

Achieving 6.1X ROAS for a Men's Shaving Essentials Brand

A CASE STUDY

Background

A men's shaving essentials brand in India offering a range of products from oils to razors and other accessories. The brand's best-sellers include shaving oils, razors, shaving creams, aftershave balms, and shaving brushes.

Upselling products include premium electric razors, luxury shaving kits, high-end aftershave colognes, and grooming sets. The initial average order value (AOV) was Rs. 1,200.



Initial Challenges

Low ROAS

Achieved a Return on Ad Spend (ROAS) of 2.2, 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. 75,000 with limited returns.

Results & Impacts

ROAS

Increased from 2.2X to 6.1X, achieving significant growth in return on ad spend.

Return on ad spend



Daily Orders

Grew from 69 orders per day to 286 orders per day.

Orders per day



Average Order Value (AOV)

Increased from Rs. 1,200 to Rs. 1,920.

Average Order Value (AOV)



Monthly Revenue

Increased from Rs. 2,484,000 to Rs. 16,473,600.

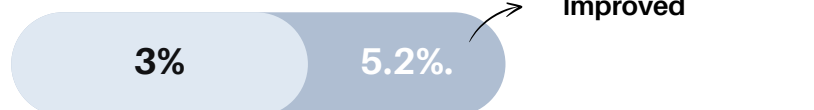
Monthly Revenue



Conversion Rate

Improved from 3% to 5.2%.

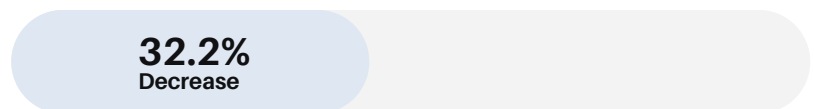
Conversion Rate



Cost per Acquisition (CPA)

Reduced from Rs. 545 to Rs. 315, a 42.2% decrease.

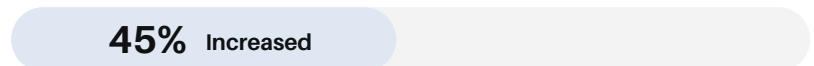
Cost per Acquisition (CPA)



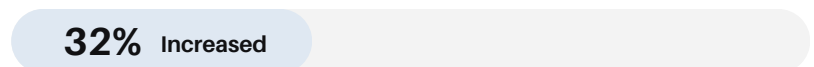
Email Engagement

Open rates increased by 45% and click-through rates by 32%.

Open rates increased



Click-through rates



Key Metrics

Total Revenue

Rs. 16,473,600 in monthly revenue.

Cost per Acquisition (CPA)

Reduced from Rs. 545 to Rs. 315.

Return on Ad Spend (ROAS)

Achieved 6.1X.

Daily Order Volume

Increased from 69 to 286 orders.

Average Order Value (AOV)

Increased to Rs. 1,920.

Conversion Rate

Improved to 5.2%.

Email List Growth

Increased by 40%.

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 men's shaving essentials brand achieved a 6.1X 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 men's grooming 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

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