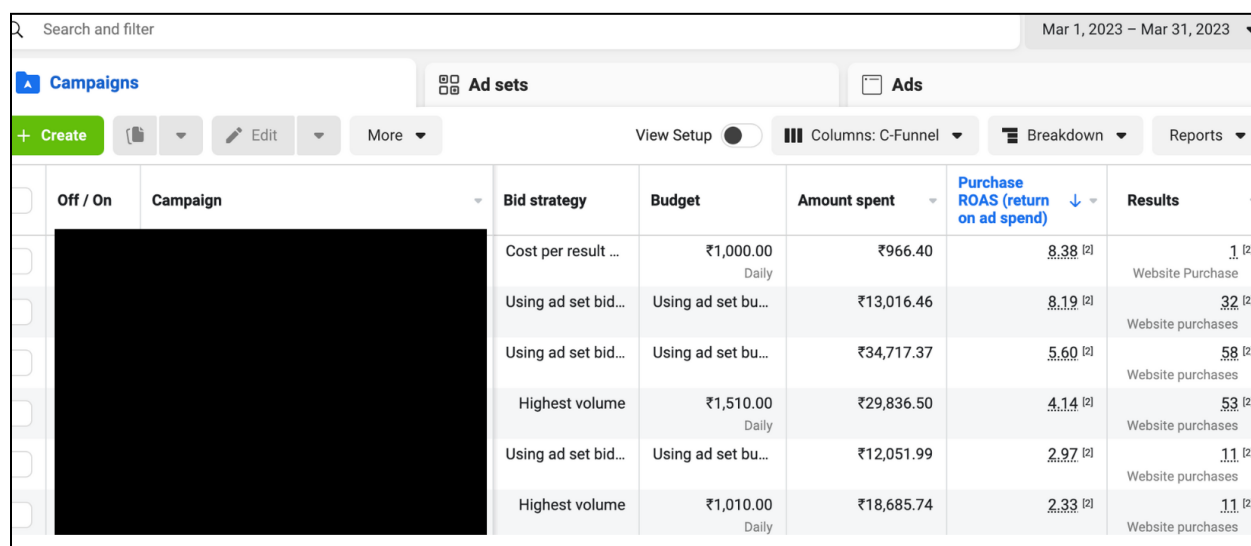
Also, due to the high competition in the market for similar products, we were running a discount for first time customers, as it helps in improving the conversion rate.

After 3 months of running ads continuously and achieving an ROI of 6.6 to 6.9x, the founder wanted to improve the profitability further.

There are 2 ways to do it - we could either reduce the CPA or increase AOV. Since the CPA was already below the industry average, we took a call on improving AOV.

So we launched a discount to push our customers to increase their average cart value to over INR 4500 with an exciting offer, the CPA did increase but the proportional increase in AOV was much higher than the increase in CPA, hence ROI improved.

Once the base was set up, we doubled-down on everything that was working for us and did incremental revenue growth month on month maintaining an ROI of above 7.5x at all times.



The screenshot shows a Google Ads reporting interface for the period of Mar 1, 2023 to Mar 31, 2023. The interface includes a search bar, navigation tabs for Campaigns, Ad sets, and Ads, and a toolbar with options like Create, Edit, and Reports. The main table displays performance metrics for various ad sets, including Bid strategy, Budget, Amount spent, Purchase ROAS, and Results.

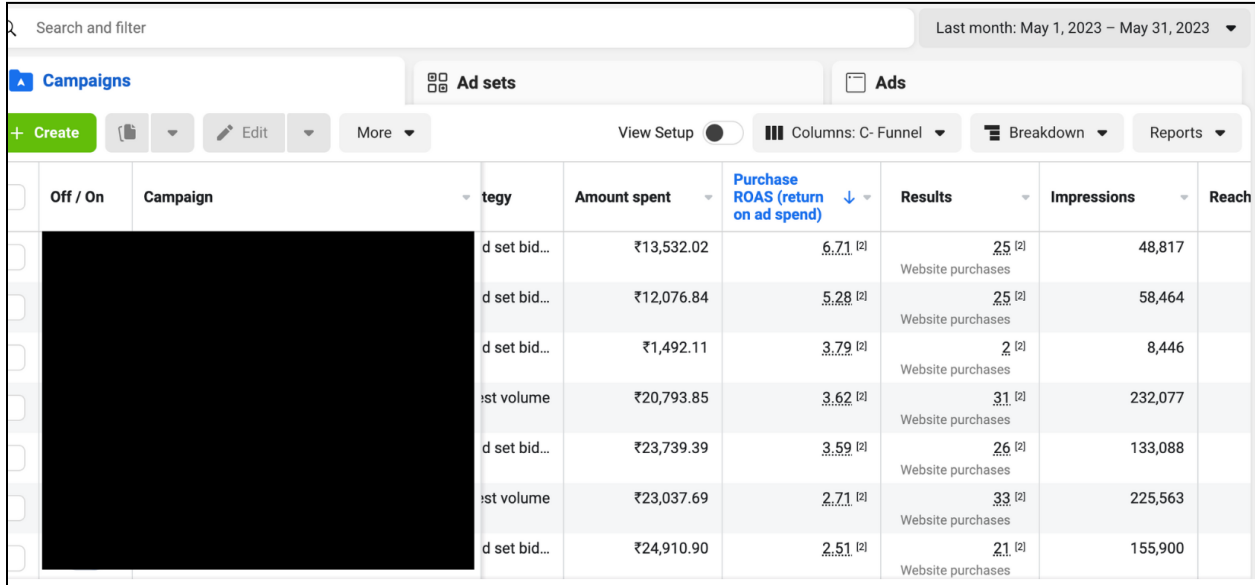
Off / On	Campaign	Bid strategy	Budget	Amount spent	Purchase ROAS (return on ad spend)	Results
		Cost per result ...	₹1,000.00 Daily	₹966.40	8.38 [2]	1 [2] Website Purchase
		Using ad set bid...	Using ad set bu...	₹13,016.46	8.19 [2]	32 [2] Website purchases
		Using ad set bid...	Using ad set bu...	₹34,717.37	5.60 [2]	58 [2] Website purchases
		Highest volume	₹1,510.00 Daily	₹29,836.50	4.14 [2]	53 [2] Website purchases
		Using ad set bid...	Using ad set bu...	₹12,051.99	2.97 [2]	1.1 [2] Website purchases
		Highest volume	₹1,010.00 Daily	₹18,685.74	2.33 [2]	1.1 [2] Website purchases

Things that worked for us during this time -

1. Campaign settings - we were targeting specific placements to control our CPM and improve conversion rate, category based catalogue ads.
2. Offers.
3. Audience targeting - targeting specific niches.
4. Content - relatable self-shot engaging content, no fancy stuff.
5. Focusing on best sellers.
6. Testing different landing pages. Focusing on the product pages for bestsellers did really well.

7. Flat sitewide sale once every 2 months. Urgency based - for 24 hours or 48 hours.

And in between all of this the brand had its first Rs.2.3 Lakhs revenue day! And that's when the founder asked me to reduce the budget because her team wasn't able to cope up with the orders. The best feeling for a media buyer, right?



The screenshot shows a Facebook Ads reporting interface for the month of May 2023. The table displays performance metrics for various campaigns, including amount spent, ROAS, results, impressions, and reach. The 'Campaign' column is redacted with a black box.

Off / On	Campaign	Category	Amount spent	Purchase ROAS (return on ad spend)	Results	Impressions	Reach
	[Redacted]	d set bid...	₹13,532.02	6.71 [2]	25 [2] Website purchases	48,817	
	[Redacted]	d set bid...	₹12,076.84	5.28 [2]	25 [2] Website purchases	58,464	
	[Redacted]	d set bid...	₹1,492.11	3.79 [2]	2 [2] Website purchases	8,446	
	[Redacted]	ist volume	₹20,793.85	3.62 [2]	31 [2] Website purchases	232,077	
	[Redacted]	d set bid...	₹23,739.39	3.59 [2]	26 [2] Website purchases	133,088	
	[Redacted]	ist volume	₹23,037.69	2.71 [2]	33 [2] Website purchases	225,563	
	[Redacted]	d set bid...	₹24,910.90	2.51 [2]	21 [2] Website purchases	155,900	

Yeah, and that's how we scaled this brand from doing 2 lakhs monthly revenue to 13.5 lakhs in 15 months.