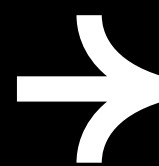


HASHWAY | FASHION BRAND

1.1 ROAS TO 10.19 ROAS IN 21 DAYS



01 RESULTS

Before

Search and filter										Max
Campaigns			Ad sets			Ads				
+ Create Duplicate Edit A/B test More						Unsaved Breakdown				
	Off/On	Campaign		Checkouts initiated	Website checkouts initiated	Checkouts initiated conversion value	Purchase ROAS (return on ad spend)	Website purchase (return)		
	☒	All Product Carousel 17th June		36	36	₹45,850.00	1.11			

Ad Set 1

After

Search and filter										Max
Campaigns			Ad sets			Ads				
+ Create Duplicate Edit A/B test More						Unsaved Breakdown				
	Off/On	Campaign		Checkouts initiated	Website checkouts initiated	Checkouts initiated conversion value	Purchase ROAS (return on ad spend)	Website purchase (return)		
	☒	Signature Shirt Conv. 19th June		44	44	₹47,760.00	10.19			



01 RESULTS

Before

Campaigns		Ad sets		Ads					
+ Create		Duplicate		Edit		A/B test		More	
						Unsaved		Breakdown	
								Reports	
	Off/On	Campaign		Checkouts initiated	Website checkouts initiated	Checkouts initiated conversion value	Purchase ROAS (return on ad spend)	Website purchase ROAS (return on...	
	☒	All Product Carousel 17th June		32 [2]	32 [2]	₹37,040.00 [2]	1.23 [2]	1.23 [2]	

Ad Set 2

After

Campaigns		Ad sets		Ads					
+ Create		Duplicate		Edit		A/B test		More	
						Unsaved		Breakdown	
								Reports	
	Off/On	Campaign		Checkouts initiated	Website checkouts initiated	Checkouts initiated conversion value	Purchase ROAS (return on ad spend)	Website purchase ROAS (return on...	
	☒	Signature Shirt Conv. 19th June		36 [2]	36 [2]	₹39,040.00 [2]	9.16 [2]	9.16 [2]	



01

RESULTS

Before

Campaigns									
Ad sets									
Ads									
+ Create Duplicate Edit A/B test More Unsaved Breakdown Reports E									
☐	Off/On	Campaign	Checkouts initiated	Website checkouts initiated	Checkouts initiated conversion value	Purchases conversion value	Website purchases conversion value	Purchase ROAS (return on ad spend)	
☐	☒	All Product Carousel 17th June	23	23	₹28,030.00	₹7,330.00	₹7,330.00	1.39	

After

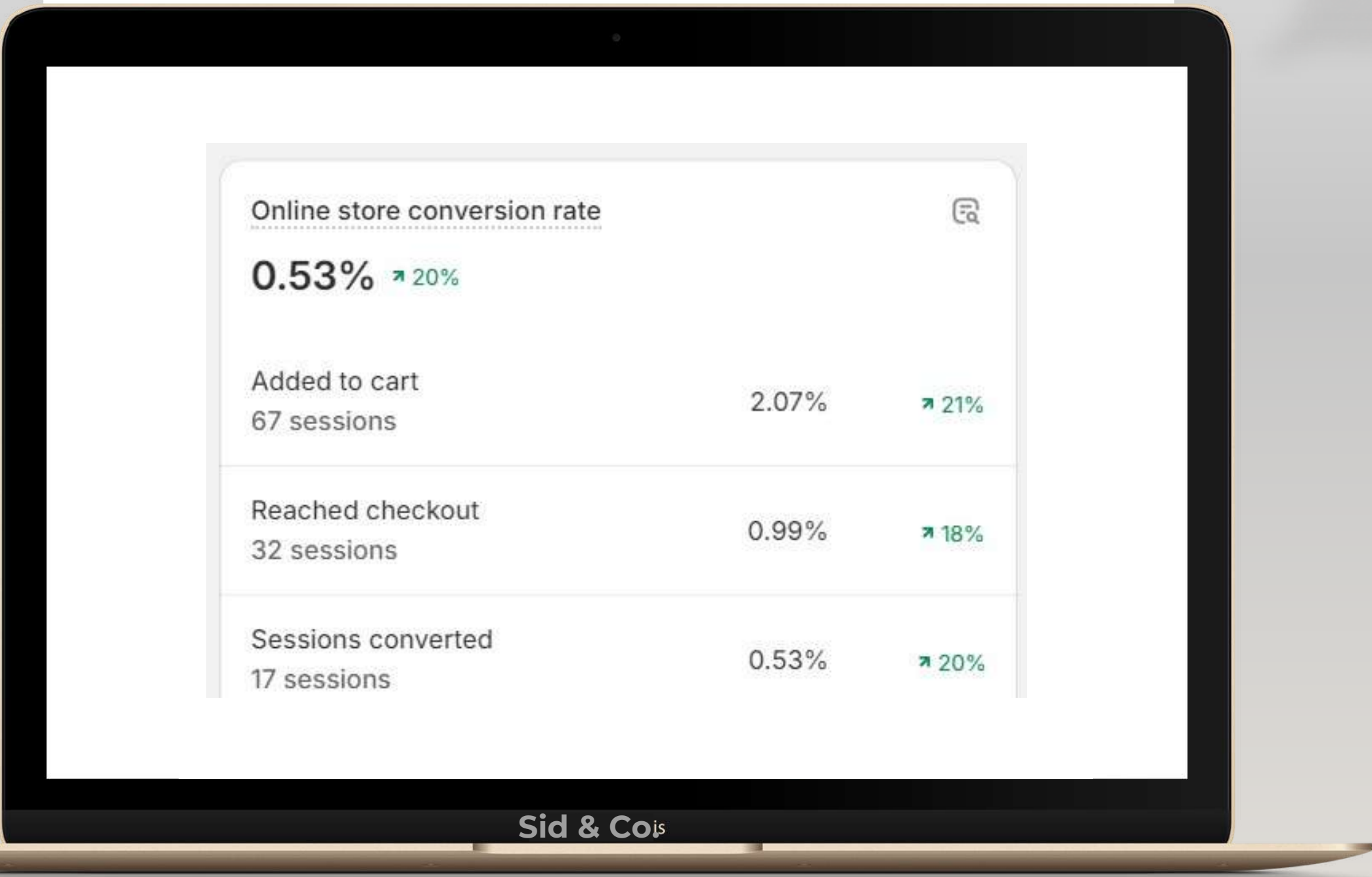
Ad Set 3

Campaigns									
Ad sets									
Ads									
+ Create Duplicate Edit A/B test More Unsaved Breakdown Reports E									
☐	Off/On	Campaign	Checkouts initiated	Website checkouts initiated	Checkouts initiated conversion value	Purchases conversion value	Website purchases conversion value	Purchase ROAS (return on ad spend)	
☐	☒	All Product Carousel 17th June	23	23	₹28,030.00	₹7,330.00	₹7,330.00	1.39	



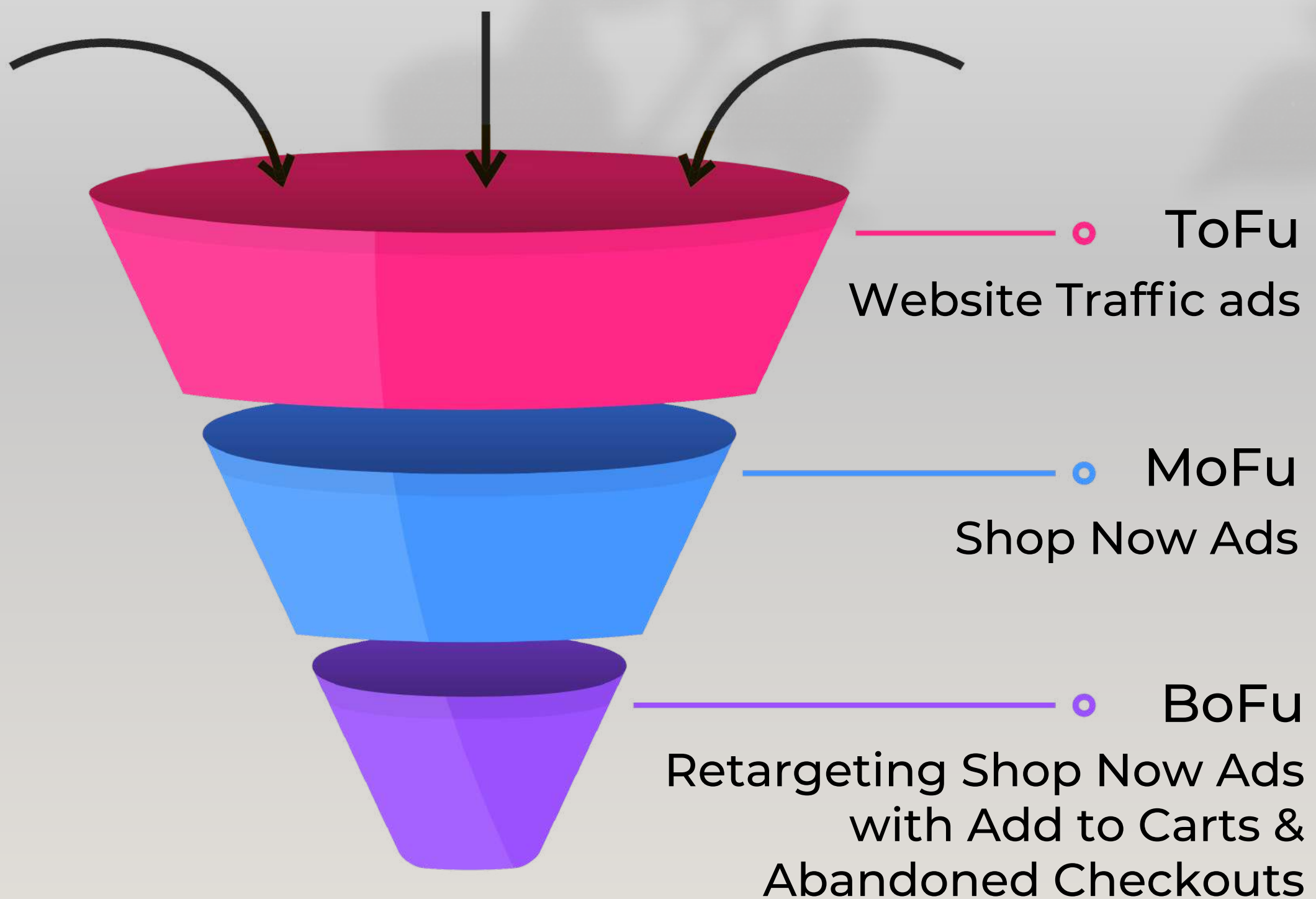
02

OTHER RESULT ANALYTICS



03

STRATEGY FUNNEL MARKETING

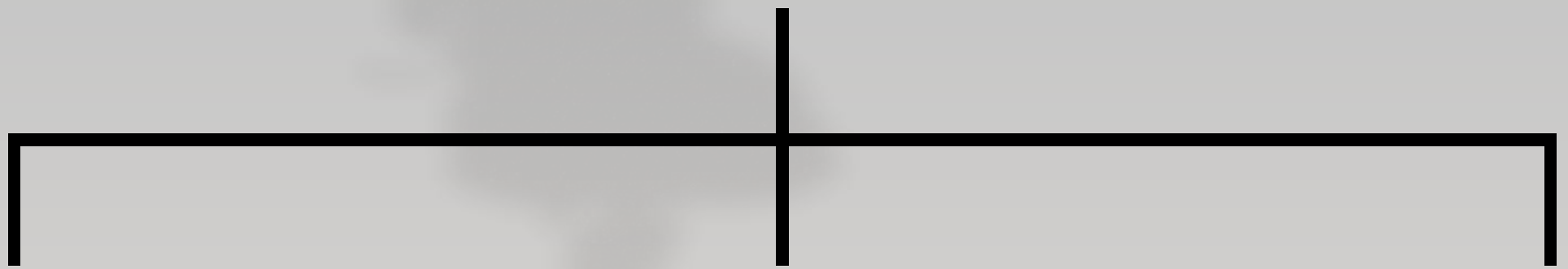


04

PRODUCT CATEGORISING STRATEGY

Pricing

₹ 1200-3500



₹ 1200-2000

₹ 2000-2800

₹ 2800-3500



05

AUDIENCE BUILDING

Controls

Location:

India

Minimum age:

18

Suggestions

Age:

18-35

People who match:

Interests: Hip-hop fashion (clothing), Hip-hop music (music), Shirt (clothing), Shopping (retail), Streetwear (clothing), Online shopping (retail), Fashion accessories (accessories), Entertainment (social concept), T-shirt (clothing), Street fashion (clothing), Clothing (clothing) or Electronic music (music), Behaviours: Frequent travellers, Frequent international travellers or Engaged shoppers

Edit

Sid & Co.



05

AUDIENCE BUILDING

Controls

Location:

India: Delhi (+40 km) Delhi; Mumbai (+40 km), Pune (+40 km) Maharashtra; Bangalore (+40 km) Karnataka; Chennai (+40 km) Tamil Nadu; Kolkata (+40 km) West Bengal; Hyderabad (+40 km) Telangana

Optimise locations:

On

Minimum age:

18

Suggestions

Age:

18-35

People who match:

Interests: Hip-hop fashion (clothing), Hip-hop music (music), Shirt (clothing), Shopping (retail), Streetwear (clothing), Online shopping (retail), Fashion accessories (accessories), Entertainment (social concept), T-shirt (clothing), Street fashion (clothing), Clothing (clothing) or Electronic music (music), Behaviours: Frequent travellers, Frequent international travellers or Engaged shoppers

Sid & Co.



06

RETARGETING

- **Created Custom Audience Based on**
 - 1.Add to Cart
 - 2.Specific Product Page
 - 3.Landing Page
 - 4. Purchase
- **Created Lookalike Audience on Add to Cart**
- **Created Lookalike Audience on Purchase**



07 CHALLENGES

- **High ROAS Product - What to do with them?**
- **Low ROAS Product - What to do with them?**
- **Identifying Hero Products**
- **How to deal with High ROAS?**
- **How to deal with High Cart Abandonments?**



08

SOLUTION

Scaling

Scale up high
ROAS products

Finding their optimum
budget spend daily

Scale Down high
ROAS products

Studying high-selling
products from the right
competitors via ads library



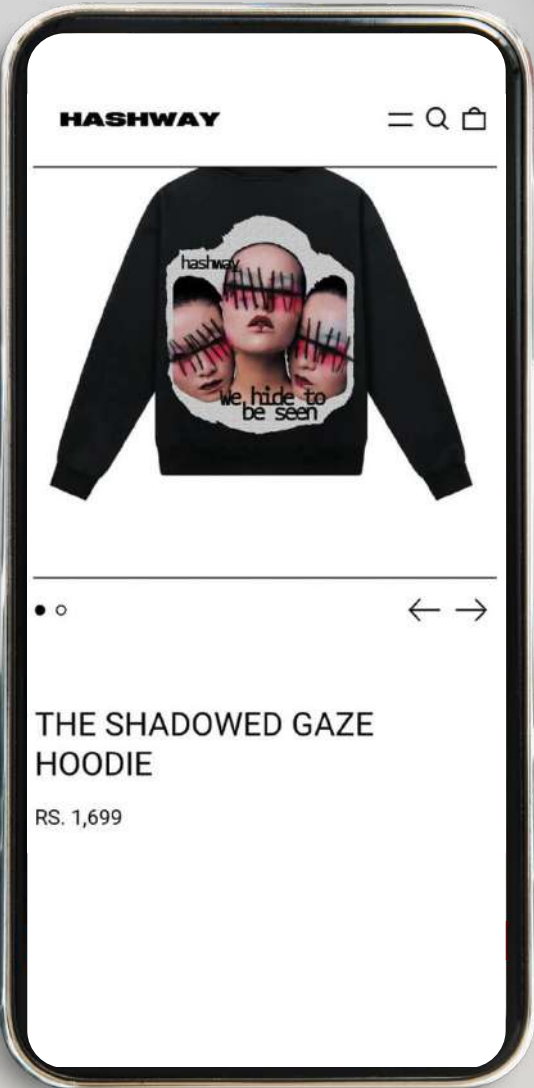
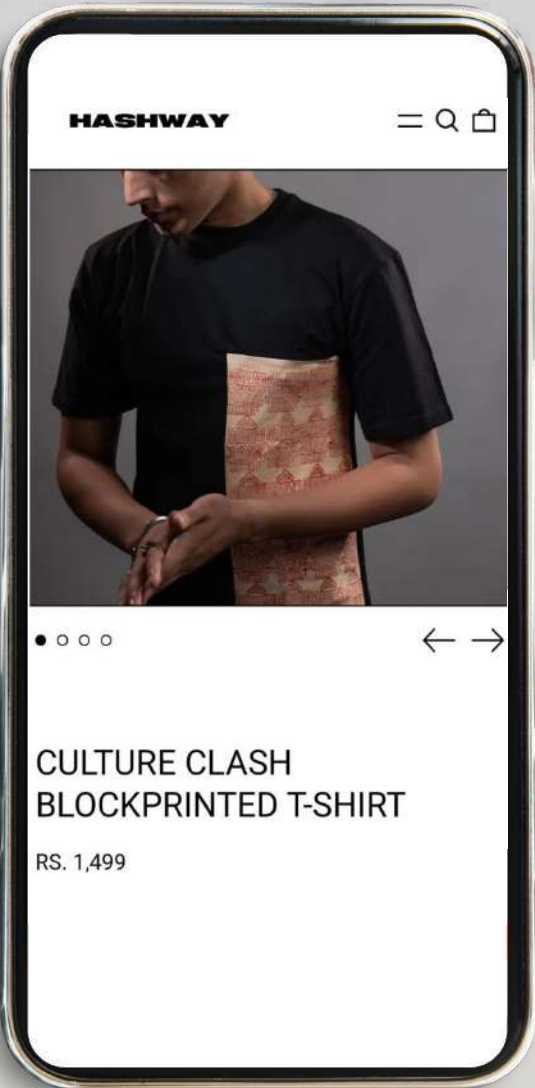
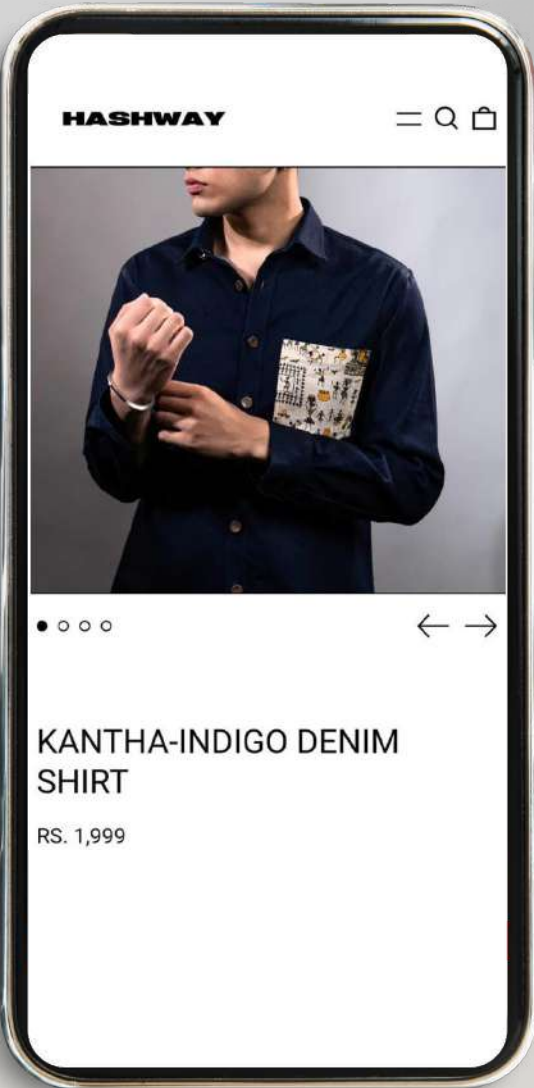
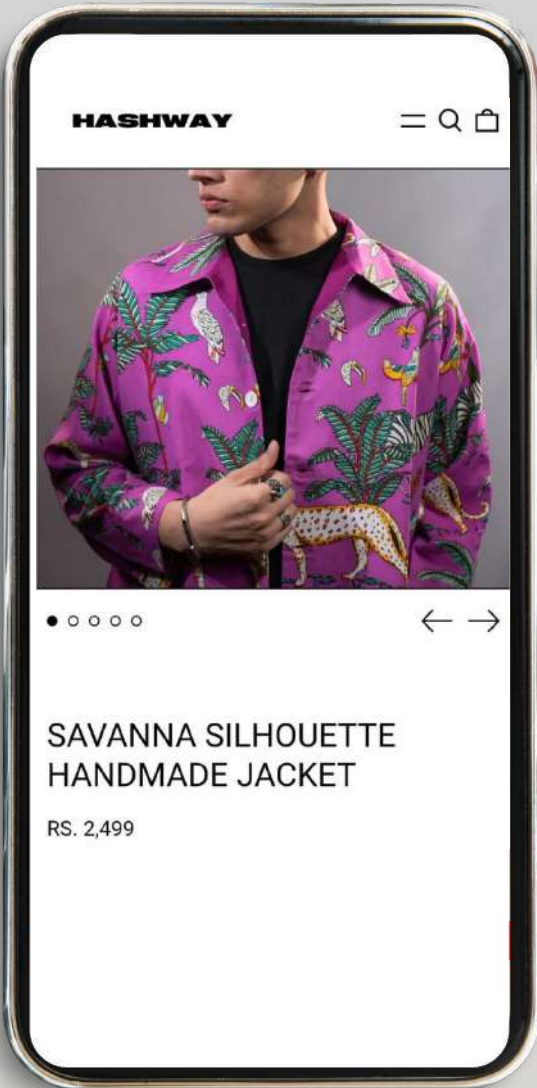
09 **RTOs ISSUE**

- **Two-step confirmation post order and pre shipment**
- **COD Blocker Tool**
- **Extra % discount on pre paid orders**
- **Targeted posh areas of tier 1 cities**
- **Added Razor pay magic for faster checkout**



10

HERO PRODUCTS



11

FUTURE COURSE OF ACTION

- **CRM Software Integration For**

1. Drip Marketing
2. WhatsApp automated triggers for Abandoned Checkout

- **Storytelling Ideas in Product Shoots**
- **For Campaign Video & Website Traffic Ads**

