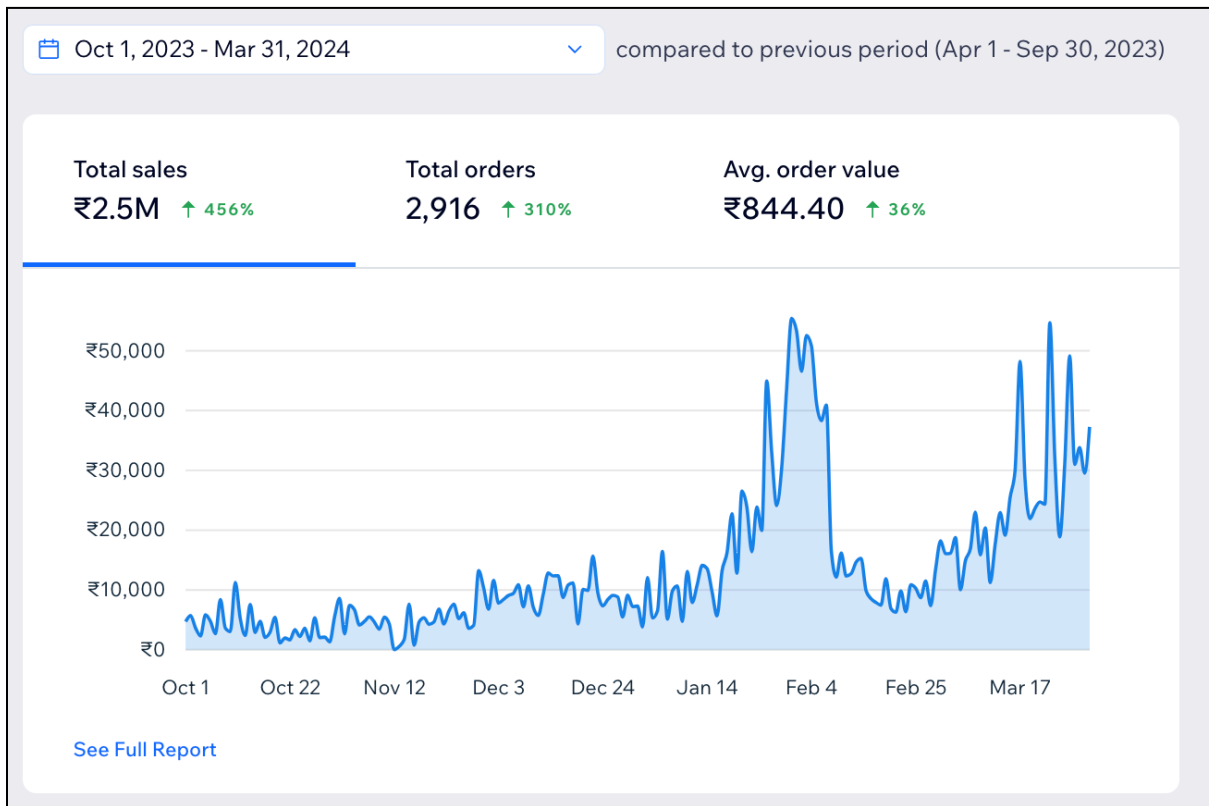


We increased this handmade gifting brand's monthly revenue from 45K (in festive season) to 7 Lacs (in non-festive season)!



In September 2023, we brought on board a unique handmade gifting brand. However, due to the low average order value (less than Rs. 400), we needed to devise strategies to ensure profitability even before initiating ad campaigns. Our approach involved collaborating with the brand to adjust product pricing, strategize product bundles for ad promotion, and introduce checkout add-ons to boost the average order value (AOV).

It's worth noting that this brand experiences its peak gifting season during Valentine's only. Other festivals like Karva Chauth, Diwali, New Years are not relevant to them.

Following meticulous planning, we launched the ads on October 1st. By the end of the month, we achieved revenue of Rs. 1.2L, with ad spends totaling Rs. 27K, resulting in an impressive ROI of approximately 4.4x. This marked a significant improvement compared to previous months.

During this period, the brand introduced a highly sought-after product, and we leveraged this opportunity to create innovative bundles for ad promotion, further enhancing the brand's performance.

We conducted tests using multiple videos with different messaging, and two of them yielded exceptional results. Consequently, we ramped up our advertising expenditure.

However, due to overwhelming demand, the top-performing bundles sold out within a week, necessitating a reduction in ad spending and a shift to promoting other products in November.

The production of the best-performing handmade products posed a challenge, leading to a supply constraint that took approximately a month for the founder to address. Once resolved, we resumed scaling the account, culminating in December revenue of Rs. 2.84L at a remarkable ROI of 6.7x.

In pursuit of further efficiency, we initiated various cost-cap campaigns for reels and story placements, alongside other initiatives, resulting in a reduction in customer acquisition costs (CAC) and a subsequent increase in ROI.

January proved even more lucrative, with revenue reaching Rs. 5.6L at an ROI of 8x. Notably, customer willingness to pay premium prices for these products prompted us to introduce additional variants at slightly higher price points, which further elevated the average order value (AOV) to approximately Rs. 950. Balancing our focus on reducing CAC while enhancing AOV contributed significantly to our profitability.

Despite encountering stock shortages during Valentine's, which caused a dip in sales in February, swift restocking within 10 days facilitated a rapid return to aggressive scaling efforts.

March saw the brand launch higher-priced products within the Rs. 2k-3k range, particularly within the best-performing product category, to great acclaim. This resulted in a revenue of Rs. 6.85L, with an impressive ROI of 9x, closing the month on a high note.

Off/On	Ca	Amount spent	Results	Purchase ROAS (return on ad spend)	Cost per result	AOV	Impressions	Reach	Frequ
<input checked="" type="checkbox"/>	SB ...	₹3,346.09	11 [2] Website purcha...	3.79 [2]	₹304.19 [2] Per purchase	1,152.55	67,914	56,708	
<input checked="" type="checkbox"/>	SB ...	₹15,759.91	74 [2] Website purcha...	4.62 [2]	₹212.97 [2] Per purchase	983.42	283,715	105,067	
<input checked="" type="checkbox"/>	SB ...	₹21,163.80	1.61 [2] Website purcha...	7.17 [2]	₹131.45 [2] Per purchase	942.62	474,589	275,870	
<input checked="" type="checkbox"/>	SB ...	₹3,100.35	31 [2] Website purcha...	8.84 [2]	₹100.01 [2] Per purchase	884.03	28,764	3,004	
<input checked="" type="checkbox"/>	SB ...	₹33,538.82	1.42 [2] Website purcha...	3.54 [2]	₹236.19 [2] Per purchase	837.04	802,481	474,016	
	Res...	₹76,908.97 Total Spent	419 [2] Website purcha...	4.99 [2] Average	₹183.55 [2] Per purchase	915.22 [2]	1,657,463 Total	779,515 Accounts Centre ac...	Per Ac