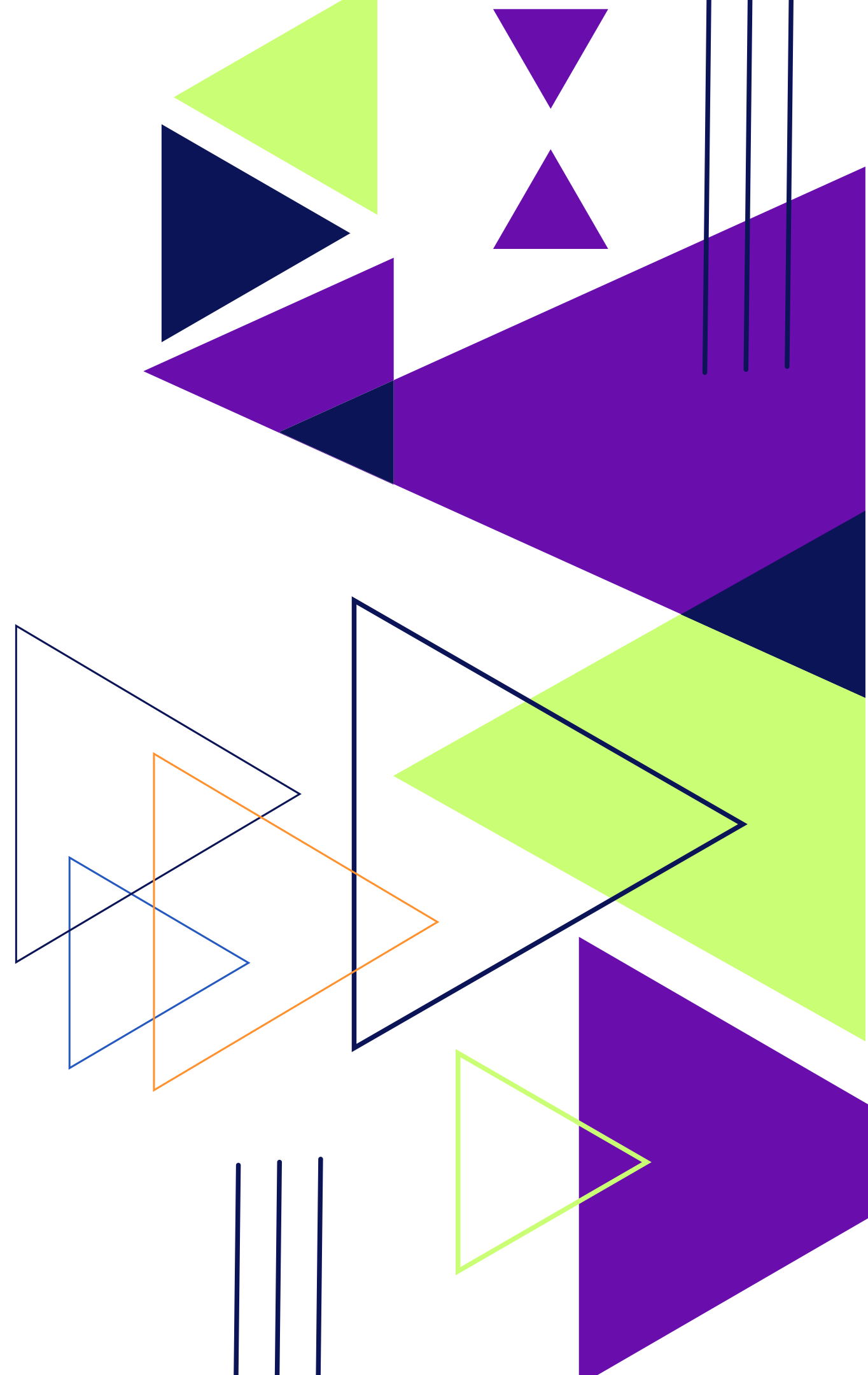
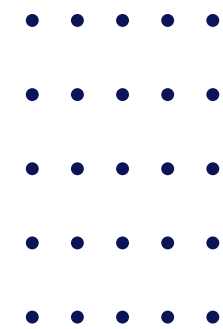




Case Study

Analyzing Challenges, Strategies, and Results



Brand Type - A Leader in Better-for-You Functional Foods

From Stagnation to Scale: Revitalizing a D2C FMCG Brand with a 44% ROAS Uplift.

A Performance Marketing Case Study



The Starting Point - A Foundation with Untapped Potential

When we began our partnership, the brand had established a market presence but faced challenges with converting ad spend into profitable growth. The campaigns generated volume but showed significant opportunities for improved efficiency and a higher return on investment.

- The brand's campaigns were active but struggled with inefficient ad spend and stagnant, low-profitability growth.
- The average Return on Ad Spend (ROAS) was low at 1.77x, indicating profit margins were tight.
- On-site Conversion Rate of 0.01 suggested opportunities to improve traffic quality and audience targeting.
- The previous 5-month period generated a total of 2,713 purchases, providing a clear baseline for growth.



Search by name, ID or metrics

1 Aug 2024 - 31 Dec 2024

Pivot Table

Group Breakdowns

Reset Column Widths

Format

Customise

Ad name	Preview link	CTR (link click-through...)	CTR (all)	CVR	Purchases	Purchase ROAS (return o...
		0.35%	0.47%	0.04 [2]	211 [2]	2.15 [2]
	Preview ad ⓘ	0.39%	0.53%	0.05 [2]	130 [2]	1.69 [2]
		0.83%	1.05%	0.06 [2]	63 [2]	2.13 [2]
	Preview ad ⓘ	1.74%	2.30%	0.05 [2]	55 [2]	1.60 [2]
	Preview ad ⓘ	1.26%	1.50%	0.05 [2]	100 [2]	3.28 [2]
	Preview ad ⓘ	0.49%	0.63%	0.04 [2]	104 [2]	1.81 [2]
	Preview ad ⓘ	0.60%	0.77%	0.04 [2]	32 [2]	2.91 [2]
		1.21%	1.45%	0.06 [2]	77 [2]	2.29 [2]
	Preview ad ⓘ	1.02%	1.20%	0.03 [2]	40 [2]	1.94 [2]
Total results 50/4,681 rows displayed	—	1.14% Per Impressions	1.26% Per Impressions	0.01	2,713 Total	1.77 Average

The Blueprint - Our 5-Pillar Strategy for Profitable Growth

1. Rigorous Creative & Performance Audit: We initiated a full audit of all existing ad creatives. This allowed us to immediately pause dozens of underperforming ads, stop budget waste, and establish a clear performance baseline to build upon.

2. In-Depth Competitive Intelligence: Using tools like the Denote Ad Library extension, we analysed the competitive landscape to identify the longest-running, most successful ads from key competitors. This provided critical insights into what resonates with the target audience.

3. Strategic Pivot to Authentic Content: We shifted the content strategy away from static sales images to a more authentic and engaging mix. This included deploying User-Generated Content (UGC), founder-led videos, and building a pipeline of high-trust content through influencer collaborations.

4. Pricing & Channel Harmonization: A critical friction point was removed by aligning product pricing on the brand's website with major e-commerce platforms like Amazon and Flipkart, ensuring a consistent and trustworthy customer experience.

5. Conversion Rate Optimization (CRO): We implemented CRO activities directly on the website. This involved analysing on-site customer behaviour to understand and optimize the user journey, from the landing page all the way to check out.



Search by name, ID or metrics

1 Jan 2025 - 31 May 2025

Pivot Table

Group Breakdowns

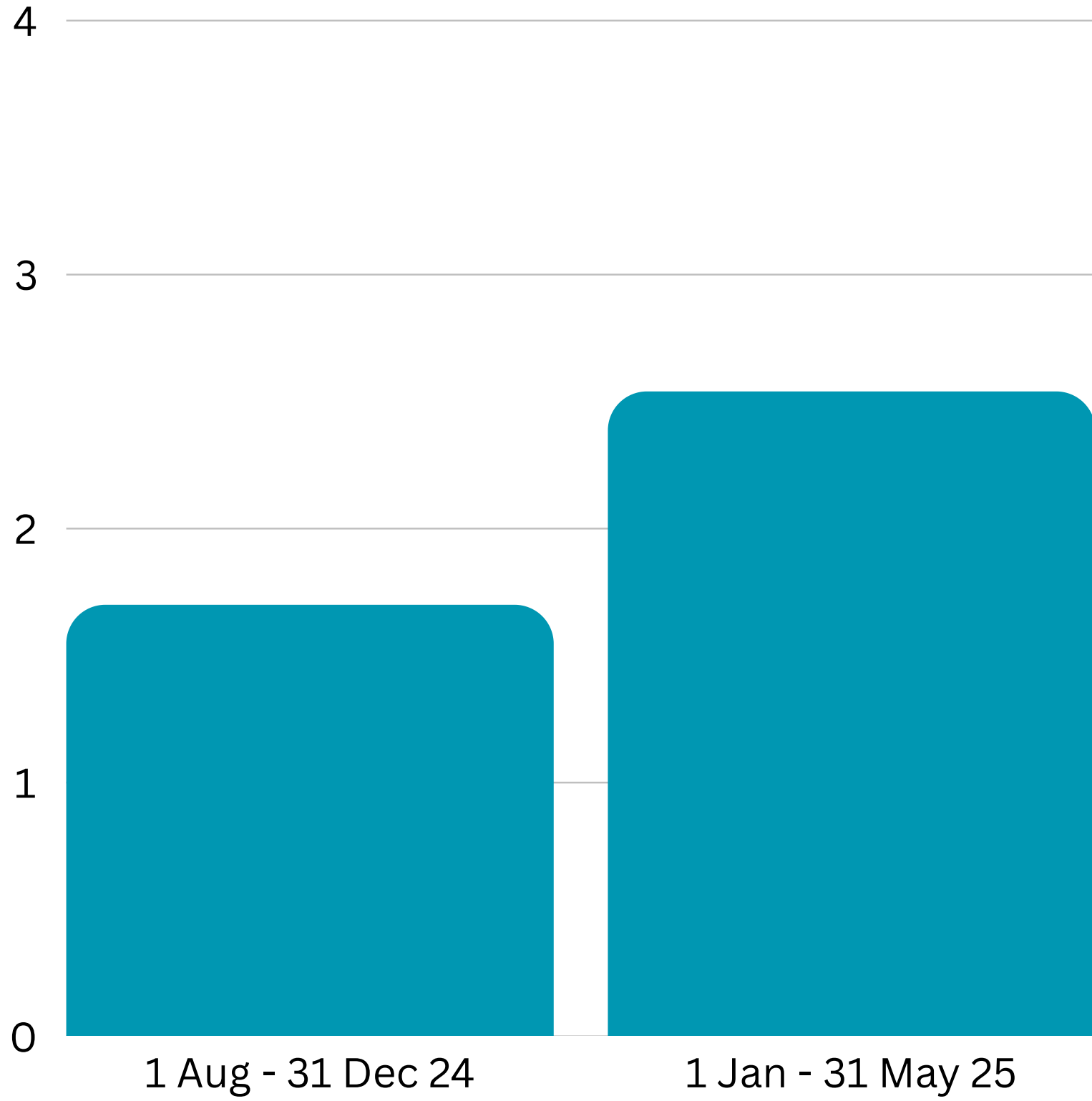
Reset Column Widths

Format

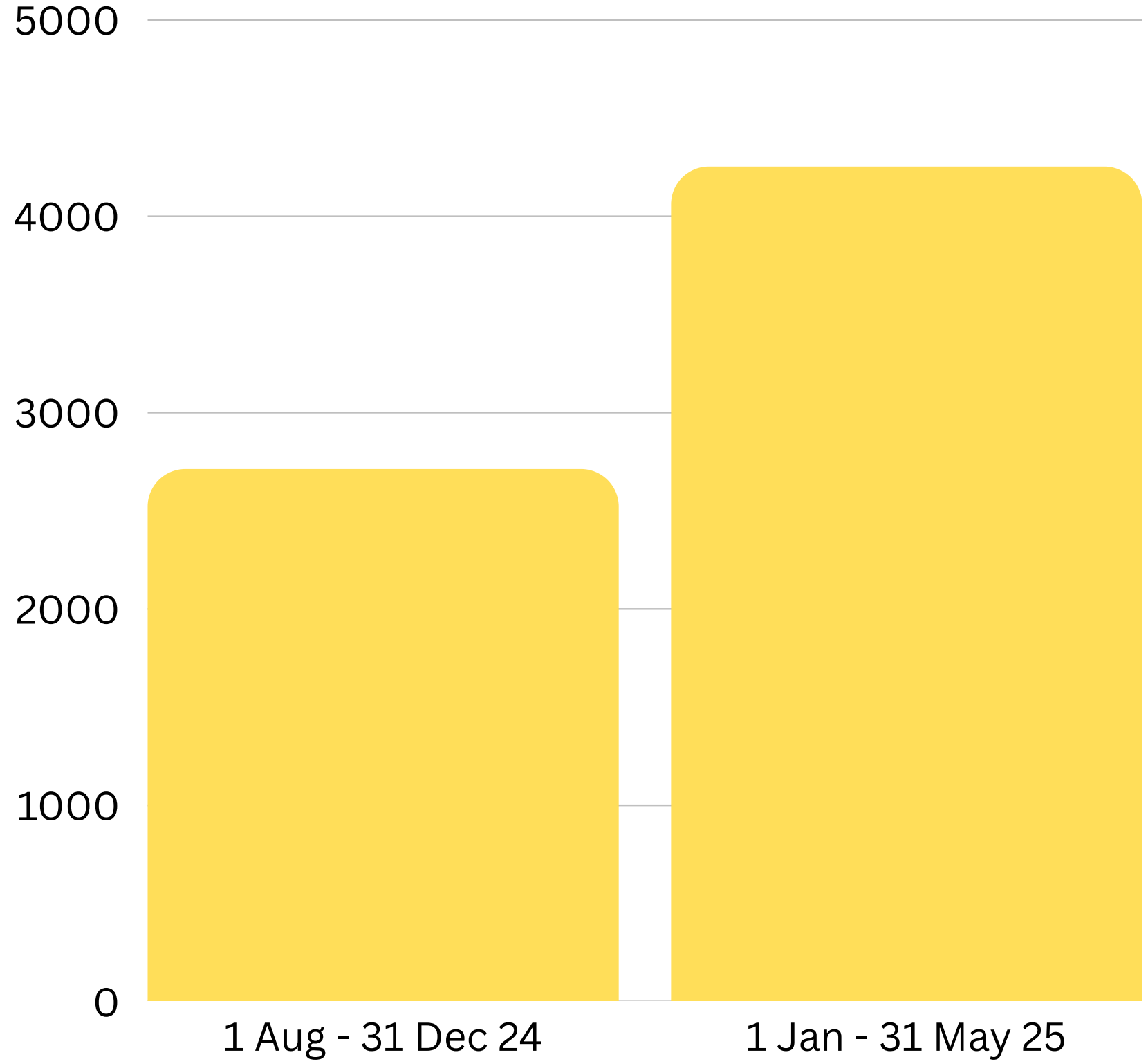
Customise

Ad name	Preview link	CTR (link click-through...)	CTR (all)	CVR	Purchases	Purchase ROAS (return o...)
	Preview ad ⓘ	1.16%	1.55%	0.02 [2]	286 [2]	2.37 [2]
	Preview ad ⓘ	1.27%	1.37%	0.03 [2]	266 [2]	3.06 [2]
	Preview ad ⓘ	1.18%	1.41%	0.02 [2]	183 [2]	1.53 [2]
	Preview ad ⓘ	1.03%	1.13%	0.03 [2]	228 [2]	3.39 [2]
	Preview ad ⓘ	1.07%	1.33%	0.06 [2]	130 [2]	3.30 [2]
	Preview ad ⓘ	1.14%	1.88%	0.05 [2]	139 [2]	2.66 [2]
	Preview ad ⓘ	0.64%	0.76%	0.05 [2]	129 [2]	3.42 [2]
	Preview ad ⓘ	0.71%	0.84%	0.04 [2]	139 [2]	3.89 [2]
	Preview ad ⓘ	1.43%	1.55%	0.04 [2]	107 [2]	4.32 [2]
Total results 50/4,681 rows displayed	—	1.21% Per Impressions	1.39% Per Impressions	0.02	4,233 Total	2.54 Average

● ROAS



● Purchases



The Transformation: 5 Months of Explosive Growth

- 1. We engineered a 44% increase in profitability, taking the average Return on Ad Spend (ROAS) from a stagnant 1.77x to a robust 2.54x.**
- 2. We successfully scaled the business by boosting total sales volume by 56%, growing from 2,713 purchases in the previous five-month period to 4,233 purchases under our management.**
- 3. Campaign efficiency was doubled, reflected in a 100% increase in the Conversion Rate (from 0.01 to 0.02). This demonstrates a dramatic improvement in traffic quality and audience targeting.**
- 4. Our data-driven creative strategy proved highly effective, with new ad formats achieving a remarkable 4.32 ROAS-more than double the previous period's average.**
- 5. We consistently delivered high-profitability campaigns, with a majority of the top-performing ads achieving a ROAS of 3.0x or greater, proving the effectiveness and scalability of our new creative direction.**



Navigate Growth. We're Your Guide

This case study proves that profitable scaling isn't about spending more - it's about spending smarter. Our success was built on a holistic strategy that combined a deep creative audit, competitive intelligence, and relentless conversion optimization. We transformed the brand's performance by focusing on data-driven decisions that delivered real, measurable business growth.

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