

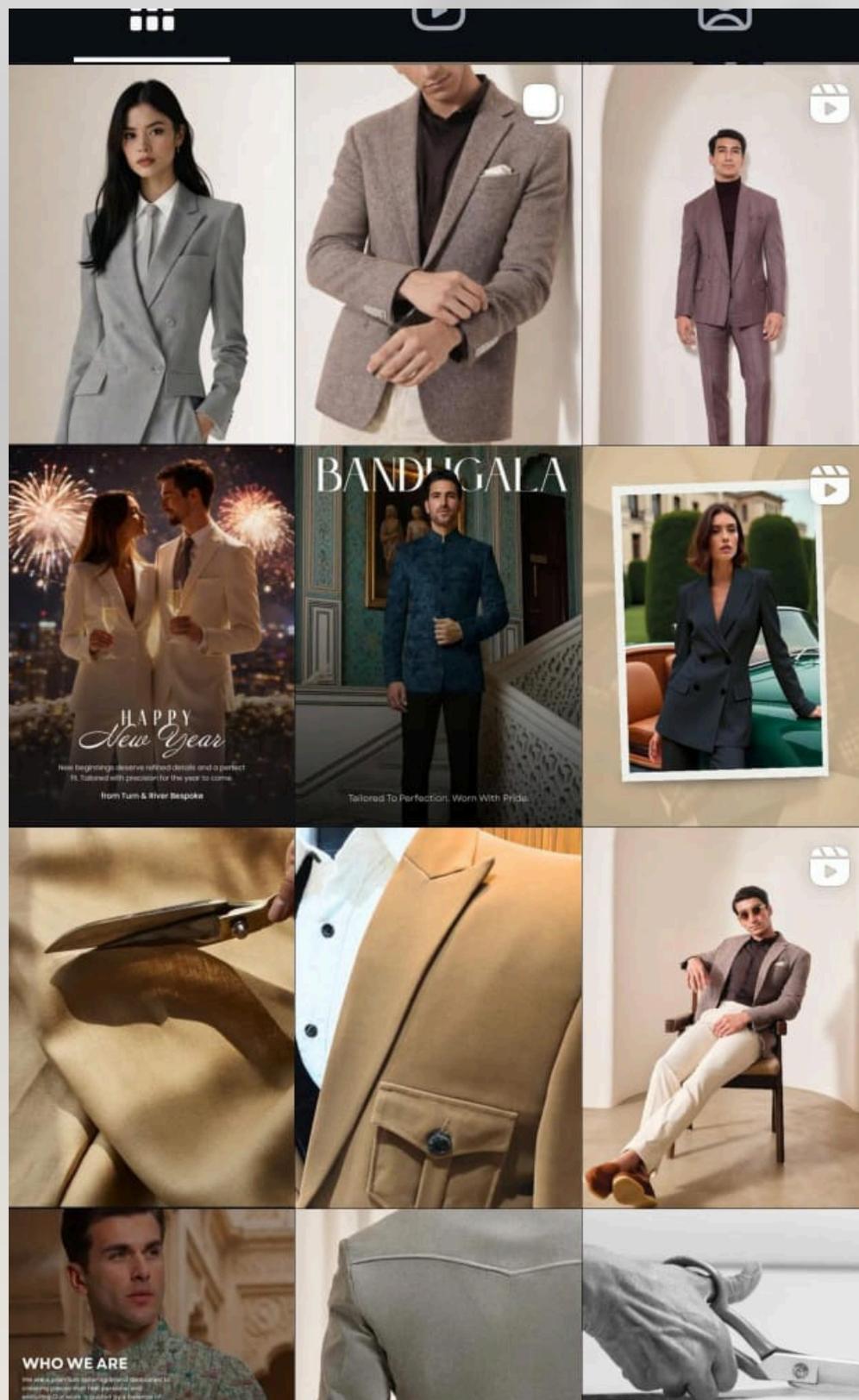
How we helped a **Bespoke Tailoring Brand** generate **₹4.64L** at **22.6X ROAS** in a single month post-launch via Meta Ads.

**TURN & RIVER  
BESPOKE CLOTHING**



# 02 BRAND MESSAGE

Turn & River Bespoke brings premium, made-to-measure tailoring to your doorstep crafting garments built around your body, your style, and your presence. Because true luxury begins with the perfect fit.



# 03 AD DEMOGRAPHIC & STRATEGY

**Save audience** ×

**Audience name**

Turn & River

**Audience details**

**Location:**  
India: Delhi (+25 mi) Delhi; Gurugram (+10 mi) Haryana; Mumbai (+15 mi) Maharashtra; Bangalore (+20 mi) Karnataka; Noida (+10 mi) Uttar Pradesh

**Optimize locations:**  
Off

**Age:**  
25 - 50

**Gender:**  
Male

**People who match:**  
Interests: Formal wear, Coat (clothing), Wedding dress, Suit (clothing), Designer clothing or Bespoke tailoring

**And must also match:**  
Job title: MD/CEO, Company secretary, Executive director, Corporate Lawyer, Marketing Director, Senior Vice President, Lawyer, Owner/Manager/CEO, Co-Founder and COO, Founder/Manager, Owner and Founder, Owner/Managing Director, Chairman & Managing Director, Founder and Managing Director, Director of HR, Real estate entrepreneur, Meeting/Event Planner, Business Office Manager or Managing Director, Industry: Company size: 101-500 employees or Company size: more than 500 employees

**Advantage+ audience:**  
Off

**Targeted high-income corporate professionals in metro cities with strong intent for premium, made-to-measure clothing.**

**Audience name**

Turn & River

**Audience details**

**Location:**  
India: Delhi (+25 mi) Delhi; Gurugram (+10 mi) Haryana; Mumbai (+15 mi) Maharashtra; Bangalore (+20 mi) Karnataka; Noida (+10 mi) Uttar Pradesh

**Optimize locations:**  
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**Age:**  
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**And must also match:**  
Job title: MD/CEO, Company secretary, Executive director, Corporate Lawyer, Marketing Director, Senior Vice President, Lawyer, Director general, Owner/Manager/CEO, Co-Founder and COO, Founder/Manager, Founder, Director, CEO, Owner and Founder, Owner/Managing Director, Chairman & Managing Director, Founder and Managing Director, Director of HR, Real estate entrepreneur, Meeting/Event Planner, Business Office Manager or Managing Director, Industry: Company size: 101-500 employees or Company size: more than 500 employees

**Advantage+ audience:**  
Off

**Targeted decision-makers and business leaders in top cities with interest in luxury formal wear.**



04 **HIGH CONVERTING AD  
CREATIVES**



# 05 LEADS GENERATED

<input type="checkbox"/>	Off / On ↑↓	Ad ↑↓	Results ↑↓	Cost per result ↑↓	Budget Ad set	Amount spent ↑↓
<input type="checkbox"/>	<input checked="" type="checkbox"/>	New Leads Ad	—	—	₹449.00 Daily	—
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 Video 03   09 Feb	8 Leads (Form)	₹146.98 Per Lead (Form)	₹516.35 Daily	₹1,175.87
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 02   040226	— Lead (Form)	— Per Lead (Form)	₹516.35 Daily	₹1.40
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 New Leads Ad	108 Leads (Form)	₹61.79 Per Lead (Form)	₹516.35 Daily	₹6,673.24
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 Video 03   07 Jan	48 Leads (Form)	₹115.49 Per Lead (Form)	₹349.00 Daily	₹5,543.29
<input type="checkbox"/>	<input type="checkbox"/>	 New Leads Ad	342 Leads (Form)	₹78.48 Per Lead (Form)	₹516.35 Daily	₹26,840.10
<input type="checkbox"/>	<input type="checkbox"/>	 Video 02   18 Dec	15 Leads (Form)	₹94.08 Per Lead (Form)	₹516.35 Daily	₹1,411.19
Results from 7 ads ⓘ			521 Leads (Form)	₹79.93 Per Lead (Form)		₹41,645.09 Total spent

- Total number of leads generated - 241
- Cost Per Lead - 85.02
- Amount Spent - ₹ 20,489
- Conversion value - ₹ 4,63,980

## 06 LEADS QUALIFICATION

What are you looking to get stitched?  
**Wedding Outfit**

When do you need the outfit?  
**Within 3-4 weeks**

What is your approximate budget range?  
**₹15,000 – ₹20,000**

First name  
**Apoorv**

Phone number  
**+919535378918**

Email  
**apoorvaappu.8@gmail.com**

Job title  
**Manager**

City  
**Bangalore**



# 07 CONVERSIONS

er	December 2025	January 2026	
	6	19	
.00	₹ 1,16,275.00	₹ 4,63,980.00	₹ 0
	0	0	



## 07 PROBLEM & SOLUTION

### Problem

- Low-quality leads in the first week of Meta Ads
- Many inquiries were not serious buyers
- Poor alignment with premium bespoke positioning
- Sales team time wasted on unqualified prospects
- Low initial conversion rate



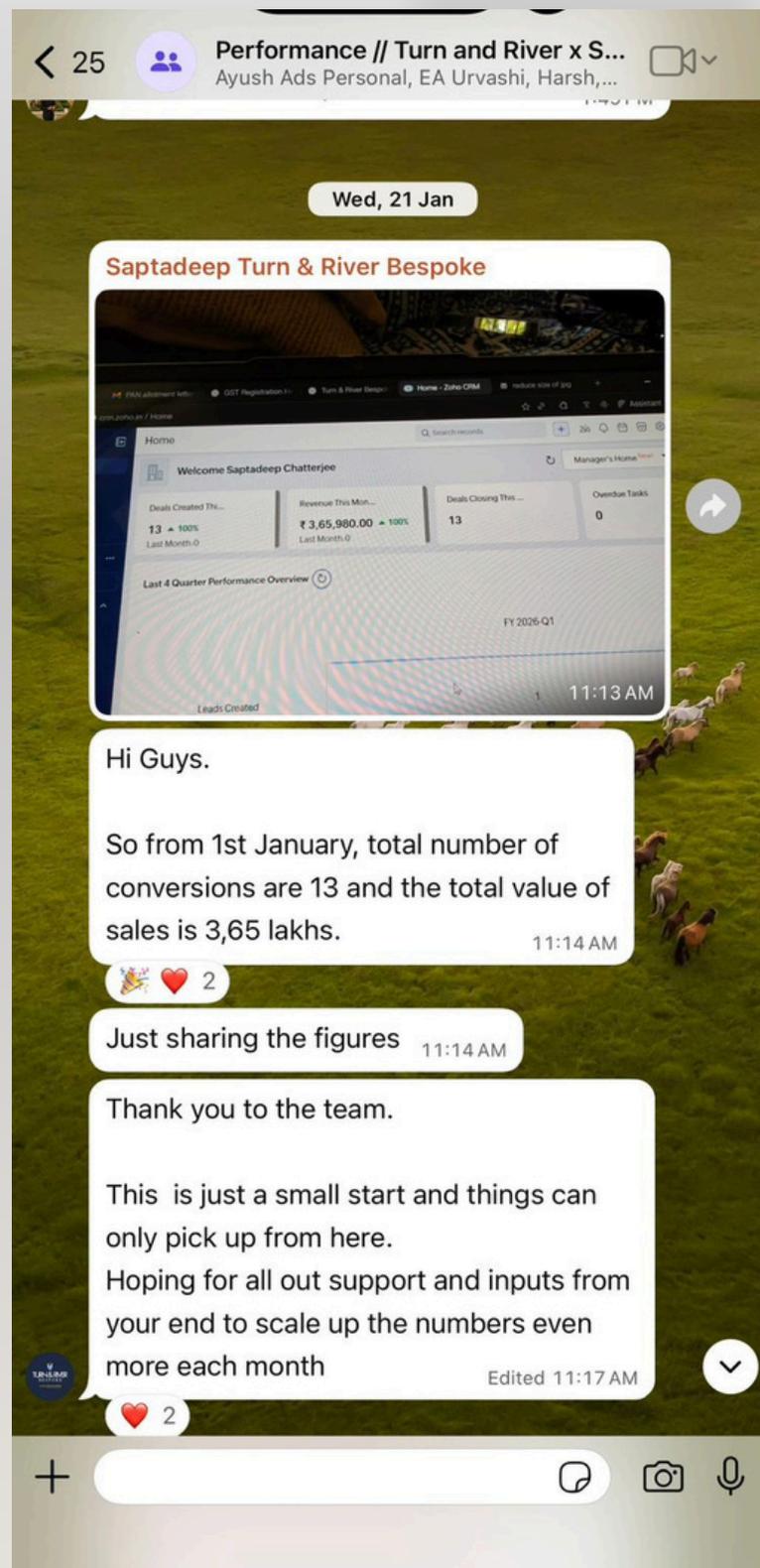
## 08 PROBLEM & SOLUTION

### Solution

- Rebuilt the campaign into a structured sales funnel
- Implemented a CRM to capture and manage leads efficiently
- Integrated automatic lead routing to WhatsApp
- Created a WhatsApp chat flow for double lead qualification
- Filtered out low-intent users before sales intervention
- Improved overall lead quality and conversion rate



# 09 CLIENT TESTIMONIAL ON 21<sup>ST</sup> JAN 2026



10 **CONTACT US**

**Interested to have your brand with Sid&Co.**

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**+91 92570 39033**

