

Scaling Lensespk.com with Shopify & Paid Media

Client Overview:

Lensespk.com is a leading online store in Pakistan, specializing in eyesight, non-powered, and colored lenses. As a major player in the lens industry, the brand has a strong customer base and a wide range of products. However, to further scale operations and improve marketing efficiency, Lensespk.com needed a more robust eCommerce infrastructure and a data-driven paid media strategy.

Problem Statement:

Despite their strong market position, Lensespk.com faced multiple challenges that were limiting their growth:

- Their website was built on WordPress, which made **scaling, product management, and daily operations** difficult due to platform limitations.
- They relied solely on **Instagram post boosting** for marketing, which restricted audience targeting, campaign optimization, and tracking performance.
- They lacked proper integration of **ad accounts, tracking, and reporting**, leading to inefficient use of marketing budgets.

Lensespk.com needed a modernized platform and a comprehensive paid media strategy to increase sales, streamline operations, and optimize ad spend.



Solutions implemented:

Website Migration to Shopify

- Migrated the entire website from WordPress to Shopify.
- Transferred all product data, ensuring accuracy and SEO optimization.
- Built a scalable and user-friendly online store, allowing smooth day-to-day operations.

Marketing Infrastructure Setup

- Created and set up Meta Business Suite for centralized management.
- Linked all relevant accounts (Facebook, Instagram, Shopify, and Ads Manager) for better tracking and attribution.
- Set up Facebook Pixel & Google Analytics to capture valuable data.

SEO Optimization

- Optimized product pages, metadata, and on-page SEO.
- Ensured Shopify store followed SEO best practices to improve organic visibility.

Paid Media Campaigns

- Developed a multi-channel paid media strategy across Facebook, Instagram, and Google.
- Shifted from basic post boosting to strategic ad campaigns with defined objectives, audience targeting, and budget allocation.
- Focused on conversion-optimized campaigns to drive sales efficiently.

Results:

- Achieved an **average ROAS of 15** across paid media campaigns.
- Significantly increased **online sales and overall revenue growth**.
- Streamlined day-to-day operations with Shopify, making product and order management seamless.
- Improved **organic visibility** through SEO, helping them capture additional traffic beyond paid campaigns.

Established a long-term scalable foundation for sustainable business growth.

Key Takeaway:

By migrating to Shopify and adopting a structured paid media strategy, Lensespk.com transformed its digital operations, scaled its sales, and maximized marketing ROI.

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