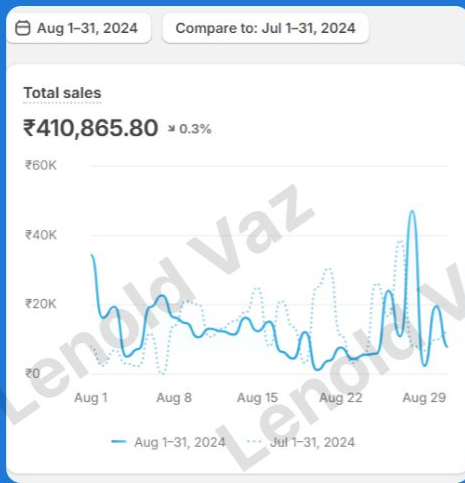


How we helped a Perfume Brand increase revenue
by

3X in 3 months

Before

Shopify



Meta Ads

Amount spent	Purchases	Purchase ROAS (return on ad...)	Purchases conversion...
₹25,827.85	40 ¹²¹	2.61 ¹²¹	₹67,347.55 ¹²¹
₹12,674.90	32 ¹²¹	3.88 ¹²¹	₹49,234.00 ¹²¹
₹7,053.15	6 ¹²¹	1.38 ¹²¹	₹9,763.00 ¹²¹
₹2,416.70	—	—	₹0.00
₹2,367.48	3 ¹²¹	1.65 ¹²¹	₹3,897.75 ¹²¹
₹2,179.09	1 ¹²¹	1.03 ¹²¹	₹2,236.00 ¹²¹
₹1,586.72	1 ¹²¹	0.90 ¹²¹	₹1,434.25 ¹²¹
₹1,544.68	1 ¹²¹	1.18 ¹²¹	₹1,824.25 ¹²¹
₹1,542.92	2 ¹²¹	2.49 ¹²¹	₹3,847.75 ¹²¹
₹66,666.08 Total Spent	90 Total	2.24 Average	₹149,052.80 Total

Result:

We developed a new creative strategy based on existing data and customer insights, leading to maximum returns while scaling the ad campaigns.

192% Revenue Increase

135% MER Increase

43% ROAS Increase

Shopify (After)



Meta Ads (After)

Amount spent	Purchases	Purchase ROAS (return on ad...)	Purchases conversion...
₹67,773.49	154	4.39	₹297,469.30
₹56,776.96	132	4.32	₹245,279.87
₹30,927.60	49	2.88	₹89,053.40
₹7,432.40	22	5.74	₹42,665.90
₹5,785.96	11	2.93	₹16,974.40
₹4,448.95	—	—	₹0.00
₹3,147.60	—	—	₹0.00
₹2,369.33	1	0.24	₹574.00
—	—	—	₹0.00
₹178,662.29 Total Spent	369 Total	3.87 Average	₹692,016.87 Total

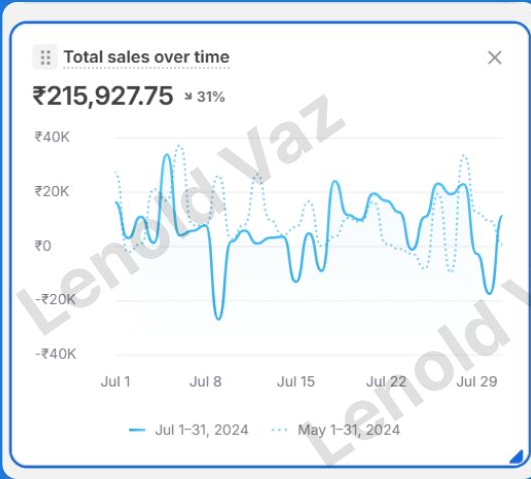
How we helped a Clothing Brand almost

Triple the revenue

in 3 months

Before

Shopify



Meta Ads

Amount spent	Purchases	Purchase ROAS (return on ad...)	Purchases conversion...
₹28,268.59	5	0.74	₹21,017.91
₹24,220.35	2	0.24	₹5,913.11
₹17,387.54	2	0.37	₹6,435.11
₹9,887.26	5	1.83	₹18,105.26
₹7,507.82	4	3.22	₹24,200.37
₹6,770.19	2	0.89	₹6,046.49
₹6,020.60	2	1.26	₹7,558.11
₹2,742.20	1	1.17	₹3,199.20
₹2,686.27	—	—	₹0.00
₹115,020.69 Total Spent	23 Total	0.80 Average	₹92,475.56 Total

Result:

By leveraging customer insights and data, we reimagined the creative strategy and optimized the conversion process, driving a significant increase in both revenue and profitability

173% Revenue Increase

144% No. of Order Increase

256% ROAS Increase

Shopify (After)



Meta Ads (After)

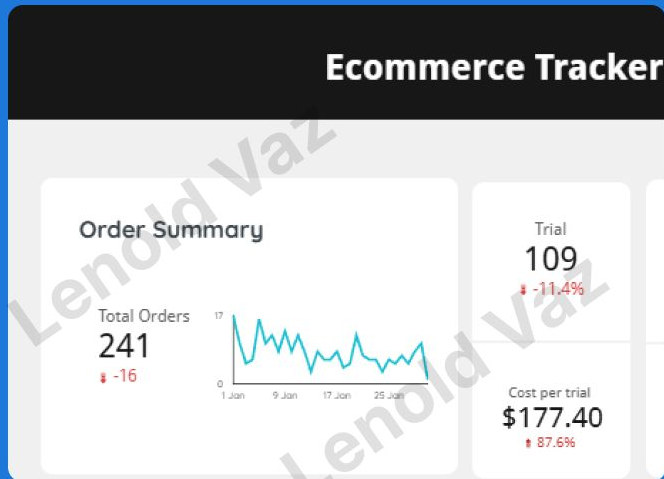
Amount spent	Purchases	Purchase ROAS (return on ad...)	Purchases conversion...
₹9,889.69	18	5.52	₹54,598.08
₹1,968.34	3	4.95	₹9,747.99
₹28,640.62	29	3.03	₹86,641.70
₹133,443.86	121	2.98	₹397,364.85
₹867.66	1	2.88	₹2,499.00
₹34,590.33	29	2.53	₹87,389.47
₹5,712.43	2	1.40	₹8,011.20
₹6,011.84	1	0.27	₹1,649.00
₹2,070.66	—	—	₹0.00
₹227,305.65 Total Spent	204 Total	2.85 Average	₹647,901.29 Total

How we helped a Audiobook Brand increase number of orders by

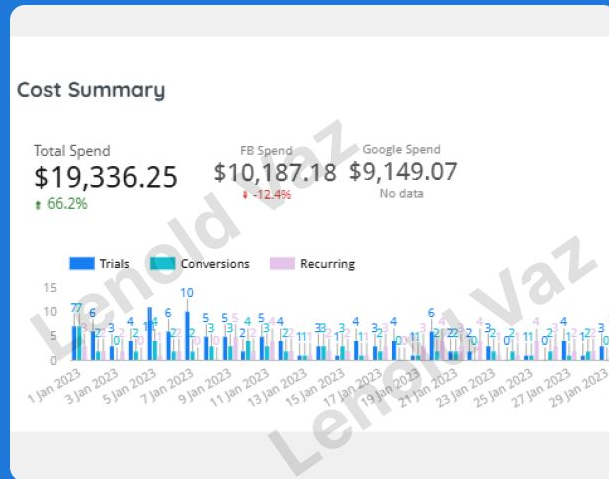
4X in 3 months

Before

Looker Studio



Advertisement Cost



Result:

By using customer insights and a refined creative strategy, we optimized conversions and reduced cost per lead, driving a 4x increase in number of orders.

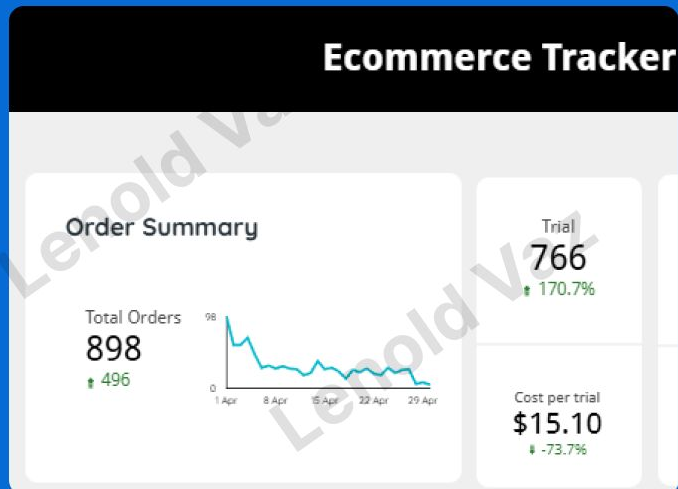
269% Order Number Increase

91%

Cost per trial Reduce

40% Total Spend Reduce

Looker Studio (After)



Total Leads (After)

