

Achieving 6.5X ROAS for a Fashion and Apparel Brand

A CASE STUDY

Background

A fashion and apparel brand specializing in men's and women's segments, offering a variety of products such as tote bags, handbags, stoles, scarves, kurtis for women, and unisex t-shirts, jackets for men. Other accessories include purses, wallets, and handkerchiefs.



Initial Challenges

Low ROAS

Achieved a Return on Ad Spend (ROAS) of 1.5, significantly below the target.

High Acquisition Cost

The cost of acquiring a customer was Rs. 901.

Conversion Rate

The website conversion rate was 2.5%.

Primitive Marketing Systems

No backend marketing setup for upselling and no automation.

Email Marketing

Underdeveloped and ineffective.

User Experience

Complicated checkout process leading to high cart abandonment rates.

Daily Ad Spend

Rs. 1.2 lacs with limited returns.

Average Order Value (AOV)

Rs. 1,351 (based on ROAS of 1.5).

Results & Impacts

ROAS

Increased from 1.5X to 6.5X, achieving significant growth in return on ad spend.

Return on ad spend



Daily Orders

Grew from 131 orders per day to 150 orders per day.

Orders per day



Average Order Value (AOV)

Increased from Rs. 1,351 to Rs. 2,162.

Average Order Value (AOV)



Monthly Revenue

Increased from Rs. 5,326,650 to Rs. 9,729,000.

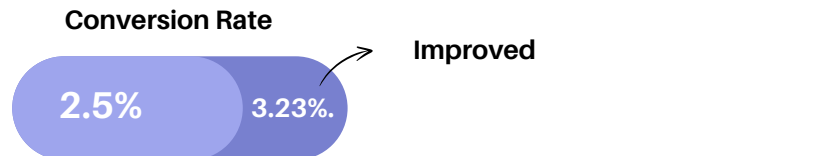
Monthly Revenue



Conversion Rate

Improved from 2.5% to 3.23%.

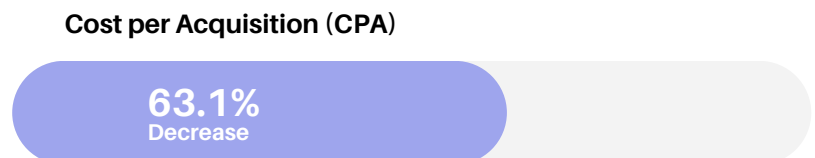
Conversion Rate



Cost per Acquisition (CPA)

Reduced from Rs. 901 to Rs. 333, a 63.1% decrease.

Cost per Acquisition (CPA)



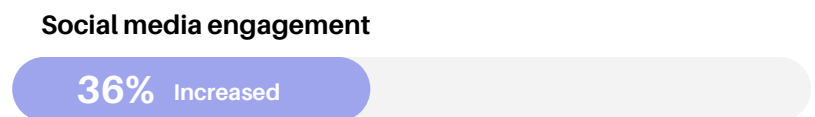
Email Engagement

Open rates increased by 50% and click-through rates by 36%.

Open rates increased



Social media engagement



Key Metrics

Total Revenue

Rs. 9,729,000 in monthly revenue.

Cost per Acquisition (CPA)

Reduced from Rs. 901 to Rs. 333.

Return on Ad Spend (ROAS)

Achieved 6.5X.

Daily Order Volume

Increased from 131 to 150 orders.

Average Order Value (AOV)

Increased to Rs. 2,162.

Conversion Rate

Improved to 3.23%.

Email List Growth

Increased by 39%.

Key Takeaways

Utilize Lookalike Audiences

Improved targeting precision and reduced CPC.

Implement CBO Campaigns

Automatically allocate budgets to best-performing ads for increased efficiency.

Leverage Google and YouTube Campaigns

Increase brand visibility and drive high-intent traffic.

Test Multiple Funnels

Identify and scale the most effective customer journeys.

Automate Email Marketing

Enhance customer engagement and repeat purchase rates.

Optimize Conversion Rates

Improve user experience to increase conversion rates.

Upselling Strategies

Boost AOV through strategic upsell and cross-sell offers.

Conclusion

Through targeted growth strategies and data-driven optimizations, the fashion and apparel brand achieved a 6.5X ROAS. Enhanced targeting, dynamic creative optimization, and leveraging multiple marketing channels significantly boosted order volume and revenue, positioning the brand as a leading player in the fashion industry.

Get In Touch With Us, if you would like to have

- 1 A 30-Day Pilot with us – **Assured Results** or **100% refund**.
- 2 A Paid account audit of all your ad accounts – **\$33 USD**
- 3 **Performance marketing consulting** for your in-house team or agency

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