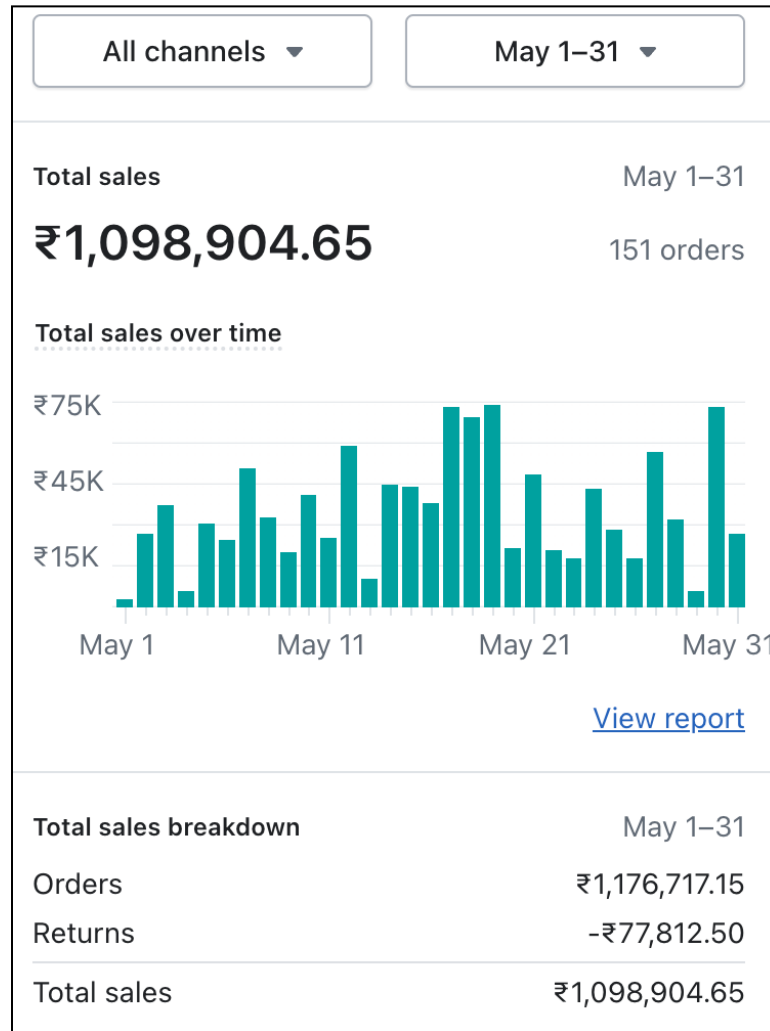


How I scaled a fashion and apparel brand from INR 4 Lakhs to 11 Lakhs monthly revenue in 5 months at an ROI of above 6x



This brand was doing between INR 3-4 Lakhs per month at an ROI of around 6x, before I started running their ads.

The founder was making a good profit on sales, but now she wanted to scale.

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

I started with an account audit and while digging deep into the past data, I realized that ads that promote just one product do better than ads that show multiple products at once.

So I started with a basic campaign structure that focused on the bestselling products and each creative was showing just one product.

I tested various content formats for the bestsellers and finally found the 2 formats that did well. Next steps? Simple, double down on that!

Their conversion rate increased from 0.4% to 0.7% in one week and CPA dropped by almost 25%!

Then, I tested some more formats of engaging videos and figured 3 types of videos that did well for them.

Launched several campaigns with different settings - ABO, CBO, reels and 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 that as well to get some extra sales out of it!

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

The average MRP value of non-sale products was Rs.7k, so we thought that promoting products under 5k with a different communication angle might bring the average CPA down even further!

And that's exactly what happened.

Search and filter		Last month: May 1, 2023 – May 31, 2023					
Campaigns		Ad sets		Ads			
+ Create		Edit		More		View Setup	
				Columns: C-Funnel		Breakdown	
						Reports	
Off / On	Campaign	Amount spent	Results	Purchase ROAS (return on ad spend)	Bid strategy	Reach	
		₹21,085.68	16 Website purchases	4.84	Using ad set bid...	42,145	
		₹58,234.17	27 Website purchases	4.20	Using ad set bid...	118,080	
		₹33,167.87	18 Website purchases	4.14	Highest volume	112,671	
		₹12,691.48	9 Website purchases	4.03	Highest volume	16,564	
		₹2,617.26	3 Website purchases	3.92	Using ad set bid...	4,079	
		₹29,853.83	13 Website purchases	2.92	Using ad set bid...	41,248	
		₹4,074.42	Multiple conversions	0.93	Using ad set bid...	1,902	
		₹2,267.70	1 Website Purchase	0.09	Using ad set bid...	8,978	

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 keep testing different things all the time to maintain the revenue after we reached a certain point.

And like this - one thing led to another, and we were able to scale the account to Rs.4 lakhs of monthly revenue to Rs.11 lakhs in 5 months at an average ROI of above 6x!