

# PERSONAL CARE BRAND

A personal care brand was struggling to achieve great results on Meta. Through our strategies, we helped them scale their ad spend beyond **7-8 figures** and achieve a healthy **ROAS**.

**BEFORE**

Jun - 2023  
Personalcare brand

Amount spent	Reach	Purchases	Purchases by attribution setting	Purchases conversion value	Purchases conversion value by...	Purchase ROAS (return on ad spend)...	Cost per result
			7-day click All conversions		7-day click All conversions	7-day click All conversions	
₹10,857.66	193,760	121	15	₹113,137.50	₹58,521.00	1	₹89.73
₹4,610.33	106,368	38	12	₹31,899.90	₹13,235.10	6	₹121.32
<b>₹15,467.99</b>	<b>280,256</b>	<b>159</b>	<b>67</b>	<b>₹145,037.40</b>	<b>₹71,756.10</b>	<b>4.64</b>	<b>₹97.28</b>
Total spent	Accounts Center a...	Total	Total	Total	Total	Average	Per Purchase

**AFTER**

Jun - 2024

Amount spent	Reach	Purchases	Purchases by attribution setting	Purchases conversion value	Purchases conversion value by...	Purchase ROAS (return on ad spend)...	Cost per result
			7-day click All conversions		7-day click All conversions	7-day click All conversions	
₹46,421.12	91,775	197	122	₹2,07,481.45	₹108,273.40	2.33	₹235.64
₹1,43,394.51	194,368	1,616	937	₹2,999,462.29	₹1,688,051.95	12.75	₹81.93
₹4,818.22	106,107	2	2	₹7,885.10	₹7,885.10	1.64	₹0.57
₹67,488.62	151,122	1,155	524	₹2,188,897.65	₹1,058,874.96	13.42	₹58.43
₹63,286.11	55,284	267	267	₹1,521,194.11	₹485,629.45	7.67	₹77.56
₹79,750.42	98,749	511	221	₹96,895.25	₹350,865.05	4.40	₹156.07
<b>₹715,069.45</b>	<b>₹50,650</b>	<b>8,015</b>		<b>₹15,262,646.78</b>	<b>₹0.00</b>	<b>9.77</b>	
Total spent	Accounts Center a...	Total	Total	Total	Total	Average	Multiple conversio...



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