

MEN'S FASHION
BRAND
12.56X AVERAGE
ROAS
22X PEAK ROAS

NEXZULE



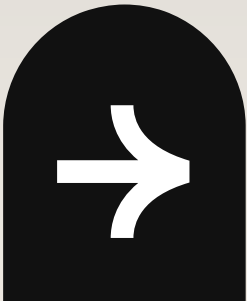
01 RESULTS

CAMPAIGN

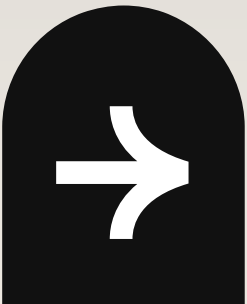
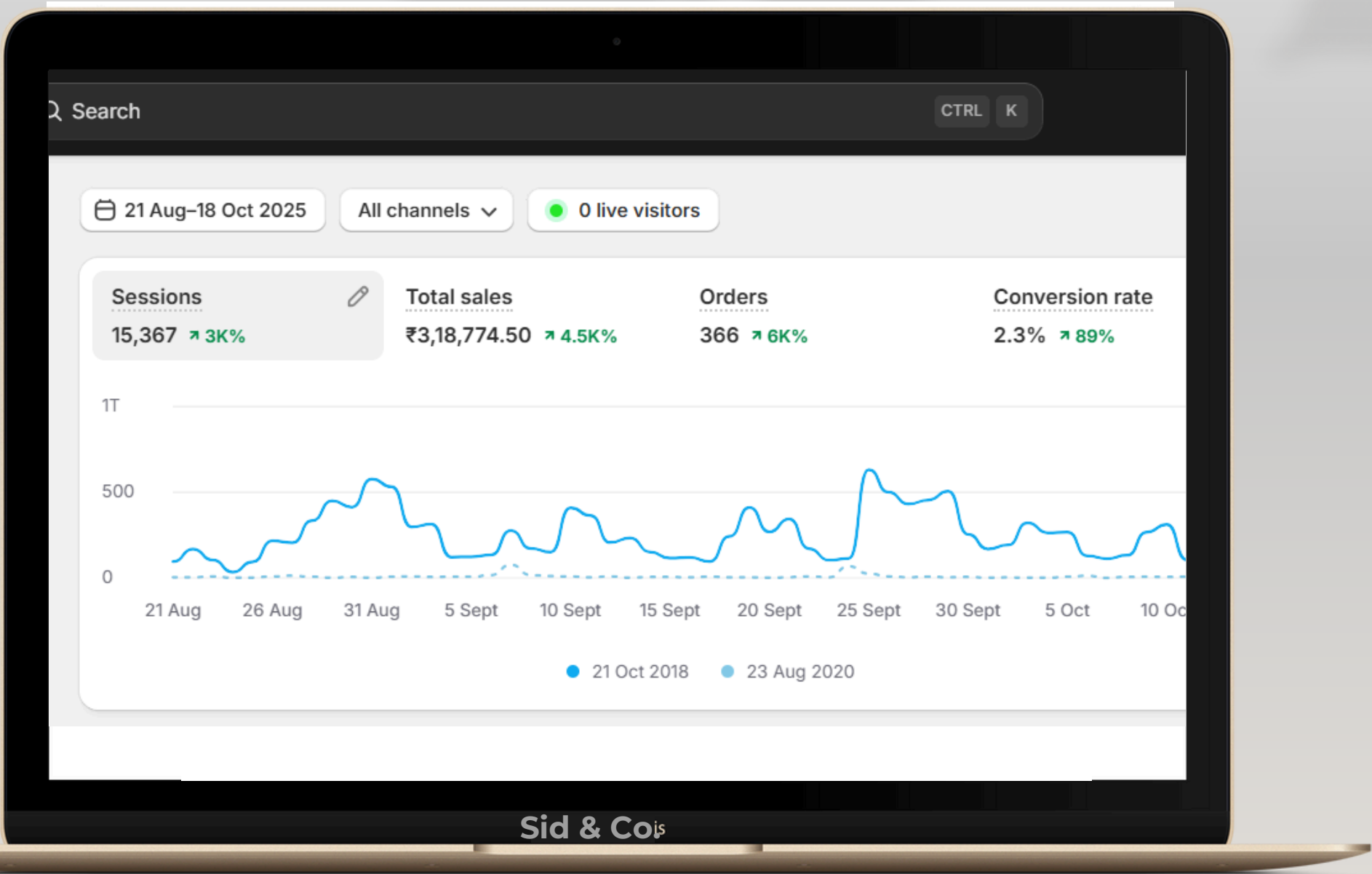
<div><div>Edit</div><div>A/B test</div><div>More</div><div>Columns: Custom</div><div>Breakdown</div><div>Reports</div><div>Export</div><div>Charts</div></div>								
n ↑↓	Results ↑↓	Reach ↑↓	Impressions ↑↓	Cost per result ↑↓	Amount spent ↑↓	Ends ↑↓	Purchases conversion val...	Purchase ROAS (return on ad...
Advantage+ 400 - 21/08	<div>197</div> Website purchases	174,647	373,699	<div>₹98.05</div> Per Purchase	₹19,316.75	Ongoing	₹242,616.56	12.56

AD COPY

<div><div>Campaigns</div><div>Ad sets</div><div>Ads<div>1 selected</div></div><div>Last 30 days: Sep 16, 2025 - Oct 15, 2025</div></div>										
<div><div>+ Create</div><div>Duplicate</div><div>Edit</div><div></div><div>A/B test</div><div>Preview</div><div>More</div><div>Columns: Custom</div><div>Breakdown</div><div>Reports</div><div>Export</div><div>Charts</div></div>										
Off / On ↑↓	Ad ↑↓	Budget Ad set	Results ↑↓	Reach ↑↓	Impressions ↑↓	Cost per result ↑↓	Amount spent ↑↓	Ends ↑↓	Purchases conversion val...	Purchase ROAS (return on ad...
<div></div>	<div><div></div>Advantage Video 7 - Black Full Sleeves</div>	₹300.00 Daily	<div>17</div> Website purchases	16,804	19,026	<div>₹93.22</div> Per Purchase	₹1,584.79	Ongoing	<div>₹23,211.10</div>	<div>14.65</div>
<div></div>	<div><div></div>Advantage Video 5</div>	₹300.00 Daily	<div>122</div> Website purchases	77,999	143,796	<div>₹65.83</div> Per Purchase	₹8,030.76	Ongoing	<div>₹160,264.46</div>	<div>19.96</div>
<div></div>	<div><div></div>Advantage Video 4</div>	₹300.00 Daily	<div>9</div> Website purchases	18,828	24,453	<div>₹191.04</div> Per Purchase	₹1,719.34	Ongoing	<div>₹8,741.00</div>	<div>5.08</div>
<div></div>	<div><div></div>Advantage Video 3</div>	₹300.00 Daily	<div>3</div> Website purchases	3,041	4,377	<div>₹110.38</div> Per Purchase	₹331.15	Ongoing	<div>₹3,397.00</div>	<div>10.26</div>



02 OTHER RESULT ANALYTICS



03 CHALLENGES

- Identifying Hero Products
- How to deal with High RTOs?
- How to deal with High Cart Abandonments?

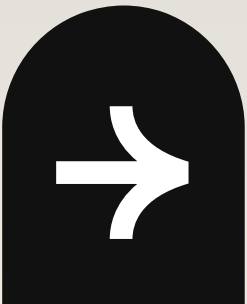
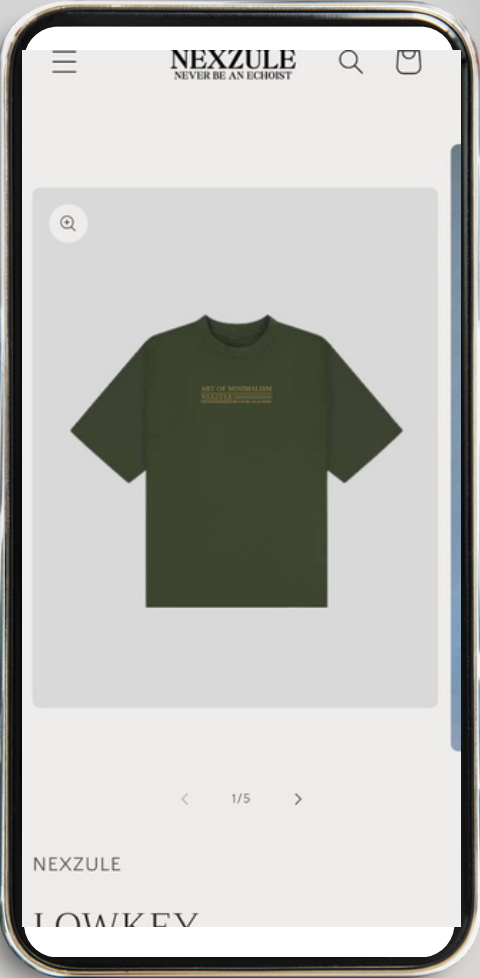
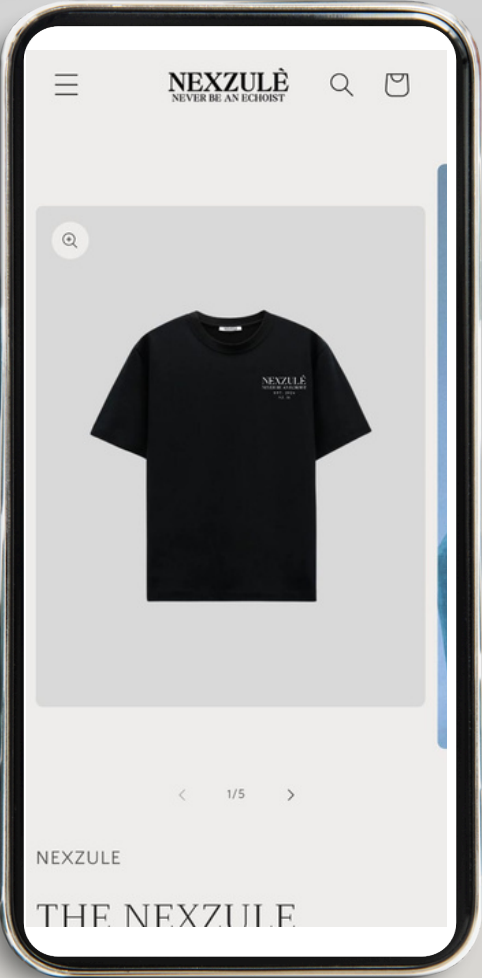
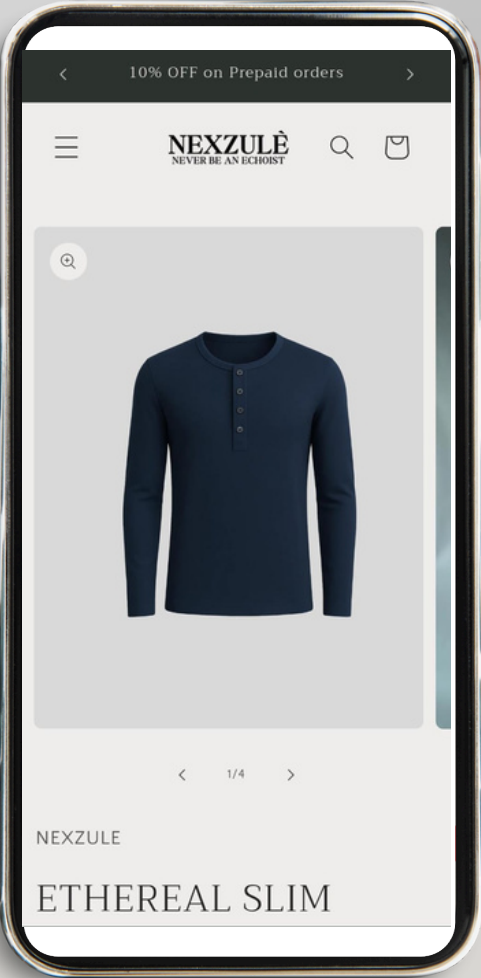
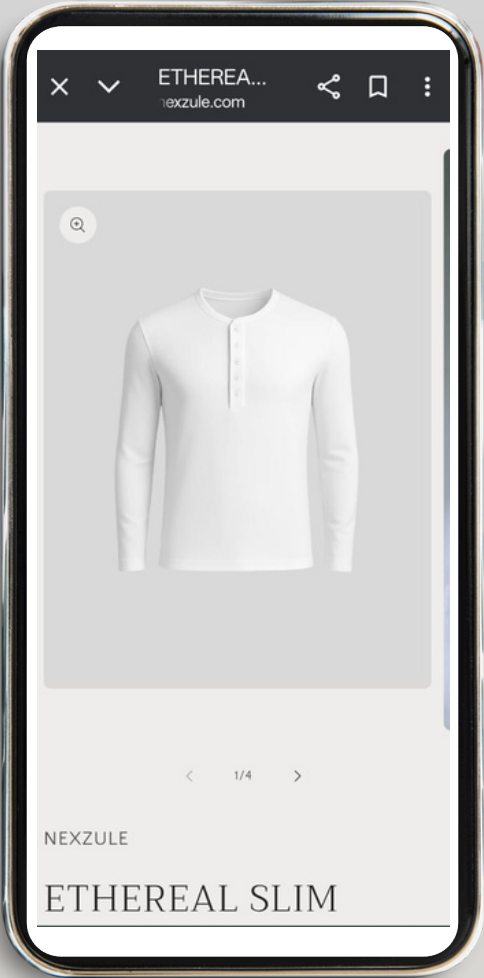


04 **RTOS & HIGH CART ABANDONMENTS ISSUE**

- Two-step confirmation post order and pre shipment
- COD Blocker Tool
- Extra % discount on pre paid orders
- Added Razor pay magic for faster checkou



05 HERO PRODUCTS



06 **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**



07 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**

