

Achieving 7.2X ROAS for a Luxury Soaps & Bathing Accessories Brand

A CASE STUDY

Background

A luxury soaps and bathing accessories brand in India offering a range of high-quality products. The brand's best-sellers include handcrafted soaps, bath bombs, body scrubs, bath salts, loofahs, bath oils, shower gels, and body lotions. Upselling products include premium gift sets, luxury bathrobes, and high-end skincare kits. The initial average order value (AOV) was Rs. 2,400.



Initial Challenges

Low ROAS

Achieved a Return on Ad Spend (ROAS) of 2.6, below the target.

Moderate Conversion Rate

Conversion rate from download to subscription was only 3%, leading to lower-than-expected revenue.

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. 50,000 with limited returns.

Results & Impacts

ROAS

Increased from 2.6X to 7.2X, achieving significant growth in return on ad spend.

Return on ad spend

Increased

2.6X

7.2X

Daily Orders

Grew from 94 orders per day to 225 orders per day.

Orders per day

Increased

94

225

Average Order Value (AOV)

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

Average Order Value (AOV)

Increased

Rs. 2,400

Rs. 3,840.

Monthly Revenue

Increased from Rs. 6,768,000 to Rs. 25,920,000.

Monthly Revenue

Increased

Rs. 6,768,000

Rs. 25,920,000.

Conversion Rate

Improved from 2.4% to 5.2%.

Conversion Rate

Improved

2.4%

5.2%.

Cost per Acquisition (CPA)

Reduced from Rs. 923 to Rs. 533, a 42.2% decrease.

Cost per Acquisition (CPA)

42.2%
Decrease

Email Engagement

Open rates increased by 48% and click-through rates by 34%.

Open rates increased

48% Increased

Social media engagement

34% Increased

Key Metrics

Total Revenue

Rs. 25,920,000 in monthly revenue.

Cost per Acquisition (CPA)

Reduced from Rs. 923 to Rs. 533.

Return on Ad Spend (ROAS)

Achieved 7.2X.

Daily Order Volume

Increased from 94 to 225 orders.

Average Order Value (AOV)

Increased to Rs. 3,840.

Conversion Rate

Improved to 5.2%.

Email List Growth

Increased by 42%.

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 luxury soaps and bathing accessories brand achieved a 7.2X 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 luxury bathing market.

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- 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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