

4x

ROAS

₹24L

Revenue






+70%

Traffic ↑

30%

Cart Abandon ↓

Client Overview

 Industry	 Location	 Business Type	 Campaign Duration	 Monthly Budget
Fashion & Apparel (E-commerce)	India	D2C Online Apparel Brand	3 Months	₹ 2 Lakhs

The Challenge

An emerging Indian apparel brand had significant cart abandonment (72%), weak organic traffic, and underperforming ad campaigns with less than 1.5x ROAS. Their product pages lacked SEO optimization, and they had no email marketing or retargeting system in place to recover lost sales — costing them an estimated ₹ 8–10 Lakhs in missed monthly revenue.

Objectives

- Achieve 3x+ ROAS through integrated performance marketing.
- Increase website traffic by 50% in 3 months.
- Reduce cart abandonment rate significantly.
- Build a sustainable email marketing engine for repeat purchases.

Monthly Ad Budget: ₹ 2 Lakhs

Our Strategy

1. SEO for Organic Growth

- › Optimized for high-intent keywords: 'Trendy casual wear for women', 'Affordable ethnic dresses online'.
- › Published seasonal blog content: styling guides, festive fashion tips, trend reports.
- › Optimized 200+ product pages with meta descriptions, reviews, and rich snippets.

2. Google Shopping & PPC Ads

- › Launched Google Shopping Ads targeting ethnic wear, casual wear, and accessories.
- › Time-sensitive offer extensions to create urgency and boost CTR by 34%.
- › A/B tested ad creatives — winning variants delivered 2.1x more conversions.

3. Meta Remarketing & Dynamic Ads

- › Dynamic product ads re-engaging users who abandoned carts within 24 hours.
- › Instagram Reels ads showcasing new arrivals and seasonal collections.

4. Email Marketing Automation

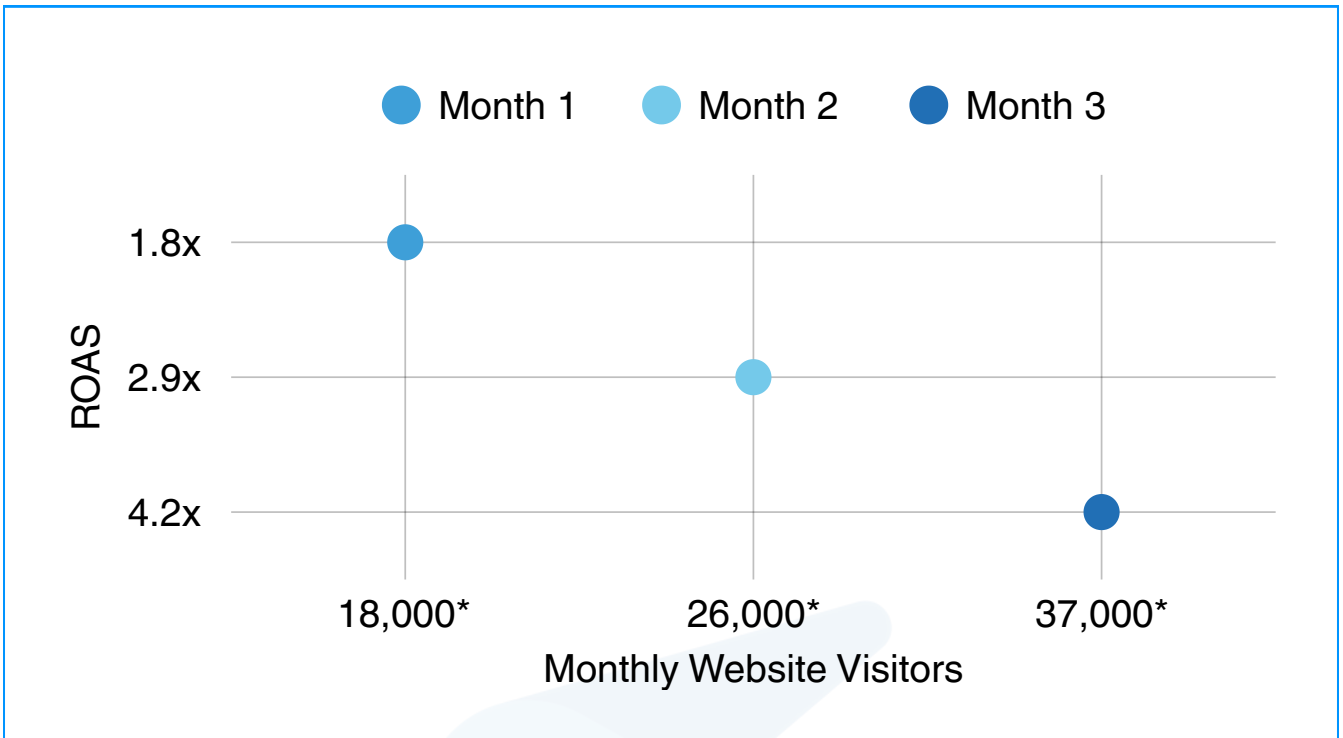
- › 3-step cart abandonment email sequence with discount and free shipping offers.
- › Personalized product recommendation emails based on browsing history.
- › Recovered 22% of abandoned carts through email sequences alone.

Campaign Results

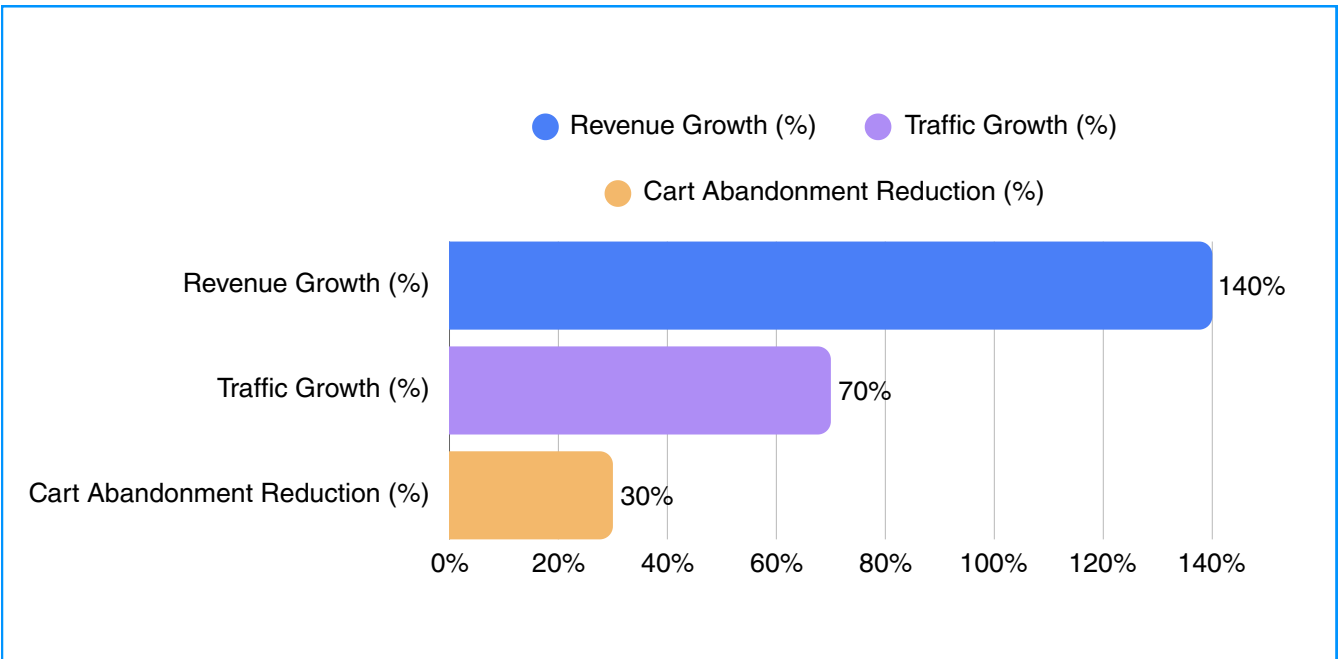
Campaign Duration: 3 Months | Budget: ₹ 2 Lakhs/month

4X	₹24 Lakhs	+70%
ROAS Achieved	Total Revenue (3 Months)	Traffic Growth
-30%	22%	+33%
Cart Abandonment Drop	Email Cart Recovery	Goal Exceeded By

ROAS VS WEBSITE TRAFFIC GROWTH (3 MONTHS)



KEY PERFORMANCE IMPROVEMENTS (%)



Key Takeaways

- 1 A combined SEO + PPC + email approach creates compounding results — each channel feeds the other to maximize overall ROAS.
- 2 Dynamic remarketing targeting cart abandoners within the first 24 hours delivers 3x higher conversion rates than generic retargeting.
- 3 Dynamic remarketing is a non-negotiable for jewellery, where buyers take 5–15 days to make a decision.
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