

# Ads Performance Report

Facilitation of Measurable Growth Through Strategic Digital Advertising Initiatives

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.

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## 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 (Parcheh81):** 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 Facebook 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.

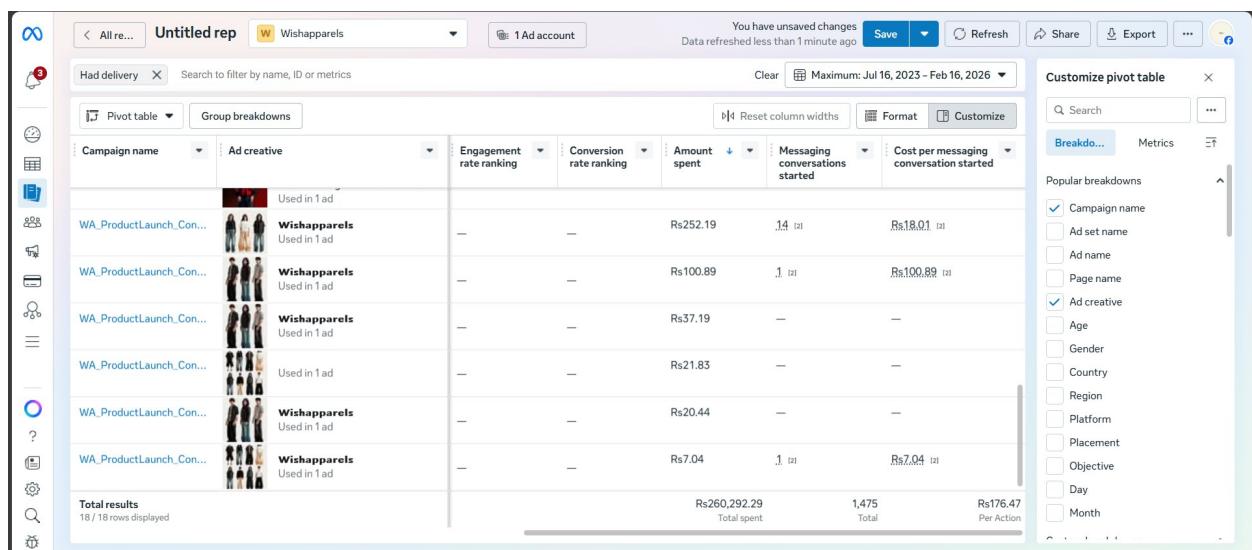
## + Case Study 1: Wish Apparels

### 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.



### 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

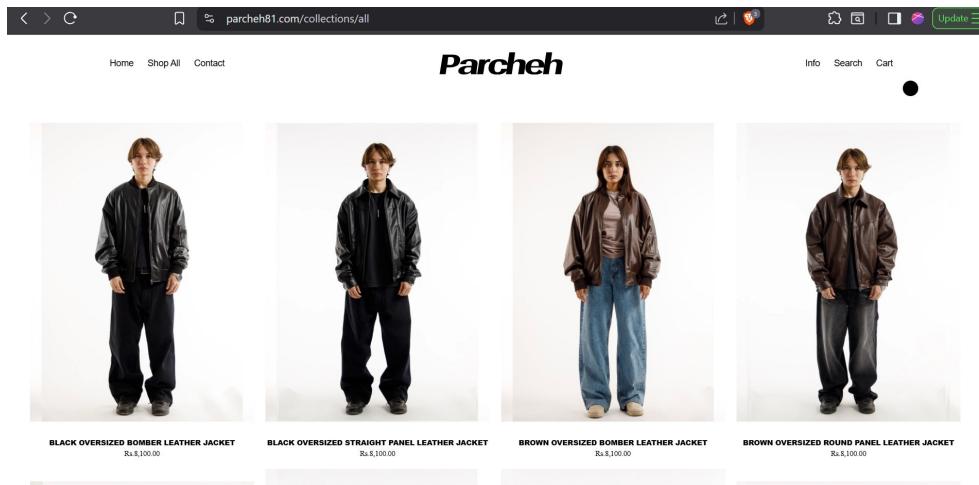
## + Case Study 2: Parcheh81

### 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.



### 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.

Had delivery  Search to filter by name, ID or metrics Clear Maximum: 20 Aug 2025 - 16 Feb 2026

Pivot Table  Ungroup Breakdowns Reset Column Widths Format Customise

Ad name	Ad creative	Conversion rate ranking	Amount spent	Purchases	Cost per purchase	Link clicks	Website purchases 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> 7/7 rows displayed			<b>Rs48,741.25</b> Total Spent	<b>77</b> Total	<b>Rs633.00</b> Per Action	<b>4,878</b> Total	<b>Rs618,500.00</b> Total	<b>12.69</b> 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

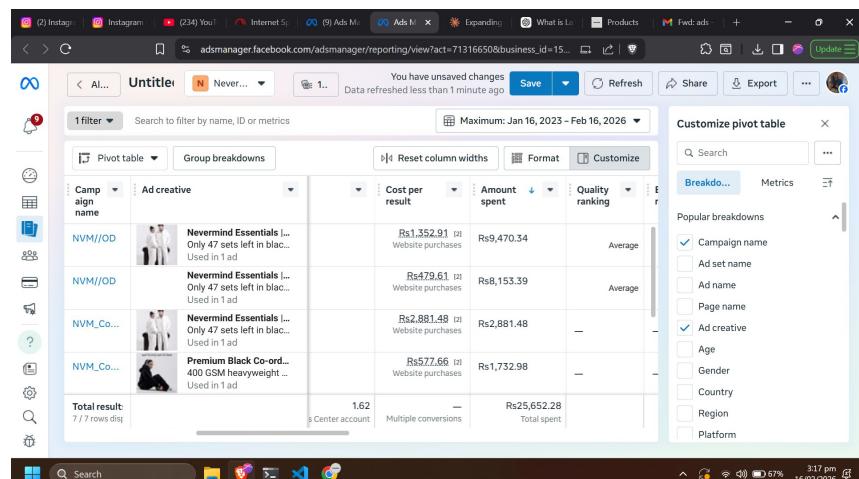
**Campaign Duration:** January 2023 to February 2026

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

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.



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

- Total Amount Spent: Rs 25,652.28
- Multiple Conversion Events: Website purchases tracked across various product lines
- Cost Per Result: Optimized across campaigns (ranging Rs 479 - Rs 2,881 depending on objective)
- Quality Ranking: Average performance maintained throughout campaign duration
- Sustained brand presence established over multi-year campaign period

**Key Achievement:** Successfully launched and sustained premium brand presence over extended campaign period, establishing Nevermind Essentials as a recognized name in the co-ord fashion segment. Strategic budget management and continuous optimization enabled sustained market presence while maintaining cost efficiency across multiple conversion objectives.

## + Case Study 4: Blinget Gifts

### Event-Driven Sales Specialization

**Specialization:** Curated collections for Mother's Day, Father's Day, and Eid Festival.

**Primary Objective:** To achieve substantial revenue growth during specific cultural and celebratory periods.

This business model was inherently seasonal, with revenue generation being entirely contingent upon the successful capture of demand during specific, time-sensitive cultural and celebratory events. The inherent brevity of these peak purchasing windows presented a significant challenge, requiring precise timing and highly relevant messaging. Prior operational paradigms were characterized by last-minute campaign activations, inefficient allocation of advertising expenditure due to broad targeting, and missed opportunities attributable to a deficiency in precise timing and culturally attuned targeting, resulting in inconsistent peak season performance and suboptimal return on investment.

### Our Solution & Seasonal Strategies

- Event-Specific Campaign Calendars: The development of detailed calendars incorporated optimal pre-launch timing strategies to cultivate anticipation.
- Custom Audience Creation: Bespoke audiences were constructed based upon observed gift-giving behaviors and purchase patterns.
- Urgent Messaging & Limited-Time Offers: Compelling and urgent ad copy was formulated during peak seasons to catalyze immediate consumer action.
- Geographic Targeting Optimization: Geographic targeting parameters were precisely optimized to align with delivery logistics and service areas.
- Advanced Cross-Platform Retargeting: Sophisticated retargeting campaigns were deployed to effectuate abandoned cart recovery.
- Cultural & Religious Event Timing: Campaigns were meticulously timed to coincide precisely with cultural and religious observances.
- Dynamic Pricing Strategy: An integration of advertising campaigns with dynamic pricing models was effected to maximize revenue.

**Key Result:** A threefold (3x) increase in revenue during peak seasons. This significant achievement underscores the efficacy of the tailored strategies in maximizing sales during critical, time-constrained periods, thereby demonstrating a profound impact on the client's annual profitability.

## + Service Portfolio & Capabilities

OtherDev furnishes a comprehensive suite of Facebook advertising services, meticulously engineered to yield unparalleled outcomes and to address the multifaceted requirements of contemporary digital marketing.

**Campaign Development & Management:** This encompasses end-to-end campaign conceptualization, which includes exhaustive market and audience research, strategic planning aligned with overarching business objectives, the creation of compelling advertising creatives designed for optimal engagement, and continuous optimization for sustained performance and long-term viability.

**Advanced Tracking & Analytics:** This involves expert Facebook Pixel implementation, meticulous custom event setup to capture granular user actions, reliable conversion tracking for accurate attribution, and the provision of comprehensive performance analytics accompanied by detailed, actionable reports.

**Creative Strategy & Development:** This pertains to strategic ad creative planning, the formulation of persuasive copywriting that resonates with target demographics, and the generation of visually engaging assets meticulously optimized for the Facebook algorithm and maximal user engagement.

**Audience Research & Targeting:** This includes advanced audience segmentation to identify and isolate the most valuable customer groups, the development of high-potential lookalike audiences for scalable reach, precise behavioral targeting, and the creation of custom audiences.

**Performance Analysis & Optimization:** This comprises continuous campaign monitoring and real-time adjustments for optimal performance, rigorous return on investment (ROI) analysis, transparent performance reporting, and data-driven recommendations for robust and sustainable business expansion.

**Retargeting & Funnel Development:** This involves sophisticated retargeting campaigns designed to re-engage warm audiences, meticulous sales funnel optimization across various touchpoints, efficacious abandoned cart recovery strategies, and enhancement of the overall customer journey.

## Competitive Advantages

**Proven Track Record:** A demonstrated capability in the judicious management of substantial advertising expenditures is evidenced, consistently resulting in extensive reach and the attainment of quantifiable growth metrics. This capability is underpinned by a history of delivering tangible results that directly contribute to client profitability and market positioning.

**Specialized Industry Expertise:** Profound experience is possessed within the e-commerce, fashion, premium goods, and seasonal market segments. This expertise is complemented by a comprehensive understanding of evolving consumer behavioral patterns and the unique dynamics characteristic of these industries.

**Data-Driven Methodology:** Every strategic determination, from initial campaign conceptualization to ongoing optimization, is rigorously substantiated by comprehensive performance metrics, iterative A/B testing protocols, and actionable analytical insights.

**Transparent Communication:** Regular, unambiguous performance updates are consistently provided, encompassing detailed metric analyses and actionable insights. This commitment to clarity and openness serves to cultivate long-term client confidence.

**Client-Centric Approach:** Strategies are meticulously customized and seamlessly integrated with client-specific business objectives. This bespoke approach ensures that advertising initiatives are highly personalized and efficacious solutions.

## Performance Benchmark

- A cumulative advertising spend exceeding Rs 334,685 managed across diverse industry verticals
- Exceptional ROAS of 12.69x achieved in premium fashion segment
- Cost per purchase of Rs 633 for high-ticket items (Rs 8,100+ products)
- Sustained campaign performance over multi-year periods demonstrating long-term strategic capability
- Threefold revenue increase achieved for seasonal business models

## **Invitation to Scale Business Growth**

It is hereby proposed that advertising investments be transformed into quantifiable business growth through the implementation of strategic, data-driven Facebook advertising campaigns, precisely tailored to the specific industry and objectives of the prospective client. A meticulous assessment of current digital marketing endeavors can be undertaken to ascertain areas for optimization and expansion.

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