Achieving 7.5X ROAS for a Skincare Brand

Background

Skincare Brand targeted at girls and women aged 18-35 in tier 1 cities in India, primarily those who spend a significant amount of time outdoors. The objective was to sell the entire stock.

Initial Challenges

Low Order Volume

Daily orders were significantly below target, averaging 55 orders per day.

High Cash Burn

Daily cash burn of Rs. 66,000.

High Cost per Acquisition (CPA)

Initial CPA was Rs. 1,200.

Significant Overheads

High costs associated with Shopify higher plans, influencer marketing, inventory, and ad spend.

Results & Impacts

Cost per Acquisition (CPA)

Reduced from Rs. 1,200 to Rs. 450, a 62.5% decrease.

62.5% Decrease

Return on Ad Spend (ROAS)

Achieved an average ROAS of 7.5X.

ROAS of 7.5X.

Order Volume

Increased daily order volume from 55 to 200 orders, a 263.6% increase.

Daily order volume — Increased

100% **263.6%**

Revenue

Achieved Rs. 16,800,000.00 in monthly revenue.

Monthly Revenue

Rs. 16,800,000.00

Cash Burn

Adjusted daily ad spend to Rs. 74,666.67, balanced by increased revenue.

Daily ad spend — Balanced by increased revenue.

Rs. 74,666.67

Brand Awareness

Brand search volume increased by 200%, from 1,500 to 4,500 monthly searches. Social media engagement (likes, shares, comments) increased by 135%.

Brand search volume — Increased

100% **200%**

Social media engagement — Increased

100% **135%**

Customer Feedback

Positive reviews and customer satisfaction increased by 32%.

Customer Satisfaction

32% Increase

Key Metrics

Total Revenue

Rs. 16,800,000.00 in monthly revenue.

Cost per Acquisition (CPA)

Reduced from Rs. 1,200 to Rs. 450.

Return on Ad Spend (ROAS)

Achieved 7.5X.

Daily Order Volume

Increased from 55 to 200 orders.

Engagement Rate

33% (compared to industry average of 20%).

Social Media Engagement

Increased by 135%.

Brand Search Volume

Increased from 1,500 to 4,500 monthly searches.

Key Takeaways

AI-driven dynamic ads

Use AI-driven dynamic ads to boost CTR by 45%.

hyper-targeted lookalike audiences

Create hyper-targeted lookalike audiences to increase conversions by 35%.

Automated email drip campaigns

Implement automated email drip campaigns to boost repeat purchases by 22%.

Brand Partnerships

Partner with micro-influencers to drive a **25%** increase in brand mentions.

UGC campaigns

Leverage UGC campaigns to increase engagement by **30%.**

Advanced retargeting strategies

Employ advanced retargeting strategies to improve ROAS by **50%.**

Conversion Rate Optimization

Conduct CRO to enhance conversion rates by 25%.

Referral programs

Launch referral programs to increase AOV by 20%.

Conclusion

Through expert-level growth hacking strategies and data-driven optimizations, the skincare brand achieved a 7.5X ROAS. Enhanced targeting, dynamic creative optimization, and leveraging UGC significantly boosted order volume and revenue, positioning the brand as a leading skincare solution for outdoor enthusiasts in tier 1 cities in India.

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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