

10X ROAS for a D2C Skincare Brand

Project Snapshot

- **Revenue Generated:** ₹12L+
- **Ad Spend:** ₹1.2L
- **ROAS:** 10X in 6 weeks
- **Key Achievement:** Increased returning customer rate through sequential ad storytelling.

Full Funnel Paid Ads Strategy

- **TOFU (Top of Funnel) Awareness Campaigns:**
 - Goal: Build brand awareness and attract new visitors.
 - Ad Format: Video and image ads targeting broad audience segments.
- **MOFU (Middle of Funnel) Retargeting Ads:**
 - Goal: Engage users who visited the website but didn't convert.
 - Strategy: Retargeting mid-funnel visitors using dynamic retargeting ads.
- **BOFU (Bottom of Funnel) Conversion Ads:**
 - Goal: Drive high-intent visitors to convert and make a purchase.
 - Ad Format: Product-centric ads with strong call-to-action (CTA) and urgency elements.
- **UGC (User-Generated Content) Video Ads (Experiment):**
 - Goal: Test video ads featuring authentic user-generated content to increase trust.

- Results: Higher engagement and conversion rates in comparison to standard ads.

- **A/B Testing CTA Variants:**
 - Goal: Test multiple CTAs and designs for maximum conversion.
 - Results: Identified high-performing CTA variants leading to higher conversion rates.

Campaign Phases & Ad Strategy

Phase	Ad Type	Objective
TOFU	Awareness Campaigns	Build brand awareness and attract top-of-funnel traffic.
MOFU	Retargeting Ads	Engage users who visited website but didn't convert.
BOFU	Conversion Ads	Encourage purchases with high intent visitors.
UGC Experiment	Video Ads	Test user-generated content for higher engagement and trust.
A/B Testing	CTA Variants	Test different CTA designs to improve conversion rate.

Optimization Techniques

- **A/B Testing:** Ran continuous A/B tests for ad creatives, landing page copy, and CTA variants.
- **Retargeting Optimization:** Optimized retargeting campaigns by focusing on users who had higher engagement signals (e.g., page views, clicks).
- **Audience Segmentation:** Refined audience segments based on previous conversion data for more precise targeting.
- **Ad Frequency Management:** Optimized ad frequency to prevent ad fatigue while maintaining broad reach.

Results Achieved

- **Revenue Generated:** ₹12L+ from ₹1.2L ad spend in 6 weeks.
- **ROAS:** 10X return on ad spend.
- **Returning Customer Rate:** Increased through sequential ad storytelling and effective nurturing.
- **Cost per Acquisition (CPA):** Reduced by 30%.
- **Reporting:** Weekly performance reports were shared with the founder team, showing detailed insights on campaign progress and adjustments.