

A photograph of a clothing store interior. In the foreground, there are several racks of clothes, including jeans and t-shirts. In the background, more racks and a person standing near a counter are visible. The lighting is warm and the atmosphere is modern.

Scaling Online Sales for a Casual Wear Brand

CLIENT OVERVIEW:

Our client is a leading manufacturer of men's and women's casual wear. With strong manufacturing capabilities, they produce a wide range of apparel including t-shirts, jeans, chinos, hoodies, and trousers. While their offline presence and manufacturing strength were well established, their newly launched eCommerce website struggled to generate online sales at a profitable scale.

PROBLEM STATEMENT:

Despite significant investments in Meta (Facebook & Instagram) and Google Ads, the brand faced major challenges:

- Their Customer Acquisition Cost (CAC) was higher than the product price, making every sale unprofitable.
- Return on Ad Spend (ROAS) was consistently negative across all paid platforms.
- Campaigns lacked a clear audience structure and funnel-based strategy, leading to wasted ad spend.
- Creative assets were not aligned with audience preferences, reducing engagement and conversions.



IN SHORT, THE BRAND WAS BURNING THROUGH AD BUDGETS WITHOUT SUSTAINABLE REVENUE GROWTH.

SOLUTION:

We partnered with the brand to revamp their digital marketing strategy with a structured, performance-driven approach:

1: Audience Restructuring

- Segmented audiences into prospecting, retargeting, and loyalty pools.
- Tested multiple audience groups, including lookalikes, interests, and intent-based search audiences.

2: Full-Funnel Ads Strategy

- Built campaigns across awareness, consideration, and conversion stages.
- Created dynamic product ads to personalize retargeting.

3: Creative Strategy

- Developed high-performing creatives (product-focused, lifestyle, and UGC-inspired ads).
- Implemented A/B testing on ad copies, visuals, and formats to identify top performers.

4: Optimization & Scaling

- Continuously optimized campaigns by cutting underperforming segments and scaling profitable ones.
- Shifted budget allocation to channels and campaigns driving the highest ROAS.

Results:

Within a short period, our strategy delivered measurable success:

- ROAS improved to 4x (from negative returns previously).
- Customer Acquisition Cost dropped significantly, making sales profitable.
- The brand achieved sustainable online revenue growth with an efficient media budget.
- Meta and Google Ads became profitable revenue channels, instead of cost centers.

Why Advertonomy?

At Advertonomy, we move fast, build smart, and deliver impact at every stage. From your first pixel to your next city launch. We create ecosystems, not experiments. If you're stuck in delay, bad leads, or performance plateaus, we'll get you out and scale you up.

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