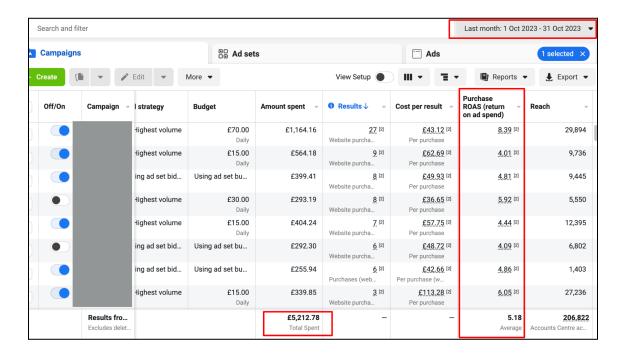
## This is how we achieved 5X ROAS on a £5k ad spend for a fashion brand!



This is a well-known urban fashion brand, but due to an increase in competition, the ads were blending into the noise of the digital landscape, and the dropping conversion rates were a cause for concern.

We needed to cut through the digital clutter.

And this is briefly how we did it -

**Audience Refinement**: We honed in on the brand's ideal customer profile, leveraging data to identify and target lookalike audiences, reducing the cost of acquisition by tapping into a more relevant user base.

**Creative Resonance:** The creative strategy was overhauled to tell a story that wasn't just about clothes but about a lifestyle. We showcased the brand's bestsellers in real-life scenarios, connecting with our audience's aspirations.

**Product Highlight:** We shone the spotlight on bestsellers with a proven track record, using dynamic product ads that featured real-time popularity to instill a sense of 'must-have' among our audience.

This helped us bring down the CPR by 20% and improve the conversion rate by 24%. Hence, the increase in profitability!