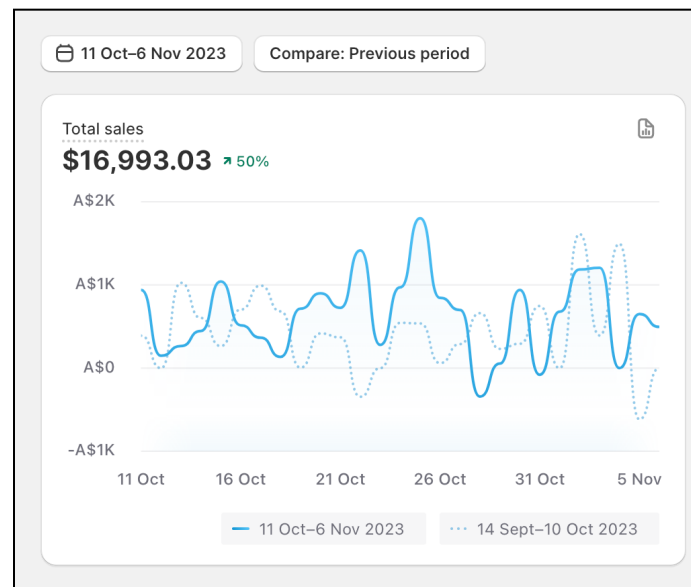


This is how we scaled this maternity-wear brand by **50%** in the first month of working with us!

Maternity-wear brands face several challenges while scaling like the limited audience, high competition, creativity constraints, etc. and this brand was the same.

When I had my first call with the owner at the beginning of October 2023, she only had one goal in mind - to get consistent orders at sustainable ROI.

They had tried running ads with several 'agencies' before, but nothing worked out. The ROAS that they were getting was not enough to sustain the business.



But as I spoke to the owner, I got to know the actual problem that their apparel was solving and realized that it had NEVER been properly advertised before!

They were offering 'comfort' and 'convenience' - two of the most important things for a new mother at a good price.

And it was not a fad; honestly, the products are made with premium quality fabric, and solve a real issue that most new mothers face.

Since social media ads are now more about creatives and less about audience targeting, we started with a solid creative plan.

And guided the brand's creative team to create content based on these two formats-

- Problem-solution ads
- User Generated ads with honest testimonials

While they were working on the creatives, we started brainstorming on the bundle offers to increase the AOV and improve profitability.

They've been doing an average ROAS of 1.7 for the last 3 months, so we targeted to achieve a 2.2-2.4x in the first month.

Two important metrics to achieve the desired ROAS were -

1. AOV
2. Conversion rate / CPA (Cost Per Acquisition)

AOV was increased through an enticing bundle offer, and conversion rates were improved by engaging content.

To combat another problem of audience limitation, we aggressively tested different lookalike audiences.

And guess what?

Within a week we started seeing results and ROAS exceeded our target of 2.4x. It was the perfect time for us to scale further!

Various Advantage + Shopping campaigns were started with the best-performing creatives of different formats.

And within 16-18 days we crossed the total revenue of the previous 30 days that too at a **ROAS of 4.5x!!**

Everyone's efforts paid off and the brand owner is already working towards scaling the business further by re-investing these profits into the business and expanding her team!

Truly, excellent product & well-planned marketing is a deadly combination!