Scaling ROAS for D2C Beauty Brand

Timeline: 3 Months
Objective: Improve ROAS, reduce CAC, and streamline ad performance through funnel-based strategy.

In this project, I worked with a direct-to-consumer (D2C) skincare brand struggling with high customer acquisition costs (CAC) and inconsistent return on ad spend (ROAS). My goal was to restructure their Meta Ads strategy, implement a full-funnel approach, and test performance-driven creatives like UGC, testimonials, and offers. Over 3 months, I improved their ROAS from 1.8x to 4.5x while cutting CAC by 40%. The results were driven by data-backed targeting, creative testing, and better alignment of ads with user intent.

1 Project Overview

Parameter	Before	After (3 Months)
ROAS	1.8x	4.5x
Customer Acquisition Cost (CAC)	₹465	₹278
Conversion Rate	1.2%	3.6%
Revenue from Ads	₹3.6L	₹10.8L

Initial Challenges:

- High CAC with minimal conversions.

- Overlapping ad sets and poorly defined funnel stages.

- Weak creative performance: static ads underperforming.

- Retargeting missing critical warm traffic.

2⃣ Funnel Rebuild: Strategy Breakdown

🔄 Full-Funnel Strategy Implementation

Funnel Stage	Objective	Creative Format	Target Audience	Budget Share
TOFU	Awareness & Engagement	UGC Reels + Memes	Broad & Lookalike	40%
MOFU	Consideration	Testimonials + FAQs	Warm (IG Engaged, WP)	35%
BOFU	Conversions	Offer-Based Static	Cart Abandoners, LP	25%

Note: Used Meta Events (ATC, VC, Purchase) to retarget across 7-day windows.

3⃣ A/B Testing Insights

✅ Creative Testing

Test Variable	Variant A	Variant B (Winner)
Format	Static product images	UGC Reel with hook
CTA Text	"Shop Now"	"See Real Results"
Copy Angle	Feature-based	Benefit-driven

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    Result: UGC + Benefit Copy increased CTR by 48%

- Reel ads had 2.6x engagement compared to static creatives.

🔍 Visual Tracking Setup

- Implemented **UTM parameters** across every funnel stage.

- Connected **Meta + Google Analytics** + **CRM (Freshsales)**.

- Weekly reporting dashboard using Google Data Studio.

4️⃣ Key Wins & Learnings

🔑 Highlights:

- **Reduced CAC by 40%** through better segmentation.

- **Improved retargeting** efficiency using dynamic creatives.

- **Increased ROAS** to 4.5x by aligning ad messaging to funnel stage.

- Built an evergreen "hook → educate → offer" loop.