

SKINCARE BRAND

In Just 6 months ₹16L+ spent & ₹1.5cr in sales

BEFORE

Nov - 2023
Skincare brand

Budget	Amount spent	Purchases	Cost per purchase	Purchase ROAS (return on ad spend)	Website purchase ROAS (return on ad spend)	Frequency	Reach	Cost per 1,000 Accounts...
Using ad set bu...	₹4,819.22	28 [2]	₹172.12 [2]	7.70 [2]	7.70 [2]	2.26	14,064	₹34
Using ad set bu...	₹1,326.38	3 [2]	₹442.13 [2]	1.26 [2]	1.26 [2]	4.13	934	₹1,40
Using ad set bu...	₹290.75	3 [2]	₹96.92 [2]	8.41 [2]	8.41 [2]	1.55	832	₹34
Total spent	₹6,436.35	34 [2] Total	₹189.30 [2] Per Action	6.40 [2] Average	6.40 [2] Average	2.49 Per Accounts Cent...	14,723 Accounts Center a...	₹40 Per 1,000 Acco...

This brand was not doing any kind of ads we started from scratch

AFTER

Jun - 2024
6 months down & here we are with over ₹16L+ spent & ₹1.5cr in sales

Budget	Amount spent	Purchases	Cost per purchase	Purchase ROAS (return on ad spend)	Website purchase ROAS (return on ad spend)	Frequency	Reach	Cost per 1,000 Accounts...
Using ad set bu...	₹461,964.24	3,426 [2]	₹134.84 [2]	9.24 [2]	9.24 [2]	8.32	268,056	₹1,12
Using ad set bu...	₹342,730.80	1,985 [2]	₹172.65 [2]	7.26 [2]	7.26 [2]	7.28	273,185	₹1,14
Using ad set bu...	₹269,873.35	1,593 [2]	₹169.41 [2]	7.13 [2]	7.13 [2]	6.10	270,685	₹1,14
Using ad set bu...	₹236,530.22	1,632 [2]	₹144.93 [2]	8.61 [2]	8.61 [2]	6.41	281,126	₹1,14
Using ad set bu...	₹138,805.21	1,794 [2]	₹77.37 [2]	16.85 [2]	16.85 [2]	3.61	171,643	₹1,14
Using ad set bu...	₹95,777.36	975 [2]	₹98.23 [2]	12.53 [2]	12.53 [2]	4.12	128,041	₹1,14
Using ad set bu...	₹70,093.67	557 [2]	₹125.84 [2]	10.28 [2]	10.28 [2]	2.59	108,273	₹1,14
Using ad set bu...	₹10,676.95	280 [2]	₹145.27 [2]	9.32 [2]	9.32 [2]	3.59	37,146	₹1,05
Total spent	₹1,694,125.65	12,476 [2] Total	₹135.79 [2] Per Action	9.25 [2] Average	9.25 [2] Average	9.84 Per Accounts Cent...	1,002,865 Accounts Center a...	₹1,61 Per 1,000 Acco...



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