

OPTIMIZING PAID MEDIA STRATEGY FOR A LEADING WOMEN'S CLOTHING BRAND IN PAKISTAN

CLIENT OVERVIEW

Our client is one of Pakistan's most renowned women's clothing brands with **20+ retail outlets across the country** and a **strong digital presence**. The brand caters to a wide audience nationwide, driving significant sales both through its **online store** and **retail network**. With a rapidly growing customer base, the client consistently invested in **Meta (Facebook & Instagram)** Ads and **Google Ads** to drive conversions.

PROBLEM STATEMENT:

While the client had been achieving sales through paid ads, the challenge was:

- 01 High ad spend with suboptimal returns –** Budgets were being consumed without effective optimization.

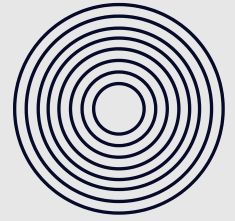


- 02 Lack of structured funnel campaigns –** The campaigns were not strategically aligned with the buyer's journey (awareness, consideration, purchase).

- 03 Need to scale profitably –** The brand wanted to maximize sales while improving ROAS (Return on Ad Spend) and reducing cost per acquisition.

SOLUTIONS:

We designed and implemented a comprehensive paid media optimization strategy to improve profitability:



01 Audience Segmentation & Targeting

- Built custom audiences for **top-of-funnel** (new prospects), **middle-of-funnel** (engaged users), and **bottom-of-funnel** (high-intent buyers).
- Leveraged **lookalike audiences** and **retargeting campaigns** to maximize conversion opportunities.



02 Full-Funnel Campaign Structure

- **TOF (Awareness)**: Created engaging campaigns to introduce new customers to the brand and drive traffic.
- **MOF (Consideration)**: Targeted engaged users with product-focused ads, catalog ads, and social proof.
- **BOF (Conversion)**: Implemented dynamic retargeting campaigns showcasing best-selling products and limited-time offers.



03 Ad Creatives & Messaging Optimization



- Developed compelling creatives tailored to each funnel stage.
- Used **product carousels**, **lifestyle imagery**, and **video ads** to highlight the brand's value proposition.

04 Budget Optimization & Scaling

- Reallocated spend from underperforming campaigns to high-performing ones.
- Applied **data-driven bidding strategies** on Google Ads (Smart Shopping, Performance Max, Search Campaigns).



RESULTS ACHIEVED:

Our optimization efforts delivered outstanding results:

- Achieved an average ROAS of 10X through paid media campaigns.
- Significantly reduced ad spend waste, ensuring maximum efficiency.
- Boosted online and retail sales, strengthening the brand's overall revenue.
- Established a sustainable and scalable ad structure that continuously drives profitability.

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