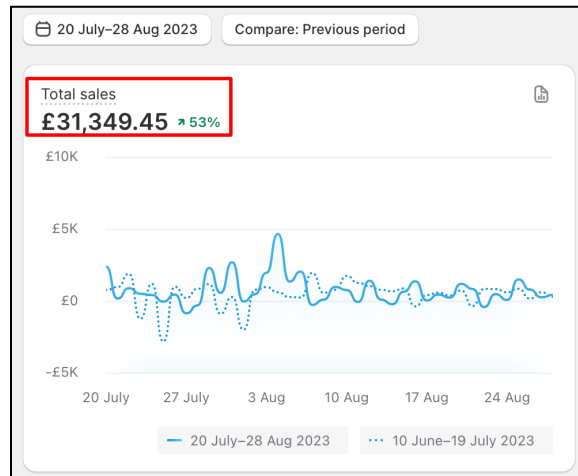


How did we increase revenue by **50%** in the first 40 days for this **women's fashion brand**?

This is one of the most well-known e-commerce fashion brands in the United Kingdom, selling across 3 geographies - United Kingdom, Europe, and UAE.



This business was doing between £15k - £18k per month at an ROI of around 5x - 5.5x, before we started running their ads.

The founder wanted to scale the brand sustainably - maintaining a profitable ROI.

Their previous Media Buyer had tried to scale them 3-4 times before, but the profitability wasn't maintained.

We started with an account audit and realized that ads that promote just one product do better than ads that show multiple products at once.

So we started with a basic campaign structure that focused on the bestselling products where every creative was showing just one product.

After testing various content formats for the bestsellers, we finally found the 2 formats that did extremely well. Next step? double down on it!

Their conversion rate increased from 0.4% to 0.8% in about two weeks and CPA dropped by almost 20%!

Then, we tested some more formats of engaging videos and figured out three types of videos that did well for them.

Launched several campaigns with different settings - ABO, CBO, reels, story placements, etc. and scaled it from there!

Once the base campaigns were set up and we were getting consistent orders from those, the founder informed us that she had some products in stock that she wanted to get rid of.

So we planned a clearance sale on those products and started promoting them to get some extra sales out of it!

Since the CPA was unbelievably low on sale products, we got the idea to promote low MRP products separately.

The average MRP value of non-sale products was £190, so we thought that promoting products under £190 with a different communication angle might bring the average CPA down even further!

And that's exactly what happened.

Additionally, we also started email marketing rigorously and improved the repeat rate.

But yes, the fashion and apparel industry gets affected by seasonality as well, so I made sure not to put all our eggs in one basket and kept testing different things all the time to maintain the same level of revenue after we reached a certain point.

And like this - one thing led to another, and we scaled the account from £15k - £18k of monthly revenue to £25k - £27k!

Search and filter		20 Jul 2023 - 28 Aug 2023				
Campaigns		Ad sets		Ads		
+ Create		Edit		More		
View Setup		Columns: C-Funnel		Breakdown		
Reports						
Off/On	Campaign	Amount spent	Results	Cost per result	Purchase ROAS (return on ad spend) ↓	Reach
		£1,595.46	60 [2] Website purchases	£26.59 [2] Per Purchase	6.91 [2]	37,0
		£487.85	8 [2] Website purchases	£60.98 [2] Per Purchase	4.72 [2]	103,6
		£690.98	11 [2] Website purchases	£62.82 [2] Per Purchase	4.43 [2]	23,8
		£253.82	6 [2] Website purchases	£42.30 [2] Per Purchase	3.72 [2]	8,0
		£433.53	11 [2] Website purchases	£39.41 [2] Per Purchase	3.61 [2]	13,9
		£308.73	6 [2] Purchases (websit...	£51.45 [2] Per purchase (we...	3.45 [2]	1,9
		£218.02	3 [2] Website purchases	£72.67 [2] Per Purchase	2.95 [2]	12,4
		£239.74	2 [2] Website purchases	£119.87 [2] Per Purchase	2.80 [2]	90,3
Results from 60 campaigns ⓘ Excludes deleted items		£4,553.29 Total Spent	—	—	4.77 Average	287, Accounts Centre acc