

# PERFUME BRAND

Scaling From **20k/mo.** To **340k/mo.** In just 6 months

**BEFORE**

Jan - 2024

Off / On	Budget	Amount spent	Clicks (all)	Purchases	Purchase ROAS (return on ad spend)	Purchases conversion value	Cost per purchase
<input type="checkbox"/>	₹650.55	₹2,034.50	2,335	51	15.06	₹30,648.00	
<input type="checkbox"/>	₹610.00	₹4,411.16	706	41	7.37	₹32,489.80	
<input type="checkbox"/>	₹800.00	₹2,823.79	379	9	3.56	₹10,058.30	
<input type="checkbox"/>	₹450.44	₹1,800.07	199	5	4.69	₹7,172.00	
<input type="checkbox"/>	₹550.00	₹1,661.44	268	8	2.54	₹4,222.50	
<input type="checkbox"/>	₹1,055.55	₹1,082.91	157	7	4.16	₹4,508.50	
<input type="checkbox"/>	₹510.00	₹1,498.15	214	5	2.77	₹3,993.00	
<input type="checkbox"/>	₹210.25	₹757.56	162	4	2.58	₹1,957.00	
<input type="checkbox"/>	₹410.55	₹1,201.44	114	4	4.84	₹5,812.50	
		<b>₹21,541.93</b>	<b>6,062</b>	<b>157</b>	<b>1.31</b>	<b>₹114,380.60</b>	
		Total spent	Total	Total	Average	Total	

**AFTER**

Jun - 2024

Off / On	Amount spent	Clicks (all)	Purchases	Purchase ROAS (return on ad spend)	Purchases conversion value	Cost per purchase
<input type="checkbox"/>	₹240,398.56	43,100	1,091	3.43	₹824,603.31	₹220.35
<input type="checkbox"/>	₹240,985.70	36,767	1,090	3.49	₹841,070.66	₹221.09
<input type="checkbox"/>	₹196,256.95	36,241	802	3.11	₹610,009.91	₹244.71
<input type="checkbox"/>	₹152,119.18	16,002	675	3.39	₹515,712.25	₹225.36
<input type="checkbox"/>	₹113,343.19	9,375	411	2.84	₹321,358.42	₹275.77
<input type="checkbox"/>	₹25,128.55	3,140	152	4.98	₹125,527.00	₹155.48
<input type="checkbox"/>	₹21,532.73	3,463	86	3.30	₹71,130.65	₹250.38
<input type="checkbox"/>	₹11,183.06	1,437	33	2.50	₹31,971.00	₹338.88
<input type="checkbox"/>	₹8,034.71	980	29	2.77	₹22,274.00	₹277.06
	<b>₹1,061,769.43</b>	<b>156,194</b>	<b>4,487</b>	<b>3.26</b>	<b>₹3,462,164.21</b>	<b>₹236.63</b>
	Total spent	Total	Total	Average	Total	Per Action



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