

## How did we scale a women's fashion brand from less than **\$5k** monthly revenue to more than **\$14k** monthly revenue now?!

It all started at the end of March 2023, when the founder of this brand reached out to me through a referral.

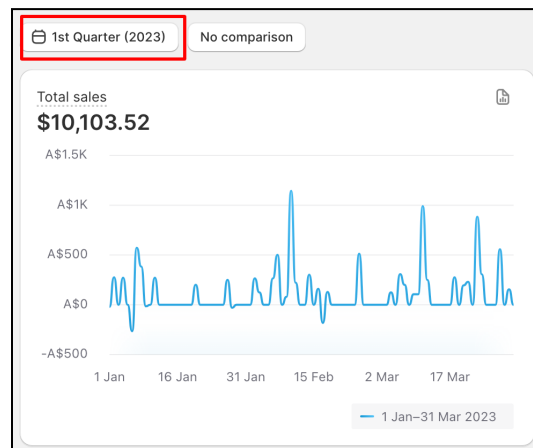
The brand was barely profitable as they were hardly doing a 1.5x ROI (Return on Investment) and the orders weren't consistent as well.

So we had to solve two issues -

- Profitability
- Inconsistent orders

Which means we had to work on -

- Reducing the CPA (Cost of Acquisition) and increasing AOV (Average Order Value), and
- Improving the conversion rate.








We started with an ad account audit and found that the previous media buyers did not test aggressively, so there was a lot of scope for us to test new things - placements, creatives, audience targeting, bidding types, etc.

So, first, we started with campaigns and creatives that worked well in the past.

Then for the next 2 weeks, we tested 5 types/formats of creatives promoting bestselling products, which helped us find out 2 best-performing types of creatives -

- Try-on videos
- In-store videos

We doubled down on these creative types in the account which helped us improve the conversion rate by 91% in the first month - the conversion rate improved from 0.51% to 0.97% in the first month itself!

Online store conversion rate			
<b>0.97%</b>  91%			
Added to cart	3.65%	 59%	
151 sessions			
Reached checkout	2.17%	 43%	
90 sessions			
Sessions converted	0.97%	 91%	
40 sessions			

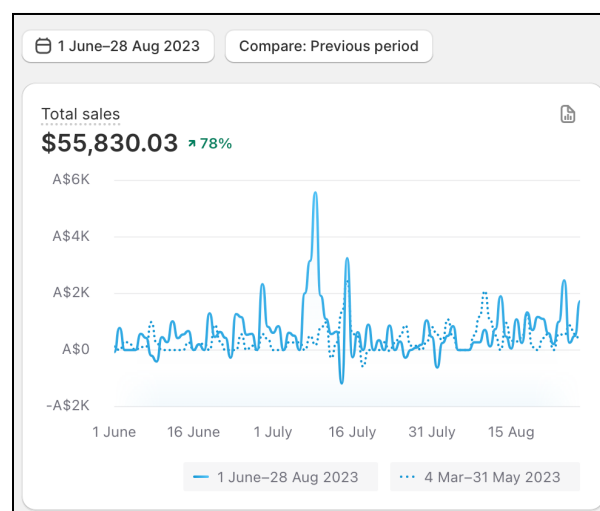
The AOV improved by 12% as we shifted our focus from low-priced to mid-range products.

As the conversion rate improved - CPA was reduced from \$170 to \$97 in the first month and then eventually to an average of \$50 in the following months.

We did a 2.5X ROI in the first month, followed by a 3X in the next month, and gradually to an average of 4.5X ROI in the following months.

Since our approach was data-driven, as we were focusing on best-performing placements, ad creatives, products, etc. we were able to stabilize the campaigns, improve the conversion rate, and get consistent orders.

Below is the sales performance for the last 3 months for this brand -



**ROI = Total website revenue / Total ad spend**