

Achieving 5.5X ROAS for a Kids Wear Brand

A CASE STUDY

Background

A kids wear brand offering a wide range of products across 20 categories with over 200 product lines. The brand focuses on high-quality, stylish, and comfortable clothing for children. The initial average order value (AOV) was Rs. 2,400.



Initial Challenges

Low ROAS

Achieved a Return on Ad Spend (ROAS) of 2.4, below the target.

Moderate Conversion Rate

The website conversion rate was 3%.

Limited Marketing Systems

No advanced marketing setup for upselling and minimal automation.

Email Marketing

Basic email marketing strategies with low engagement.

User Experience

Complicated checkout process leading to high cart abandonment rates.

Daily Ad Spend

Rs. 40,000 with limited returns.

Results & Impacts

ROAS

Increased from 2.4X to 5.5X, achieving significant growth in return on ad spend.

Return on ad spend

2.4X

5.5X

Increased

Daily Orders

Grew from 57 orders per day to 172 orders per day.

Orders per day

57

172

Increased

Average Order Value (AOV)

Increased from Rs. 2,400 to Rs. 3,840.

Average Order Value (AOV)

Rs. 2,400

Rs. 3,840

Increased

Monthly Revenue

Increased from Rs. 4,104,000 to Rs. 19,814,400.

Monthly Revenue

Rs. 4,104,000

Rs. 19,814,400

Increased

Conversion Rate

Improved from 3% to 5.2%.

Conversion Rate

3%

5.2%

Improved

Cost per Acquisition (CPA)

Reduced from Rs. 1,000 to Rs. 698, a 30.2% decrease.

Cost per Acquisition (CPA)

30.2%
Decrease

Email Engagement

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

Open rates increased

50% Increased

Social media engagement

36% Increased

Key Metrics

Total Revenue

Rs. 19,814,400 in monthly revenue.

Cost per Acquisition (CPA)

Reduced from Rs. 1,000 to Rs. 698.

Return on Ad Spend (ROAS)

Achieved 5.5X.

Daily Order Volume

Increased from 57 to 172 orders.

Average Order Value (AOV)

Increased to Rs. 3,840.

Conversion Rate

Improved to 5.2%.

Email List Growth

Increased by 45%.

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.

Create Engaging Content

Increase organic traffic through content marketing.

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 kids wear brand achieved a 5.5X 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 competitive kids wear market.

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

Sai Alekhya

Senior Consultant
Insightus Digital



9309915079



saialekhya.pogula@insightusdigital.com



[Click to visit
John Poulose Profile](#)



[Click to visit
Winston Dsouza Profile](#)

Thank You