

CASE STUDY



How We Generated

₹1 Crore in 60 Days

for an Authentic Indian Handloom Saree Brand

Very Much Indian



AS SEEN ON





01

RESULTS

₹29L → ₹60L

Monthly Revenue Growth

4.17x

Blended ROAS

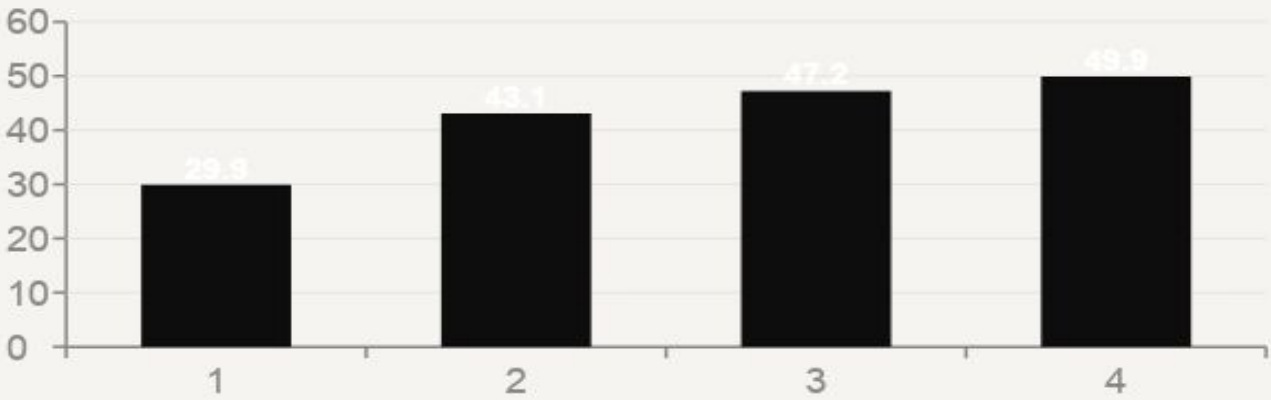
1,676

Total Orders (Jan–May)

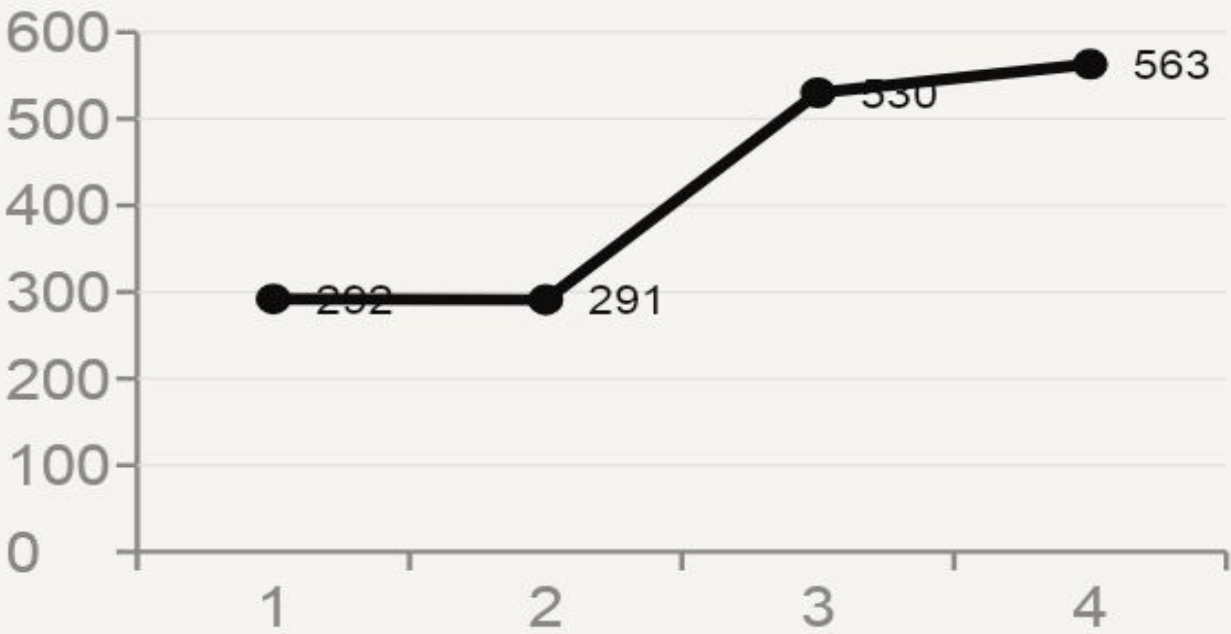
₹10,500+

Average Order Value

Revenue Growth (Net Sales ₹L)



Orders Growth

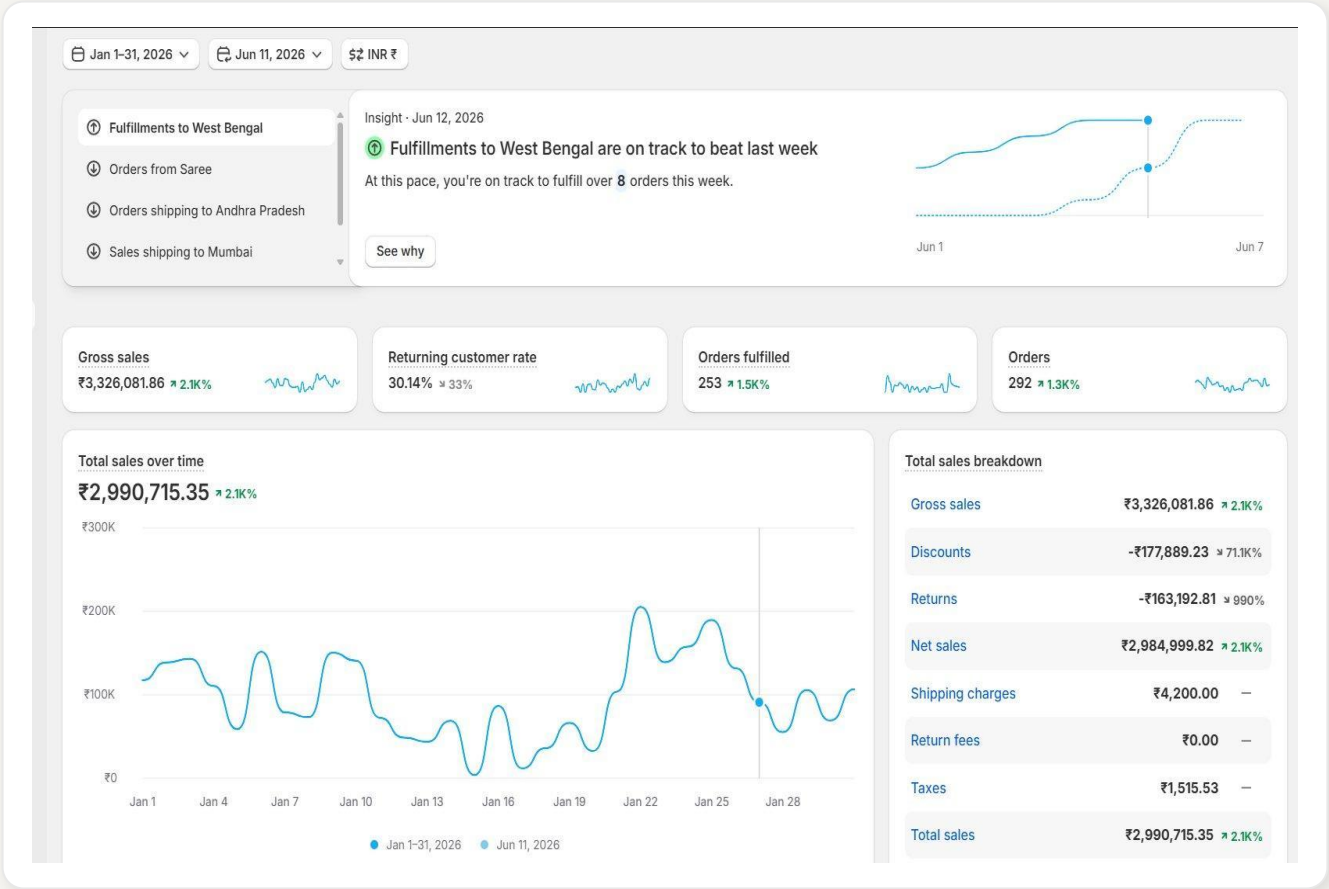




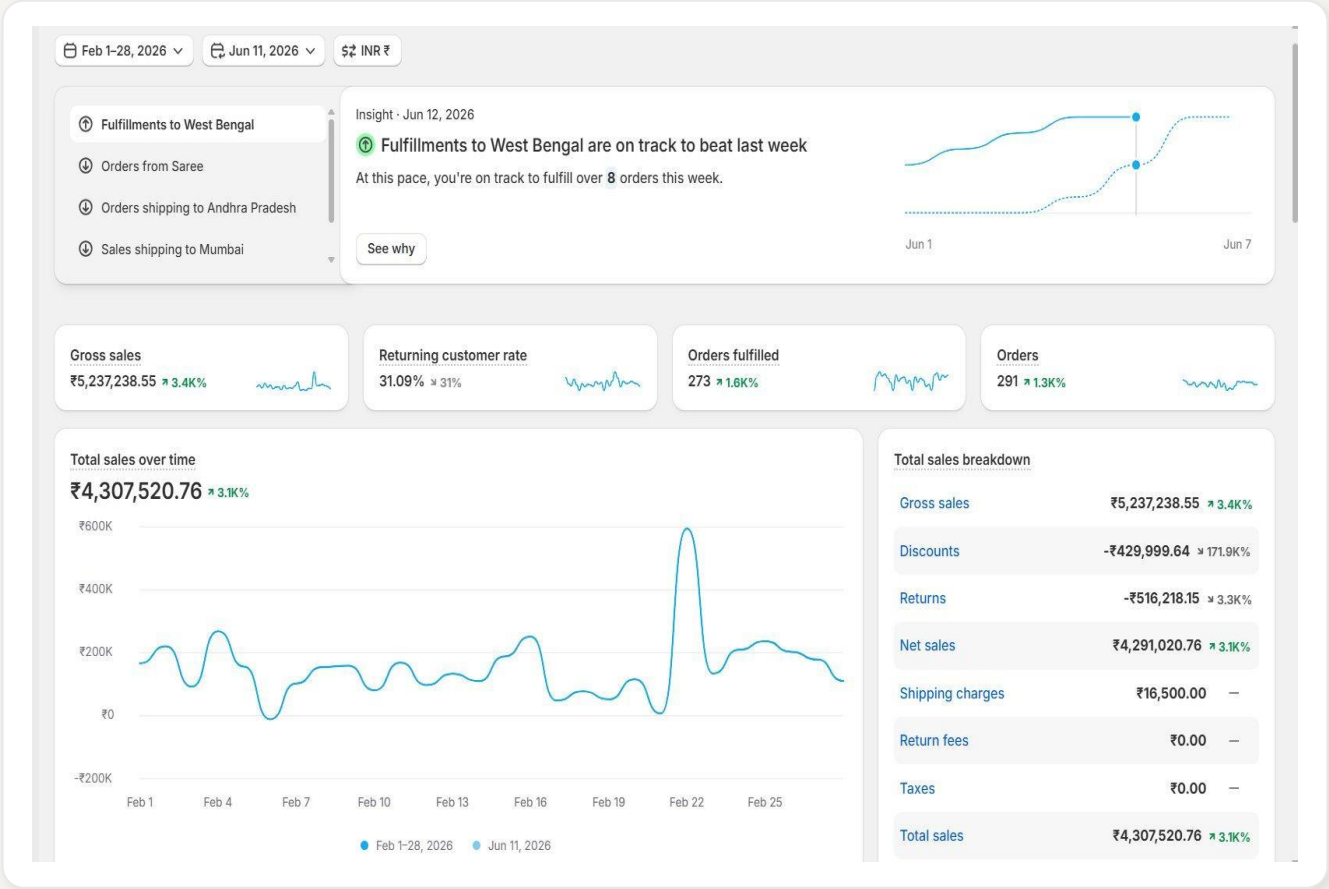
02

SHOPIFY ANALYTICS - GROWTH

Revenue doubled from Phase 1 to Phase 2



₹29.91L Net Sales



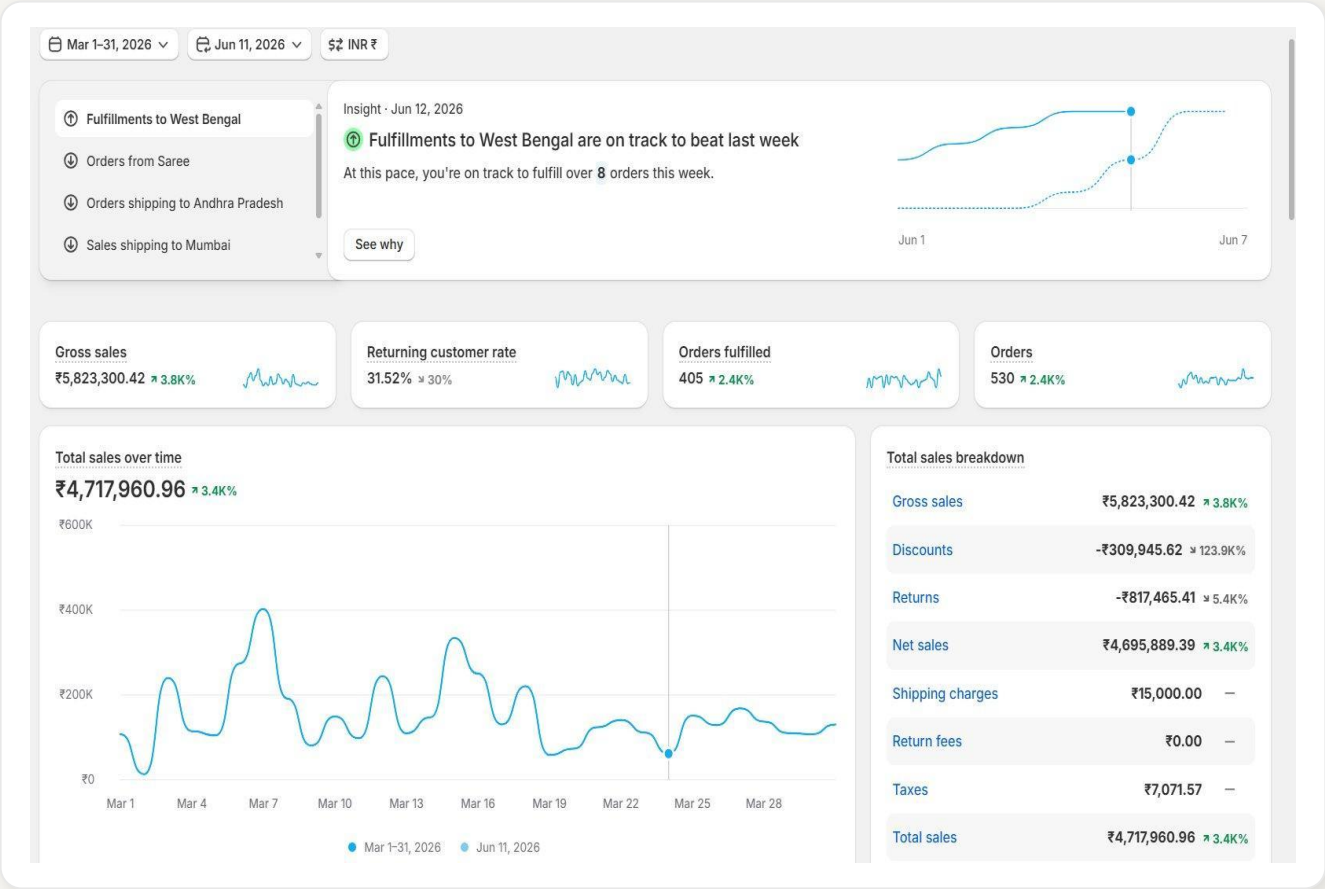
₹43.07L Net Sales → +44% growth



03

SHOPIFY ANALYTICS - SCALING

Consistent scale - orders grew 93% from Phase 2 to Phase 4





04

META ADS - CAMPAIGN PERFORMANCE

Budget restructured - fragmented account consolidated to high-performing campaigns

Search to filter by: name, ID or metrics										
Campaigns			Ad sets		Ads		1-200 of 686		1 Jan 2026 - 31 Jan 2026	
+ Create			Duplicate		Edit		A/B test		More	
			Columns		Breakdown					
Off... ↑↓	Campaign ↑↓	Per pag...	Adds to cart ↑↓	Adds to cart conversion...	Checkouts initiated ↑↓	Checkouts initiated...	Purchases conversion...	Purchase ROAS (retu...		
☐	CS RT BBRD New Sales campaign [27/12/25] C#	₹7.49	147	₹2,609,318.55	39	₹796,062.12	₹146,251.17			
☐	CS RT BBRD New Sales campaign [26/12/25]#	₹10.83	134	₹2,579,803.62	22	₹351,000.39	₹87,097.29			
☐	HS catalogue 1 [24/11/25] [budget 10k - 5k] [M...	—	—	₹0.00	—	₹0.00	₹0.00			
☐	CS New Sales Catalogue campaign New way [10...	—	—	₹0.00	—	₹0.00	₹0.00			
☐	Sid&co - Paithani 2nd set 250326	₹4.34	114	₹2,156,731.64	19	₹292,845.32	₹88,689.26			
☐	CS New Sales campaign NWM Paithani 3rd set O...	₹2.24	264	₹3,220,977.56	51	₹514,419.72	₹69,158.55			
☐	Sid&co Paithani videos Updated 060426	₹3.61	231	₹2,538,162.23	40	₹325,605.42	₹134,247.30			
Results from 686 campaigns			₹3.07 Per Action	3,119 Total	₹38,569,658.76 Total	640 Total	₹7,198,229.99 Total	₹1,453,657.36 Total		

Phase 1 - Foundation & Tracking Fix

Search to filter by: name, ID or metrics										
Campaigns			Ad sets		Ads		1-200 of 686		1 Feb 2026 - 28 Feb 2026	
+ Create			Duplicate		Edit		A/B test		More	
			Columns		Breakdown					
Off... ↑↓	Campaign ↑↓	Per pag...	Adds to cart ↑↓	Adds to cart conversion...	Checkouts initiated ↑↓	Checkouts initiated...	Purchases conversion...	Purchase ROAS (retu...		
☐	Sid&co . Gudi Padwa campaign	₹2.87	94	₹1,554,185.15	22	₹459,428.95	₹48,114.40			
☐	Sid&co . CBO Wedding INT 140226 Sales cam...	₹9.53	18	₹315,652.26	—	₹0.00	₹0.00			
☐	Sid&co . CBO Cotton Silk 070226 campaign	₹2.85	254	₹1,895,986.16	39	₹144,056.45	₹34,644.11			
☐	Sid&co . Conv. Paithani 0502264 4rth set [10...	—	—	₹0.00	—	₹0.00	₹0.00			
☐	Sid&co . RT Sales 300126 campaign	₹4.62	1,043	₹13,381,901.45	165	₹2,577,249.99	₹386,718.32			
☐	Sid&co Conv. CBO 300126	₹4.47	369	₹9,990,904.48	83	₹1,817,733.41	₹333,296.53			
☐	Sid&co Conv. Category Wise Sales 270127 ca...	₹7.52	284	₹4,812,529.49	36	₹516,326.36	₹110,027.40			
Results from 686 campaigns			₹3.91 Per Action	5,551 Total	₹82,189,682.90 Total	1,320 Total	₹20,923,615.99 Total	₹3,773,003.06 Total		

Phase 2 - Structure Built, ROAS Improving



06

META ADS - SCALING PHASE

Catalogue campaigns hit 31x ROAS - best day generated ₹1,03,592 in sales

Campaigns									
Campaigns		Ad sets		Ads		1-200 of 686		1 Mar 2026 - 31 Mar 2026	
+ Create		Duplicate		Edit		A/B test		More	
Columns		Breakdown							
Off...	Campaign	Per page...	Adds to cart	Adds to cart conversion...	Checkouts initiated	Checkouts initiated...	Purchases conversion...	Purchase ROAS (ret	
	Sid&co Paithani 150526	₹11.88	21	₹209,910.69	—	₹0.00	₹0.00		
	Sid&co. ASC 260326 Sales campaign	₹1.70	195	₹3,062,280.04	45	₹1,001,058.96	₹51,510.00		
	Sid&co. Paithani 170326 Sales campaign - Copy	₹2.48	150	₹3,115,450.23	33	₹1,545,731.87	₹221,906.76		
	Sid&co. ASC 3 130926 Sales campaign	₹4.97	1	₹24,357.60	—	₹0.00	₹0.00		
	Sid&co. Paithani 090326 Sales campaign	₹3.29	33	₹667,435.60	11	₹393,717.11	₹4,118.25		
	Sid&co. Conv. Celeb/Inf 190226 campaign	₹9.50	5	₹121,786.98	1	₹4,728.72	₹0.00		
	Sid&co. Gudri Padwa campaign	—	—	₹0.00	—	₹0.00	₹0.00		
Results from 686 campaigns		₹2.70	7,387	₹84,290,325.12	2,153	₹40,993,988.66	₹4,958,515.33		
Per Action			Total	Total	Total	Total	Total		

Phase 3 - Catalogue Campaigns Scaling

Campaigns									
Campaigns		Ad sets		Ads		1-200 of 686		1 May 2026 - 31 May	
+ Create		Duplicate		Edit		A/B test		More	
Columns		Breakdown							
Off...	Campaign	Per page...	Adds to cart	Adds to cart conversion...	Checkouts initiated	Checkouts initiated...	Purchases conversion...	Pu	RC
	Sid&co. ASC 2 120226 Sales campaign	₹7.13	1,703	₹14,908,772.53	533	₹6,370,802.19	₹1,024,801.78		
	Sid&co. ASC 020226 Sales campaign	₹6.67	3,286	₹48,402,673.60	959	₹18,319,885.14	₹2,120,695.58		
	HS catalogue 1 [24/11/25] [budget 10k - 5k] [M...	₹5.38	2,042	₹12,877,124.74	603	₹5,236,659.83	₹808,462.72		
	RE Sid&co Paithani videos Updated 060426 -...	—	—	₹0.00	—	₹0.00	₹0.00		
	Sid&co SALE 2 270526	₹12.99	42	₹754,185.35	4	₹100,989.60	₹0.00		
	Sid&co. ASC 2 120226 Sales campaign - Copy	₹7.45	3	₹12,374.58	2	₹36,315.00	₹0.00		
	Sid&co CBO PTFW 300426 campaign	₹13.77	167	₹3,385,867.71	59	₹1,245,917.41	₹220,019.70		
Results from 686 campaigns		₹5.00	8,434	₹94,226,805.99	2,443	₹36,228,361.02	₹4,712,804.97		
Per Action			Total	Total	Total	Total	Total		

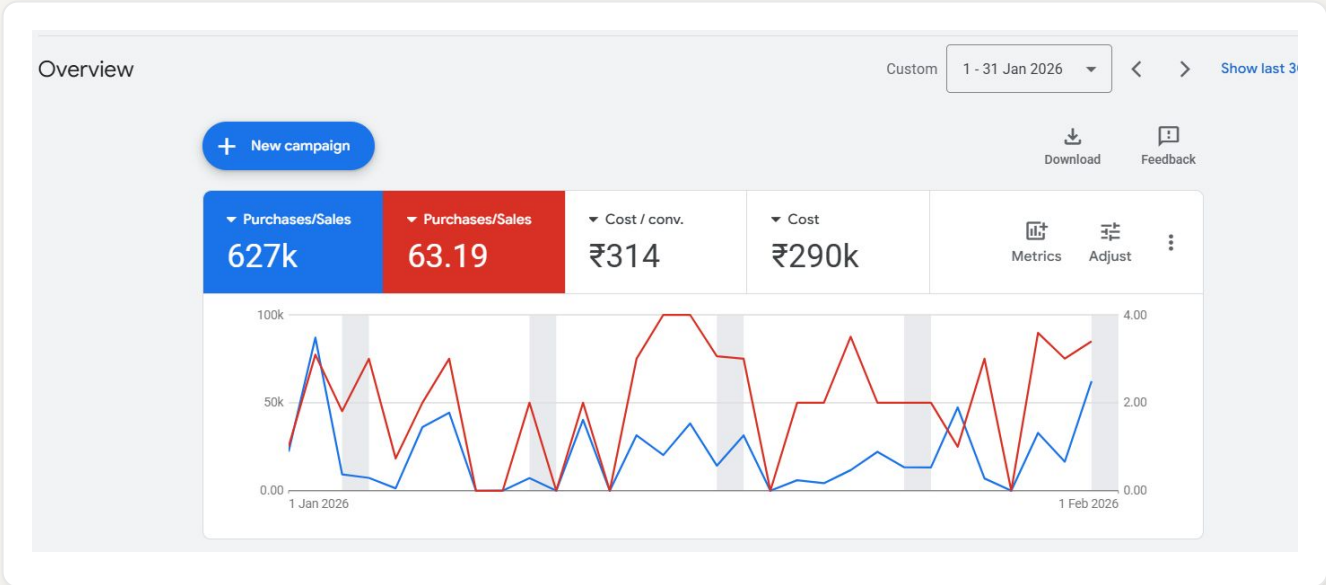
Phase 4 - Peak Performance, 31x ROAS Achieved



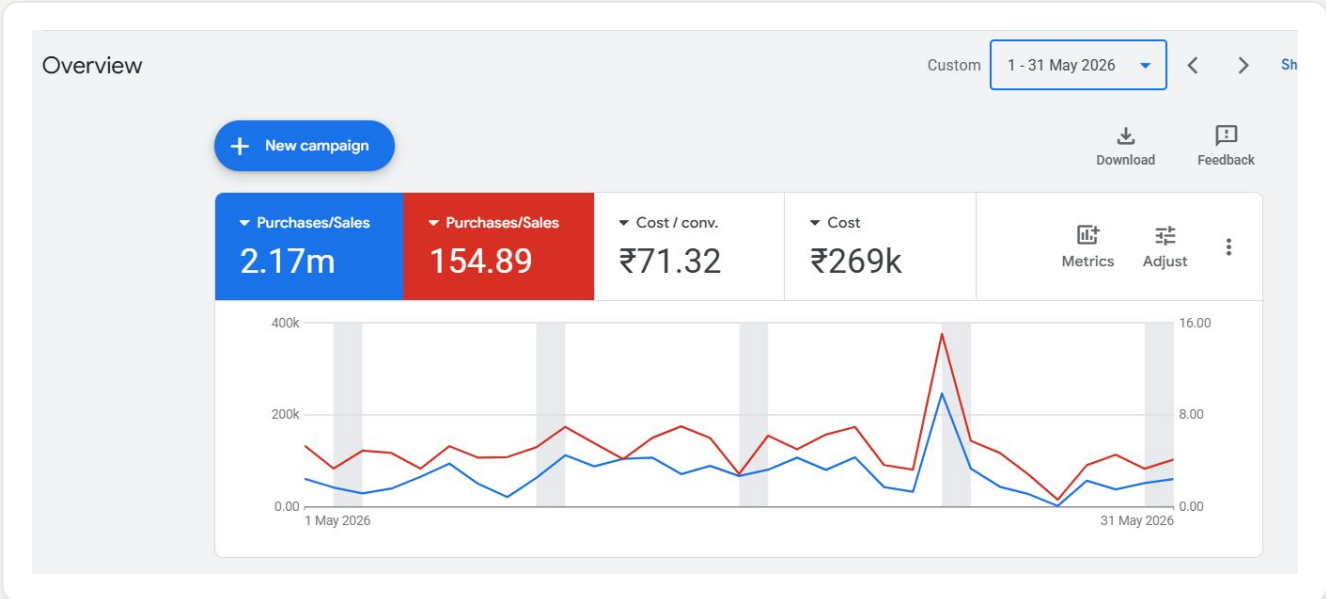
05

GOOGLE ADS - CAMPAIGN PERFORMANCE

Compared against January performance - conversions up 2.45x while cost stayed flat



January 2026 - 63 Purchases at ₹314 Cost/Conv

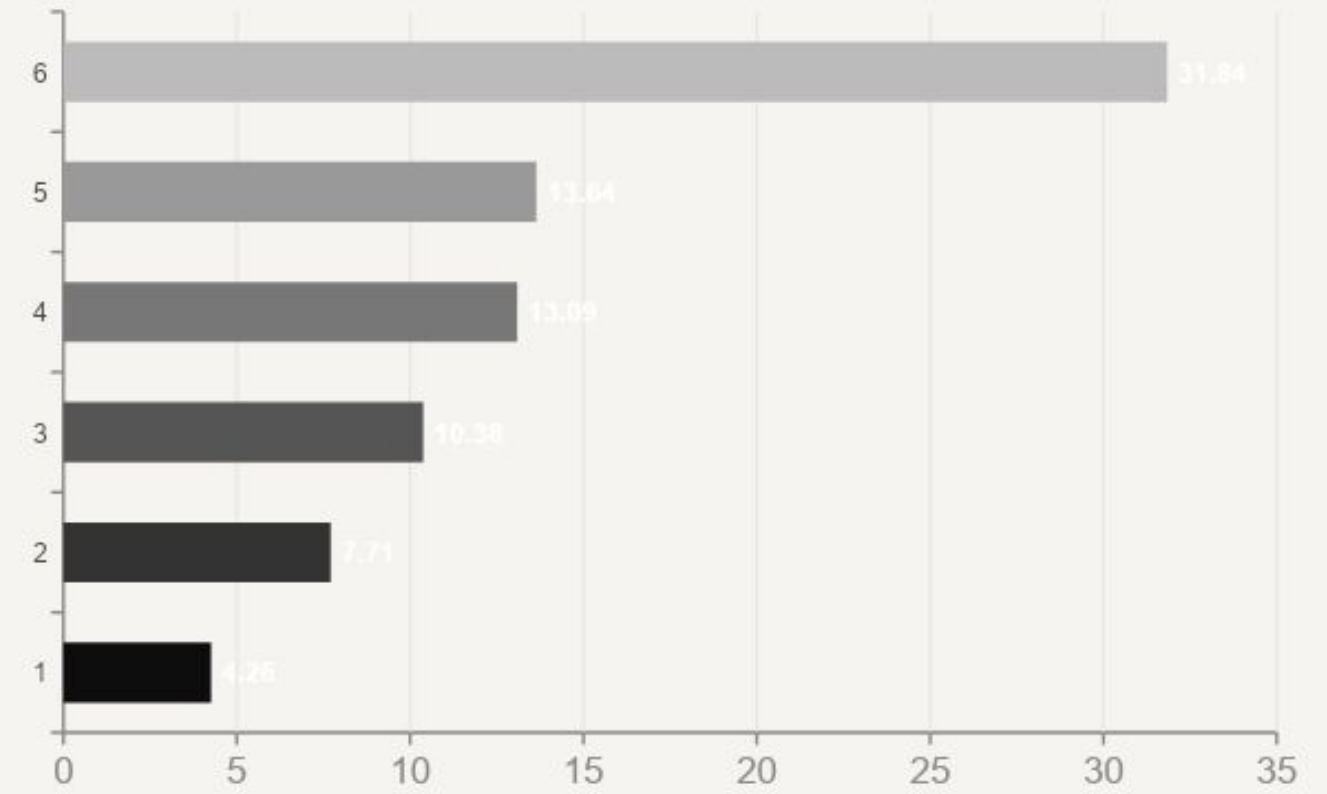


May 2026 - 155 Purchases at ₹71 Cost/Conv



07

ROAS BY CAMPAIGN



₹5,94,688

Best Single Day Revenue

31.84x

Peak ROAS

₹383

Lowest CPP Achieved

₹13,098

Peak AOV



CHALLENGES

Low Average Order Value

Algorithm routing budget to cheap ₹2,800 sarees instead of ₹15,000+ Paithanis. AOV stuck at ₹6,500.

65%+ Checkout Abandonment

503,000 monthly sessions but only 0.09% conversion rate. No abandoned cart recovery active.

Broken Conversion Tracking

Google HVP PMax spending ₹7,400/day with zero confirmed purchases tracked.

₹35,000/month on Dead Campaign

Local Store Visits PMax at 0.08x ROAS - never flagged or paused.



09

HOW WE SOLVED IT

01

Campaign Consolidation

Cut from 99 to 5 focused campaigns. Each given ₹3,000+/day the minimum for Meta to optimise.

02

Audience Restructure

Built 1% LAL from ₹10K+ buyers. Replaced Advantage+ on Paithani with manual audience. AOV jumped to ₹10,500+.

03

Minimum ROAS Bid Strategy

Forced Meta to find high-value buyers, not cheap conversions. Immediate AOV impact from day one.

04

Category-wise Catalogues

Paithani, Ilkal/Khun, Cotton Silk, Best Sellers - each with dedicated budgets and fresh audiences.

05

Fixed Google Tracking

Repaired purchase pixel misfiring. Restructured to 5 Google campaigns with clear funnel roles.

06

Creative Rotation System

15-20 fresh creatives/month. Price anchored in first 3 seconds. Refreshed every 10 days.



WEEKLY REPORTING & REVIEW



Sample WhatsApp Update

Hi,

May 28 Update

Spend: ₹47,832 | Purchases: 30
ROAS: 7.16x | AOV: ₹11,413

Optimisations done:

- HS New Catalogue - 33x ROAS, budget ↑
- Conv CBO - 42x ROAS, best CPP ₹336
- SALE 160526 - Paused (1.9x ROAS)
- New creatives uploaded to all campaigns

*Next update: 30 May.
Sid&co Team*



Weekly Report Includes



Campaign-wise ROAS, CPP, AOV breakdown



Root cause analysis for any dip



Optimisations done that week



Funnel metrics - ATC, checkout, conversion rate



Next week plan and budget allocation



Weekly review call with client team



11

WEBSITE OPTIMISATION

Conversion-focused changes that turned traffic into buyers



PDP Page Redesign

Price, COD badge, returns policy and reviews placed above the fold. Reduced time-to-decision buyers converted without scrolling.



Collection Subcategories

Added category filters Paithani, Ilkal, Cotton, Tussar. Buyers reached desired products 3x faster with fewer drop-offs.



Sale Page Created

Dedicated landing page for sale campaigns. Removed distractions - one page, one goal, one click to checkout.



Trust Signals Added

Secure checkout, COD available, easy returns and 10,000+ happy customers visible on every product page.



Mobile Footer Collapse

Collapsed footer improved mobile speed and removed purchase-path distractions critical for 80%+ mobile buyers.



Fraud Filter - Blockify App

High-RTO pincodes blocked automatically. COD refusals and return rate reduced protecting net revenue per order.



12

WEBSITE OPTIMISATION

Data-driven tools + experience improvements that compounded results



Microsoft Clarity

Session recordings and heatmaps installed. Identified exact scroll drop-off points on PDP and checkout informed every subsequent CRO fix.



Image Optimisation

All product images compressed to WebP format. Mobile page load dropped below 3 seconds directly improving click-to-ATC rate.



Explore Collection Section

Homepage curated entry points added by category. Bounce rate reduced more visitors entered the product funnel from the first page.



Homepage Process Video

Weaver story video on homepage built brand trust, increased time-on-site, and grew the warm video viewer audience for Meta retargeting.



WhatsApp Abandoned Cart Flow

Nutra app enabled automated WhatsApp messages to cart abandoners within 1 hour. Recovers 10-15% of lost buyers at zero ad spend.



13 RETARGETING

Custom Audiences Built On:

- Add to Cart (7-day)
- Specific Product Page Visitors
- Landing Page Visitors
- Purchase (30-day)
- Video Viewers 50%+
- Instagram Engagers (60-day)

Lookalike Audiences Created:

- 1% LAL from ₹10,000+ buyers
- 1% LAL from all purchasers
- 1% LAL from Add to Cart
- 1% LAL from Video Viewers
- 2-3% LAL for scaling (Account 2)

Retargeting audiences drove up to 67% checkout-to-purchase - vs 16% account average

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CONTACT US

Interested to grow your brand with Sid&Co.

✉ Work@sidhantsidana.com

✉ Dhanda@sidandco.org

Call: +91 82250 00777

Call: +91 92570 84741

₹1 Cr+

Revenue Generated

31.84x

Peak ROAS

+71%

AOV Increase

1,676

Total Orders