

How We Generated
₹3,092,287 Net sales at
5.76x ROAS for a
Women's Western Wear
Brand

13.31 A Circle



01 RESULTS

CAMPAIGN

Off / On	Campaign	Checkouts initiated	Amount spent	Purchases conversion...	Purchase ROAS (retu...	CPM (cost per 1,000...	Frequency
<input type="checkbox"/>	BOF RT ABO Sales campaign	126	₹39,733.71	₹312,871.00	7.87	₹753.55	2.83
<input type="checkbox"/>	Conv. CBO Adv+ 070126 campaign	66	₹19,862.78	₹168,239.50	8.47	₹383.19	1.86
<input type="checkbox"/>	Conv. CBO Catalogue + Influencer video 3...	334	₹81,587.15	₹790,472.50	9.69	₹586.25	3.92
<input type="checkbox"/>	Black Friday Sale campaign 271125	36	₹6,260.24	₹60,261.50	9.63	₹807.46	2.02
<input type="checkbox"/>	TOF ATC CBO 111025 campaign	238	₹40,631.76	₹46,853.00	1.15	₹336.02	2.15
<input type="checkbox"/>	TOF Traffic campaign 131025	—	₹29,789.44	₹0.00	—	₹22.23	2.02
Results from 18 campaigns		1,346 Total	₹405,580.64 Total spent	₹2,266,730.00 Total	5.59 Average	₹170.18 Per 1,000 Impressions	2.36 Per Accounts Center ...

Off / On	Campaign	Checkouts initiated	Amount spent	Purchases conversion...	Purchase ROAS (retu...	CPM (cost per 1,000...	Frequency
<input type="checkbox"/>	Conv. CBO T2 131025 campaign	11	₹6,819.56	₹16,679.50	2.45	₹478.40	1.79
<input type="checkbox"/>	Sales Carousel 03 Oct	73	₹26,493.06	₹103,155.50	3.89	₹506.62	2.47
<input type="checkbox"/>	Conv. CBO 101025 campaign	455	₹141,045.07	₹755,933.50	5.36	₹381.89	4.31
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02 TACTICAL ADS

1331 13.31 A Circle Sponsored · 🌐

For the woman who doesn't chase attention - she defines it. [...See more](#)

The Form Top.



use code 'ACIRCLE10' to get FLAT 10% OFF

THE CIRCLE IS NEVER ORDINARY.

SHOP NOW

1331.store
The Form top - 13.31 A Circle [Shop now](#)

1331 13.31 A Circle Sponsored · 🌐

Your favourites, reimagined. Minimal. Intentional. Always timeless. Explore the full 1331 collection - now live.



1331.store
Featuring 421+ items



Like Comment Share

1331 13.31 A Circle Sponsored · 🌐

Still in your cart. Not for long. Pieces like these don't wait twice. Shop now - before it's gone. [...See more](#)



We Saved Your Favorites For You.

Limited pieces left!

SHOP NOW

1331.store
Enjoy 10% Off - For a Limited Time [Shop now](#)

1331 13.31 A Circle Ad · 🌐

For the woman who doesn't chase attention - she defines it. [...See more](#)

The Form Top.



FOR THOSE WHO UNDERSTAND STRUCTURE.

1331 A CIRCLE

1331.store
The Form top - 13.31 A Circle [Shop now](#)

1331 13.31 A Circle Ad · 🌐

Soft in motion, sharp in design. The Aira Dress.



Structured with fine vertical panels for a sculpted fit.

Organza overlay detailed with delicate loop buttons for a layered finish.

Long sleeveless dress featuring a digitally printed cotton inner layer.

The Aira Dress

1331.store
Quiet Luxury, Now Within Reach [Shop now](#)

1331 13.31 A Circle Ad · 🌐

This dress isn't about volume - it's about precision. The Celeste is one of those pieces that feels effortless, but it's actually [...See more](#)

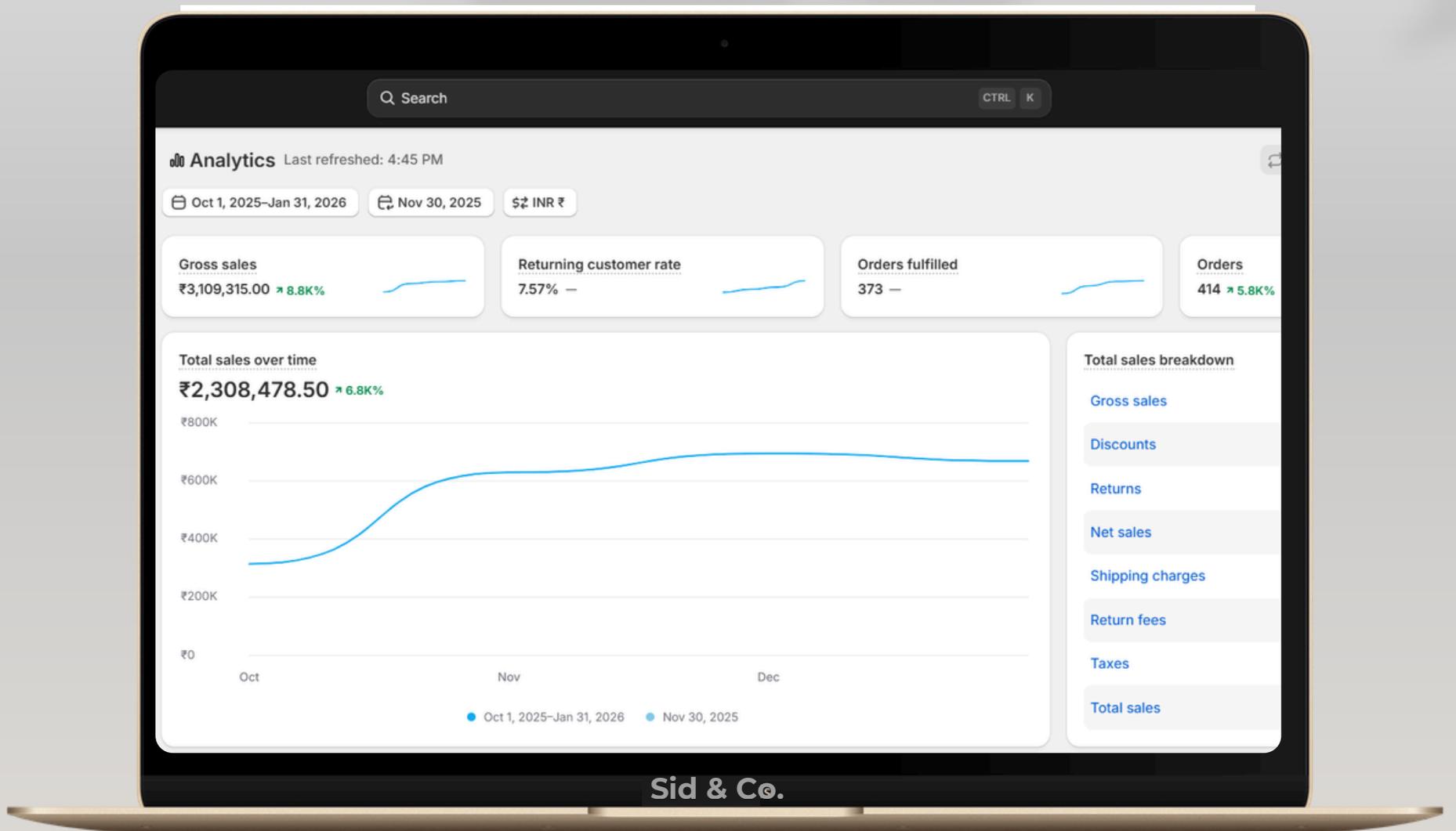


0:01 / 0:20

1331.store
Quiet Luxury, Now Within Reach [Shop now](#)



03 OTHER RESULT ANALYTICS



04 DEMOGRAPHICS

Locations
 Inclusion: India: Delhi (+17 km) Delhi; Mumbai (+17 km), Pune (+17 km) Maharashtra; Bangalore (+17 km) Karnataka; Hyderabad (+17 km) Telangana

To run ads in India, you need to declare if your ads are related to securities and investments.

[Review requirements](#)

Age ⓘ [Your suggestion](#)
 24 - 44

Gender
 Women

Custom audiences ⓘ
 Exclusion: All web visitors

Detailed targeting ⓘ [Your suggestion](#)
 Inclusion: Interests: Modeling agency, Harper's Bazaar, Elle (magazine), Vogue (magazine) or Influencers on Facebook

Languages ⓘ
 All languages

Locations
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 24 - 44

Gender
 Women

Custom audiences ⓘ
 Exclusion: All web visitors

Detailed targeting ⓘ [Your suggestion](#)
 Inclusion: Interests: Nykaa, Sephora, NARS Cosmetics, Urban Decay (cosmetics), Anastasia Beverly Hills, Charlotte Tilbury or MAC Cosmetics

Languages ⓘ
 All languages

Controls

Location:

India: Delhi (+17 km) Delhi; Latitude 28.46 Longitude 77.09 Gurugram (+5 km) Haryana; Mumbai (+23 km), Latitude 18.52 Longitude 73.86 Pune (+8 km) Maharashtra; Bangalore (+17 km) Karnataka; Latitude 17.38 Longitude 78.49 Hyderabad (+15 km) Telangana

Optimize locations:

On

Minimum age:

18

Suggestions

Age:

23 - 53

People who match:

Behaviors: People who prefer high-value goods in India, Category: Household income (India): Top 10%, Household income (India): Top 11% - 20% or Household income (India): Top 21% - 30%



05 **CHALLENGES**

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



06 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 checkout
- High-Converting PDP Optimisation
- Frictionless Quick Checkout Implementation
- Advanced CRM Integration for Lifecycle Marketing



07 **FUTURE COURSE OF ACTION**

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



08 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**



CONTACT US

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