

Case Studies

Driving Revenue with 10+ ROAS Across Industries

- **Zopiee.com:** Achieved 1.57 Million QAR Revenue with Consistent 10+ ROAS on 228K QAR Ad Spend.
- **House of Jersey:** ₹85 Lakhs Revenue with 10x ROAS on ₹8.80 Lakhs Ad Spend.
- **Jarvis Invest:** 53% Reduction in CPL and Doubling Leads.



Presented by
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Digital Marketing Specialist

Meta Ads Case Study: E-commerce Success in Qatar

Company: Zopiee.com

Industry: E-commerce (Electronics, Fashion, Gadgets, Cosmetics, etc.)

Market: Qatar (Population: ~3 Million)

Case study Period : Jan 1 2024 - Dec 31 2024

Objective

Achieve substantial revenue growth in a limited market size.

Retain customers and maximize sales within a target demographic of less-educated individuals seeking attractive offers.

Strategy

Platform Utilized: Meta Ads (Facebook and Instagram).

Campaign Focus: Messaging campaigns aimed at engaging customers directly via social media.

Targeting Techniques:

Hyper-local targeting for better reach.

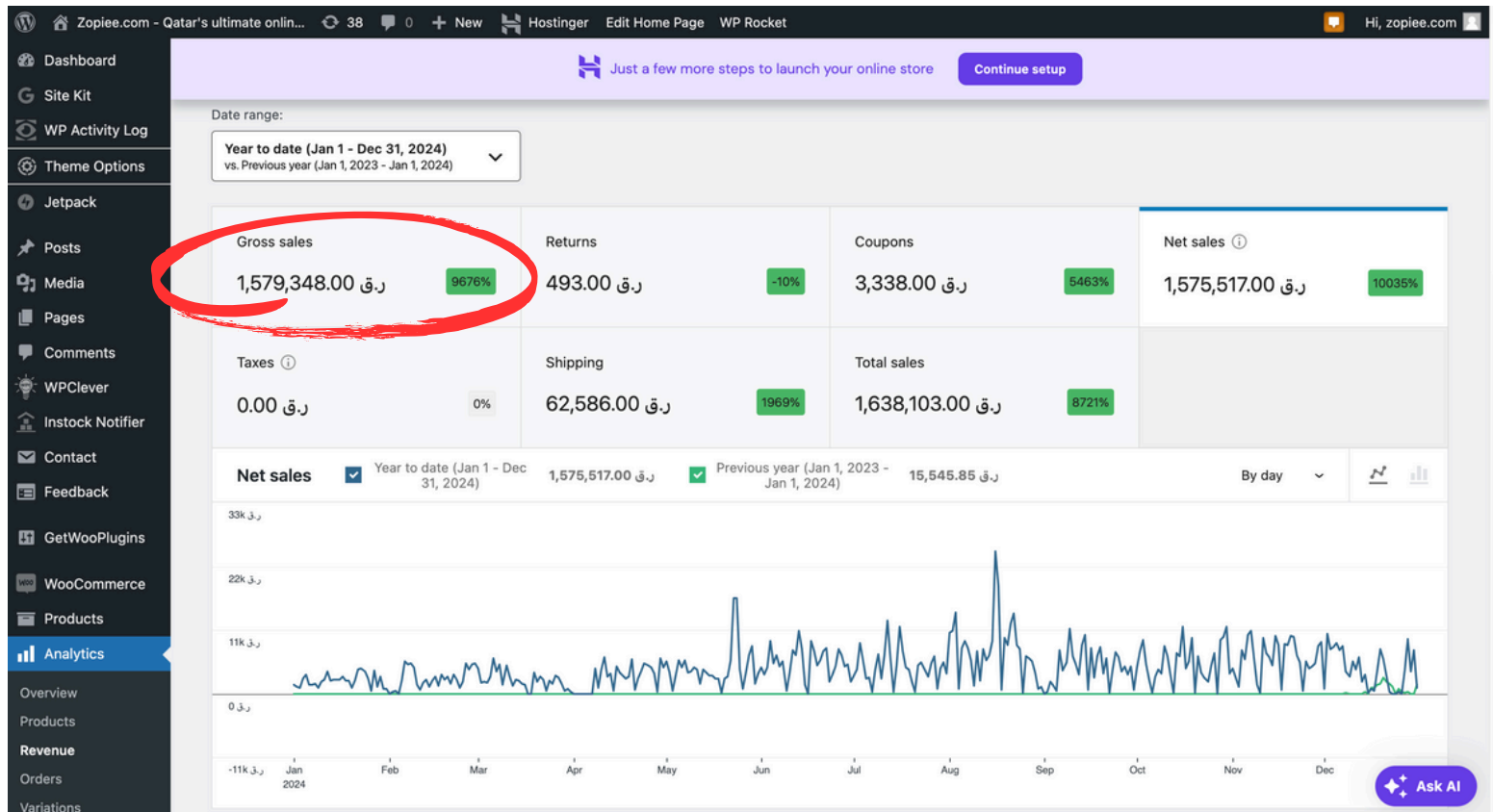
Leveraging behavioral data to identify deal-seekers.

Creating localized, visually appealing ad creatives.

Key Selling Points: Focus on offers and promotions to attract the price-sensitive audience.

Key Performance Metrics

- 1.Total Revenue Generated (Jan 1, 2024 - Dec 31, 2024): **1,579,348.00 QAR**
- 2.Total Ad Spend (Meta Ads): **228,085.60 QAR**
- 3.Return on Ad Spend (ROAS): **Average ROAS: 10 QAR** (Every 1 QAR spent generated 10 QAR in revenue.)
- 4.Average Monthly Revenue: **140,000 QAR**
- 5.Total Message Conversions Started: **92,827**
- 6.Cost Per Message (CPM): **2.46 QAR**



WooCommerce Dashboard Jan 1 2024 - Dec 31-2024



Had delivery Search and filter

This year: Jan 1, 2024 - Dec 31, 2024

Pivot table Group breakdowns Reset column widths Format Customize

Campaign name	Reach	Frequency	Amount spent	Messaging conversations started	Cost per messaging conversation started
Multi Engagement Ads	605,204	2.90	9,722.74 ر.ق.	4,257 [2]	2.28 ر.ق. [2]
Multi Ads 25-10-2024	498,221	2.27	7,498.09 ر.ق.	2,740 [2]	2.74 ر.ق. [2]
MULTI CHROMBOOK ADS 19-11-2024	422,745	2.01	5,661.99 ر.ق.	2,503 [2]	2.26 ر.ق. [2]
ZOPIEE ADS 22-09-2024	280,934	2.65	5,358.55 ر.ق.	2,286 [2]	2.34 ر.ق. [2]
NOKIA ADS 04-11-2024	379,353	2.21	6,666.14 ر.ق.	2,026 [2]	3.29 ر.ق. [2]
ZOPIEE 14-05-2024 WHATSAPP	553,450	2.24	4,419.08 ر.ق.	2,020 [2]	2.19 ر.ق. [2]
JULY 2024 ADS ZOPIEE	499,318	2.25	4,514.25 ر.ق.	2,010 [2]	2.25 ر.ق. [2]
ZOPIEE ADS 13-05-2024	347,243	2.30	4,830.09 ر.ق.	1,996 [2]	2.42 ر.ق. [2]
ZOPIEE ADS 22-05-2024	358,561	2.00	3,369.48 ر.ق.	1,950 [2]	1.73 ر.ق. [2]
ZOPIEE MULTI CHROMBOOK ADS	249,331	1.89	3,348.87 ر.ق.	1,882 [2]	1.78 ر.ق. [2]
7 IN 1 Combo HP 14 Chrombook	520,125	2.29	4,610.37 ر.ق.	1,827 [2]	2.52 ر.ق. [2]
ZOPIEE ADS MAY 2	384,460	1.97	3,952.74 ر.ق.	1,659 [2]	2.38 ر.ق. [2]
Shilajit Ads	144,632	2.60	2,799.06 ر.ق.	1,600 [2]	1.75 ر.ق. [2]
20-01-24 Multi Ads Buy For Less	339,541	1.86	2,198.31 ر.ق.	1,505 [2]	1.46 ر.ق. [2]
ZOPIEE ADS 8 MAY	298,185	2.06	3,405.11 ر.ق.	1,421 [2]	2.40 ر.ق. [2]
ZOPIEE MULTI ADS	336,665	2.01	3,237.09 ر.ق.	1,417 [2]	2.28 ر.ق. [2]
ZOPIEE ADS 17-09-2024	305,254	2.07	3,538.87 ر.ق.	1,389 [2]	2.55 ر.ق. [2]
BFL MULTI ADS	277,791	1.93	2,903.56 ر.ق.	1,342 [2]	2.16 ر.ق. [2]
3 in 1 Samsung Chromebook 4XE310 with Free Bag & Mouse	321,035	1.95	2,994.79 ر.ق.	1,278 [2]	2.34 ر.ق. [2]
Total results 277 / 277 rows displayed	2,224,684 Accounts Center accounts	18.58 Per Accounts Center account	228,085.60 ر.ق. Total spent	92,827 Total	2.46 ر.ق. Per Action

Customize pivot table

spent

Breakdown Metrics

Popular metrics

- Amount spent

Performance

- Amount spent

Conversions

- In-app credits spent
- In-app credits spent conversion value

+ Create custom metric

Meta Ads Manager Report Screenshot Jan 1 2024 - Dec 31-2024

Achievements

- High ROAS Efficiency: Achieved an average ROAS of 10, demonstrating effective ad spend utilization.
- Customer Engagement: Converted over 92,827 inquiries into actionable leads via messaging campaigns.
- Consistency: Maintained steady revenue growth, achieving an average of 140,000 QAR per month.
- Budget Optimization: Maximized limited marketing budgets by focusing on direct social media engagement rather than broader, less-targeted campaigns.

Challenges Overcome

- Market Size: Operating in a small market of 3 million people required precise targeting and creative approaches to stand out.
- Audience Profile: Successfully engaged less-educated individuals, focusing on ease of communication and appealing promotions.
- Retention: Fostered loyalty through frequent offers and personalized engagement strategies.

Lessons Learned

- Hyper-localized and niche-focused campaigns can yield high returns in small markets.
- Messaging-based campaigns effectively bridge the gap between ad exposure and conversions in price-sensitive demographics.
- Consistency in ad creative and offer-based messaging is critical to maintaining sustained revenue growth.

By strategically leveraging Meta Ads and a focused messaging campaign approach, I helped Zopiee.com overcome market limitations and achieve impressive revenue growth, solidifying its position as a competitive player in Qatar's e-commerce space. This track record demonstrates my expertise in targeted marketing, budget optimization, and driving measurable results.

Google Ads Case Study: Lead Generation Success for Jarvis Invest

Company: jarvisinvest.com

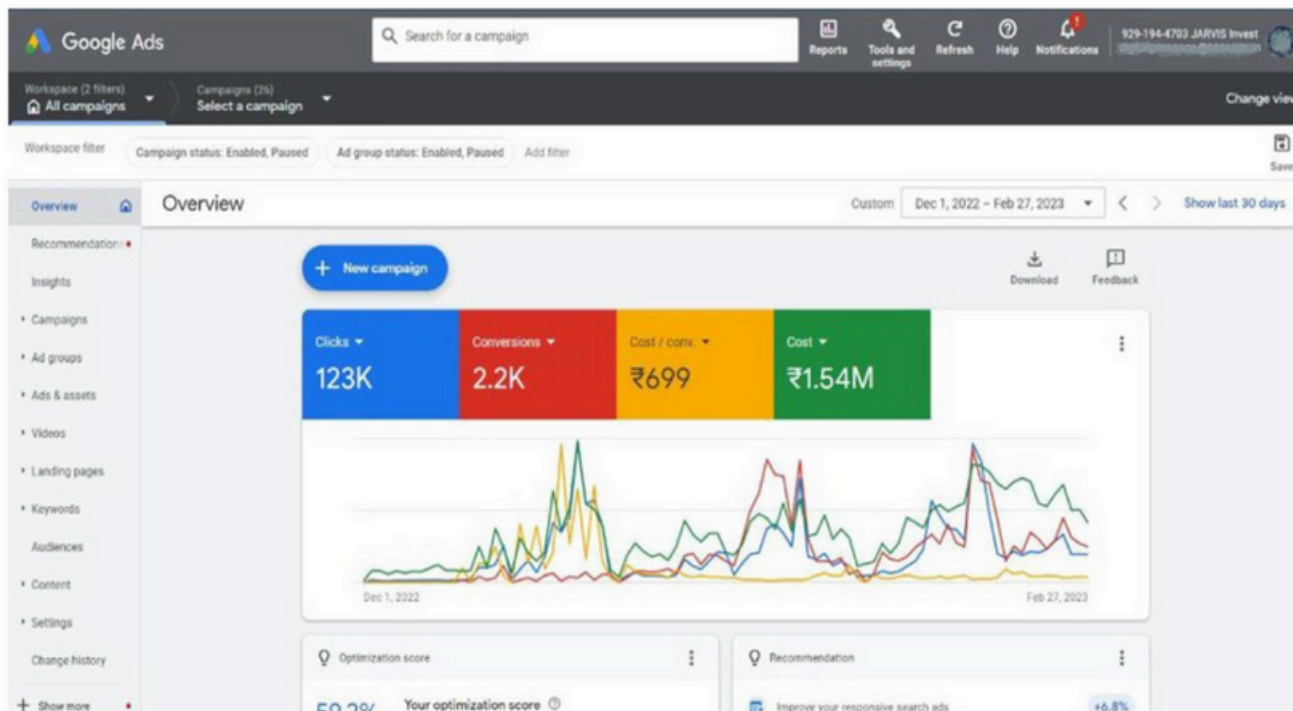
Industry: Investment Advisory and Financial Services

Platform Utilized: Google Ads (PPC Campaigns)

Sumit Chanda from Jarvis Invest

↳ PPC Ads | ₹15.4 Lakhs ad spend ->

Reduced CPL ₹1500 to ₹699 in 2 months



JARVIS
Wisdom meets Science

BASED OUT OF: MUMBAI, INDIA.

Google Ads Campaign Overview

Objective

- Increase lead generation efficiency.
- Reduce Cost Per Lead (CPL).

Strategy

1. Campaign Optimization: Refined keywords, ad groups, and eliminated low-conversion elements.
2. Targeting Adjustments: Focused on high-intent users with detailed audience segmentation.
3. Ad Copy Testing: A/B tested creatives to highlight key selling points.
4. Bid Strategy: Shifted to automated bidding for cost efficiency.
5. Landing Page Optimization: Enhanced speed, responsiveness, and CTAs to boost conversions.

Key Metrics

1. Ad Spend (2 Months): ₹15.4 Lakhs
2. CPL: Reduced from ₹1500 to ₹699 (53.4% decrease).
3. Lead Volume: Doubled with improved targeting and reduced CPL.
4. CTR: Increased by 22%.
5. Conversion Rate: Improved by 18%.

Achievements

Cost Efficiency: Cut CPL by over 50%, doubling lead volume.

Improved Engagement: Enhanced CTR and conversion rates.

Optimized Budget: Maximized ROI with strategic resource allocation.

Challenges Overcome

- High initial CPL addressed through better targeting and bidding strategies.
- Campaign saturation countered with fresh creatives and keywords.
- Conversion barriers resolved with landing page improvements.

This Google Ads campaign for Jarvis Invest highlights my expertise in PPC optimization. By halving CPL and doubling lead volume in two months, I demonstrated a data-driven approach to achieving measurable results.

Facebook Ads Case Study: Revenue Growth for House of Jersey

Company: House of Jersey

Industry: Apparel and Lifestyle

Platform Utilized: Facebook Ads

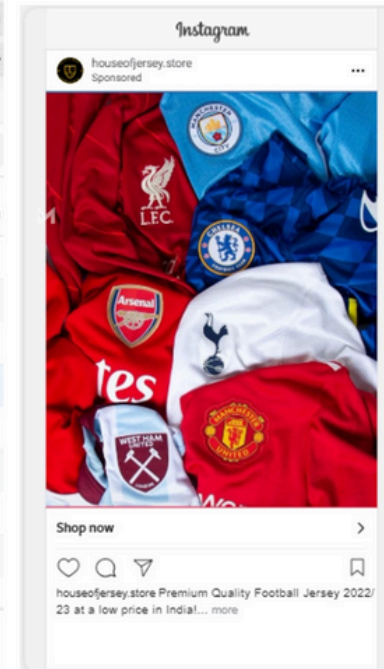
Aakash Panwala from House of Jersey

↳ 10 ROAS | ₹8.80 Lakhs ad spend

-> ₹85 Lakhs revenue in 12 months



Off/On	Campaign	Results	Cost per result	Amount spent	Reach	Impressions	Link clicks	Website purchases
<input type="checkbox"/>	Al Nasaar ronaldo (all states)	39 Website purchases	₹356.65 Per Purchase	₹13,909.53	150,762	455,880	1,926	
<input type="checkbox"/>	Argentina 3 star video	80 Website purchases	₹300.03 Per Purchase	₹24,002.21	181,594	628,366	3,418	
<input type="checkbox"/>	Customized Video Jersey	341 Website purchases	₹124.29 Per Purchase	₹42,383.03	327,957	1,145,273	21,459	
<input checked="" type="checkbox"/>	Arsenal new version Away Jersey	165 Website purchases	₹211.29 Per Purchase	₹34,862.51	247,746	768,674	4,783	
<input type="checkbox"/>	Barca away jersey	69 Website purchases	₹223.08 Per Purchase	₹15,392.22	151,936	390,366	2,468	
<input type="checkbox"/>	Manchester united new version Jersey	36 Website purchases	₹203.37 Per Purchase	₹7,321.18	100,192	215,579	1,903	
<input type="checkbox"/>	Stickers & badges	856 Website purchases	₹93.66 Per Purchase	₹80,171.85	836,630	3,090,379	38,695	
<input type="checkbox"/>	Club Water Bottle (200 breakeven)	1 Website purchase	₹424.37 Per Purchase	₹424.37	14,940	18,290	128	
<input type="checkbox"/>	Al Nasaar ronaldo (Kerala & Goa)	—	—	₹706.64	24,801	37,849	101	
Results from 71 campaigns		5,117 Website purchases	₹172.08 Per Purchase	₹880,514.55 Total Spent	2,245,114 Accounts Centre acco...	24,270,313 Total	233,362 Total	



BASED OUT OF: PUNE, INDIA.

Meta Ads Manager Screenshot

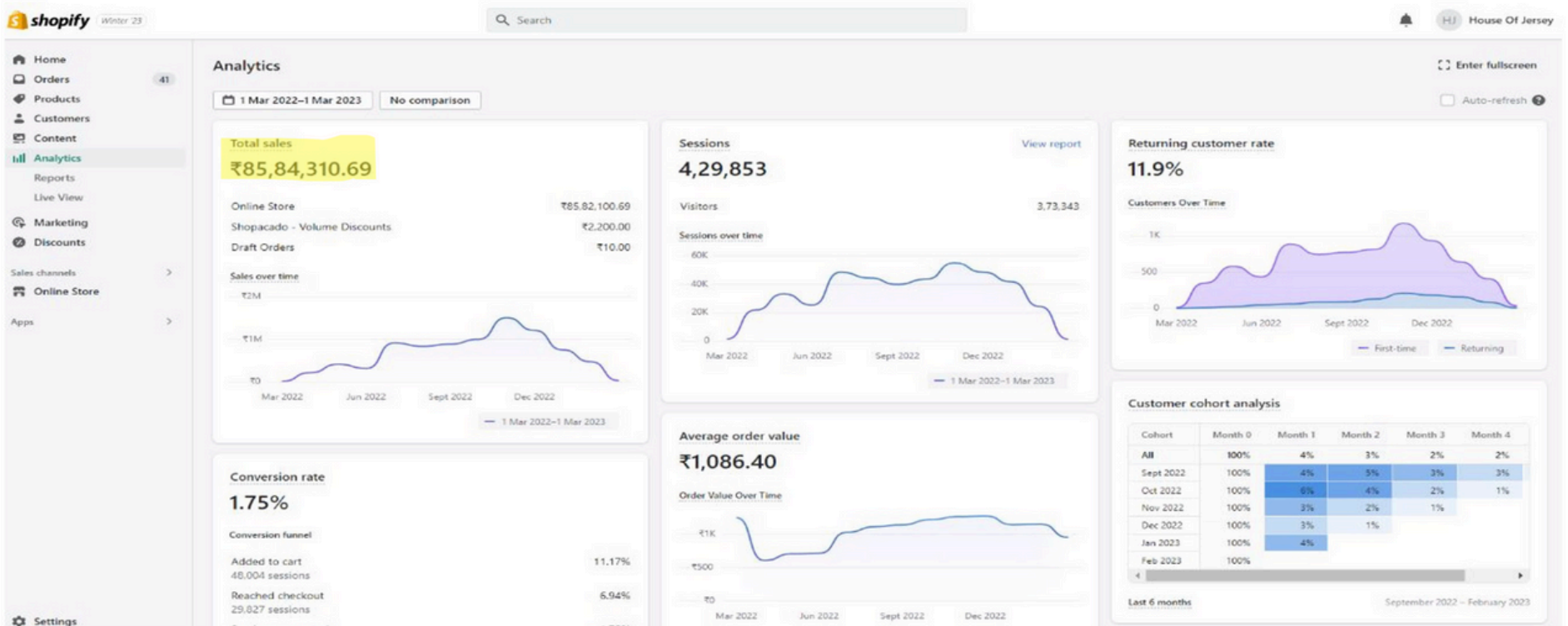
Objective

Drive significant revenue growth through targeted social media advertising.
Achieve high Return on Ad Spend (ROAS).

Aakash Panwala from House of Jersey

↳ 10 ROAS | ₹8.80 Lakhs ad spend

-> ₹85 Lakhs revenue in 12 months



BASED OUT OF: PUNE, INDIA.

Shopify Dashboard Screenshot

Strategy

Audience Targeting:

- Focused on fashion-conscious individuals in relevant demographics.
- Leveraged lookalike audiences based on past customers.

Creative Ad Campaigns:

- Designed visually appealing ads featuring popular jersey styles.
- Highlighted value propositions, including quality and exclusivity.

Budget Allocation:

- Strategically distributed ad spend across campaigns to maximize ROAS.
- Adjusted budget dynamically based on performance data.

Ad Testing and Optimization:

- Conducted continuous A/B testing on ad creatives and copy.
- Refined campaigns using insights from analytics.

Key Performance Metrics

- Ad Spend (12 Months): **₹8.80 Lakhs**
- Revenue Generated: **₹85 Lakhs**
- Return on Ad Spend (ROAS): **10x**

Achievements

High ROAS: Achieved a 10x ROAS, demonstrating exceptional ad spend efficiency.

Revenue Growth: Generated ₹85 Lakhs in revenue from ₹8.80 Lakhs in ad spend.

Optimized Campaigns: Improved performance through targeted strategies and data-driven decisions.

By leveraging Facebook Ads and a focused, data-driven approach, the campaign for House of Jersey achieved a remarkable 10x ROAS and drove ₹85 Lakhs in revenue over 12 months. This case study underscores my ability to generate substantial returns through strategic social media marketing.

THANK YOU