

# Achieving 6.5X ROAS for an Electronics Store

A CASE STUDY

# Background

An electronics store specializing in mobile accessories. The store offers a range of best-selling products including wireless earbuds, power banks, phone cases, screen protectors, and car chargers. The store also focuses on upselling premium wireless chargers and Bluetooth speakers. The initial average order value (AOV) was Rs. 2,600.



# 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 high due to the competitive market.

## Conversion Rate

The website conversion rate was low, leading to fewer sales

## 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. 60,000 with limited returns.

# 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 154 orders per day to 279 orders per day.

### Orders per day



## Average Order Value (AOV)

Increased from Rs. 2,600 to Rs. 3,900.

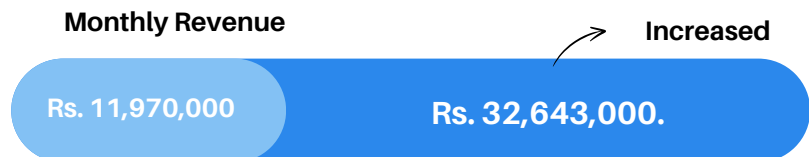
### Average Order Value (AOV)



## Monthly Revenue

Increased from Rs. 11,970,000 to Rs. 32,643,000.

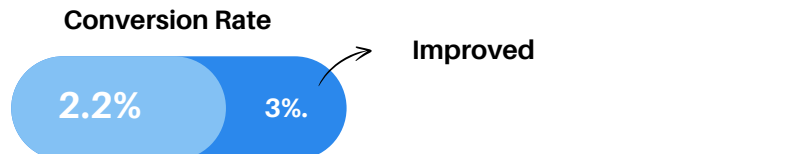
### Monthly Revenue



## Conversion Rate

Improved from 2.2% to 3.0%.

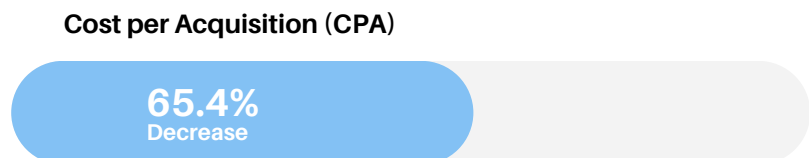
### Conversion Rate



## Cost per Acquisition (CPA)

Reduced from Rs. 1,733 to Rs. 600, a 65.4% decrease.

### Cost per Acquisition (CPA)



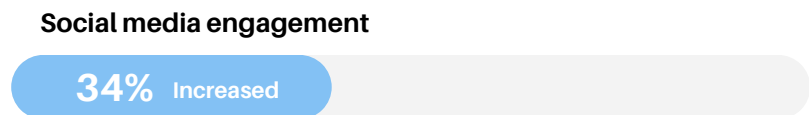
## Email Engagement

Open rates increased by 45% and click-through rates by 34%.

### Open rates increased



### Social media engagement



# Key Metrics

Total Revenue

**Rs. 32,643,000 in monthly revenue.**

Cost per Acquisition (CPA)

**Reduced from Rs. 1,733 to Rs. 600.**

Return on Ad Spend (ROAS)

**Achieved 6.5X.**

Daily Order Volume

**Increased from 154 to 279 orders.**

Average Order Value (AOV)

**Increased to Rs. 3,900.**

Conversion Rate

**Improved to 3.0%.**

Email List Growth

**Increased by 38%.**

# 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.

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# Conclusion

Through targeted growth strategies and data-driven optimizations, the electronics store specializing in mobile accessories achieved a 6.5X ROAS. Enhanced targeting, dynamic creative optimization, and leveraging multiple marketing channels significantly boosted order volume and revenue, positioning the store as a leading player in the competitive mobile accessories 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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# Thank You