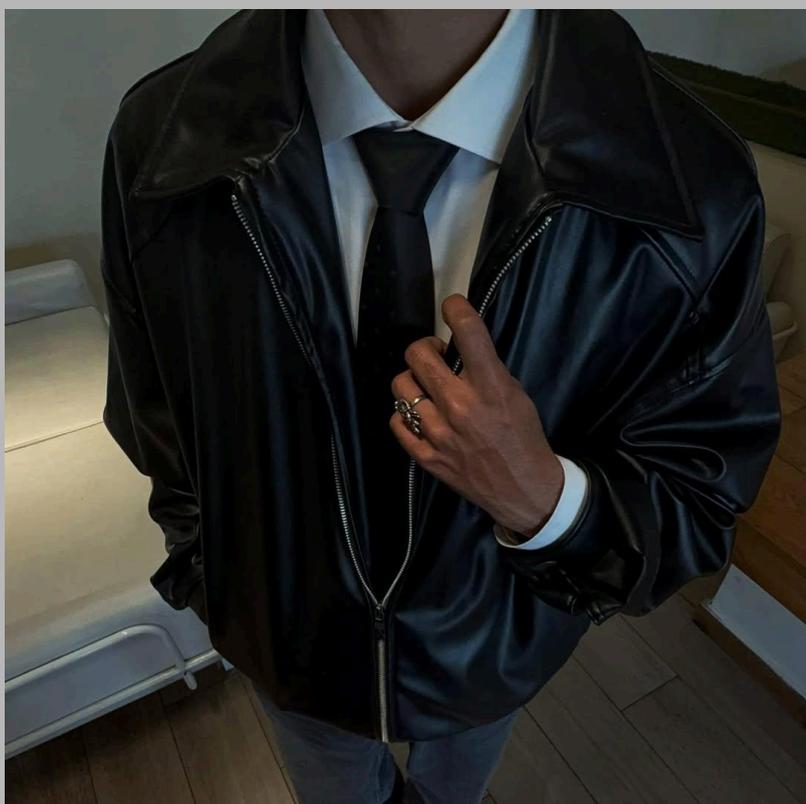


# OD Ads Digital Issue



This report delineates a comprehensive overview of successful Facebook advertising campaigns, which have been meticulously managed on behalf of esteemed clientele. The document underscores a demonstrated proficiency in campaign optimization, audience segmentation, and the implementation of performance-driven marketing methodologies, thereby evidencing consistent return on investment (ROI) delivery and the cultivation of sustainable business expansion across diverse market sectors. The cumulative data presented herein serves to illustrate the substantial impact achievable through precisely executed digital advertising strategies.



## Key Performance Indicators (Cumulative Data):

**Total Ad Spend Managed:** Rs 334,685+. This figure attests to the experience possessed in the judicious allocation and management of considerable advertising budgets, ensuring that capital outlays are optimized for maximal returns and strategic objectives.

**Verified Purchases (Parceh81):** 77 conversions at Rs 633 per purchase. This optimized cost per acquisition reflects the efficiency with which conversions are secured, demonstrating a keen ability to identify and target high-intent consumers.

**Premium ROAS Achievement:** 12.69x return on ad spend. Exceptional return on investment achieved through strategic campaign optimization and precise audience targeting across premium fashion segments.

## Overall Portfolio Summary

The entity functions as an experienced Meta Advertising specialist, exhibiting a verifiable track record across diverse sectors, including but not limited to fashion retail, premium leather goods, streetwear, and e-commerce. Comprehensive campaigns have been successfully administered, with a pronounced emphasis placed upon data-driven decision-making processes, thereby maximizing ROI and fostering sustained organizational growth. The strategic frameworks employed are designed to be adaptable and scalable, ensuring that client objectives are met with precision and efficiency, irrespective of market fluctuations or evolving consumer behaviors.



## + Case Study 1: Wish Apparels

### Enhancement of a Premium Fashion Brand

**Campaign Duration:** July 2023 to February 2026 (ongoing)

**Primary Objective:** To significantly augment website purchases and elevate the online sales conversion rate.

Wish Apparels encountered formidable competition within the e-commerce fashion domain, characterized by rapidly shifting trends and a saturated digital marketplace. A critical requirement existed for the implementation of a transformative strategy, not merely to escalate sales volume but also to enhance the overall return on ad spend (ROAS) and to efficiently broaden the customer base. Prior endeavors had yielded inconsistent outcomes and an unacceptably elevated cost per purchase, thereby necessitating a more sophisticated and data-informed approach to digital advertising.



Campaign name	Ad creative	Engagement rate ranking	Conversion rate ranking	Amount spent	Messaging conversations started	Cost per messaging conversation started
WA_ProductLaunch_Con...	Used in 1 ad Wishapparels Used in 1 ad	—	—	Rs252.19	14 (2)	Rs18,01 (2)
WA_ProductLaunch_Con...	Used in 1 ad Wishapparels Used in 1 ad	—	—	Rs100.89	1 (2)	Rs100,89 (2)
WA_ProductLaunch_Con...	Used in 1 ad Wishapparels Used in 1 ad	—	—	Rs37.19	—	—
WA_ProductLaunch_Con...	Used in 1 ad	—	—	Rs21.83	—	—
WA_ProductLaunch_Con...	Used in 1 ad Wishapparels Used in 1 ad	—	—	Rs20.44	—	—
WA_ProductLaunch_Con...	Used in 1 ad Wishapparels Used in 1 ad	—	—	Rs7.04	1 (2)	Rs7,04 (2)
<b>Total results</b>	18 / 18 rows displayed			<b>Rs260,292.29</b> Total spent	<b>1,475</b> Total	<b>Rs176.47</b> Per Action

## Our Solution & Strategic Implementation

- **Dynamic Product Ads (DPA):** Automated retargeting mechanisms were utilized to achieve elevated recovery rates for abandoned carts and uncompleted purchases.
- **Advanced Lookalike Audience Creation:** The development of highly efficacious lookalike audiences was predicated upon the purchasing behaviors of existing high-value customers.
- **Seasonal Campaign Optimization:** Campaign launches and creative rotations were meticulously aligned with pivotal fashion seasons and consumer shopping patterns.
- **Comprehensive A/B Testing:** Rigorous A/B testing protocols were applied across diverse ad creatives, copy variations, and audience segments.
- **Advanced Facebook Pixel Setup:** A meticulous Facebook Pixel implementation, incorporating custom conversion events.
- **Creative Rotation Strategy:** A robust schedule for creative refreshment was instituted to mitigate ad fatigue and sustain elevated engagement rates.



## Campaign Creative Examples:



## Campaign Performance (July 2023 - February 2026):

- Total Amount Spent: Rs 260,292.29
- Messaging Conversations Started: 1,475
- Cost Per Messaging Conversation Started: Rs 176.47
- Continuous optimization and sustained engagement throughout campaign duration

## + Case Study 2: Parcheh81

### Premium Leather Fashion Brand Launch

**Campaign Duration:** August 2025 to February 2026

**Primary Objective:** Brand launch and market penetration for premium leather fashion products.

Parcheh81 faced the inherent challenges of launching a premium fashion brand in a competitive marketplace. The primary obstacle involved establishing brand credibility while justifying premium price points (Rs 8,100+ per item) to a cold audience. The challenge necessitated sophisticated targeting strategies to identify and convert high-value customers willing to invest in premium leather goods, while simultaneously building brand awareness and trust in a saturated fashion e-commerce landscape.



Parcheh

## oversized jackets

Step out in style with our oversized panel leather jacket from Parcheh 81. Crafted from premium faux leather, this jacket offers a bold, modern look with a unique panel design that stands apart from ordinary jackets. Designed to be unisex, it provides comfort and confidence for both men and women. Perfect for winter or casual streetwear, this jacket is a must-have fashion statement.



www.parcheh81.com

Parcheh



NEW DROP IS LIVE

www.parcheh81.com

## Our Solution & Strategic Implementation

- Premium Audience Segmentation: Developed refined targeting parameters focused on affluent demographics with demonstrated interest in premium fashion and leather goods.
- High-Quality Creative Development: Invested in professional product photography and lifestyle imagery to communicate premium brand positioning.
- Catalog Sales Optimization: Implemented dynamic product advertisements showcasing the full range of oversized bomber and panel leather jackets.
- Value Proposition Messaging: Crafted compelling ad copy emphasizing quality, craftsmanship, and exclusivity to justify premium pricing.
- Conversion-Focused Landing Pages: Ensured seamless user experience from ad click to purchase with optimized product pages.
- Strategic Budget Allocation: Concentrated spend on high-intent audiences during peak consideration phases to maximize conversion efficiency.



Ad name	Ad creative	Conversion rate ranking	Amount spent	Purchases	Cost per purchase	Link clicks	Website purchase conversion value	Website purchase ROAS
Premium...	All	—	Rs6,039.09	2 (2)	Rs3,019.55 (2)	608	Rs16,200.00 (2)	2.68 (2)
Premium...	All	—	Rs4,616.11	4 (2)	Rs1,154.03 (2)	284	Rs31,400.00 (2)	6.80 (2)
Oversized...	All	—	Rs4,174.89	—	—	330	—	—
New Sales...	All	Below average Bottom 35% of ads	Rs2,996.17	3 (2)	Rs998.72 (2)	248	Rs24,300.00 (2)	8.11 (2)
	Used in 1 ad	Below average Bottom 35% of ads	Rs2,996.17	3 (2)	Rs998.72 (2)	248	Rs24,300.00 (2)	8.11 (2)
<b>Total results</b>			Rs48,741.25 Total Spent	77 (2) Total	Rs633.00 (2) Per Action	4,878 Total	Rs618,500.00 (2) Total	12.69 (2) Average

## Campaign Performance (August 2025 - February 2026):

- Total Website Purchases: 77 conversions
- Cost Per Purchase: Rs 633.00 (exceptional for premium product category)
- Website Purchase Conversion Value: Rs 618,500.00
- Website Purchase ROAS: 12.69x (exceptional return demonstrating effective premium targeting)
- Total Amount Spent: Rs 48,741.25
- Link Clicks: 4,878 (strong engagement indicating compelling creative and messaging)

**Key Achievement:** Successfully launched premium brand with 12.69x ROAS, demonstrating exceptional ability to identify and convert high-value customers in the premium fashion segment. The cost per purchase of Rs 633 represents highly efficient acquisition for products priced at Rs 8,100+, indicating strong targeting precision and creative resonance.

## + Case Study 3: Nevermind Essentials

### Premium Co-ord Fashion Brand Launch

**Campaign Duration:** January 2023 to February 2026

**Primary Objective:** Brand establishment and market penetration for premium co-ordinated fashion sets.



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NEVERMINDPK.COM

# NEVERMIND "ESSENTIALS" RELAXED FIT, ELEVATED FEEL

400 GSM | WHITE FLEECE QTR ZIP CO-ORD SET | DROP  
SHOULDER | OVERSIZED



DESIGNED TO FEEL EFFORTLESS

Nevermind Essentials confronted the dual challenge of introducing a new brand identity while positioning premium co-ordinated fashion sets in a competitive market. The primary obstacle involved educating consumers on the value proposition of premium co-ord sets while justifying elevated price points to an audience unfamiliar with the brand. This necessitated strategic brand-building initiatives coupled with conversion-focused advertising to establish market presence and drive initial sales momentum.

## Our Solution & Strategic Implementation

- Brand Awareness Campaigns: Deployed broad-reach campaigns to establish brand recognition and communicate unique value proposition of premium co-ord sets.
- Product Education Strategy: Developed ad creatives and copy that educated target audience on quality, versatility, and styling potential of co-ordinated sets.
- Tiered Audience Approach: Implemented funnel-based strategy progressing from awareness to consideration to conversion audiences.
- Premium Positioning: Crafted messaging emphasizing quality materials (400 GSM heavyweight fabric) and limited availability to justify premium pricing.



- Limited Stock Urgency: Leveraged scarcity messaging ("Only 47 sets left") to create urgency and accelerate purchase decisions.
- Conversion Optimization: Continuously refined targeting and creative based on performance data to improve cost per result across multiple conversion events.

