

ANI

# CASE STUDY

How Ani Clothing Scaled Revenue to ₹2.2 Cr in 12 Months

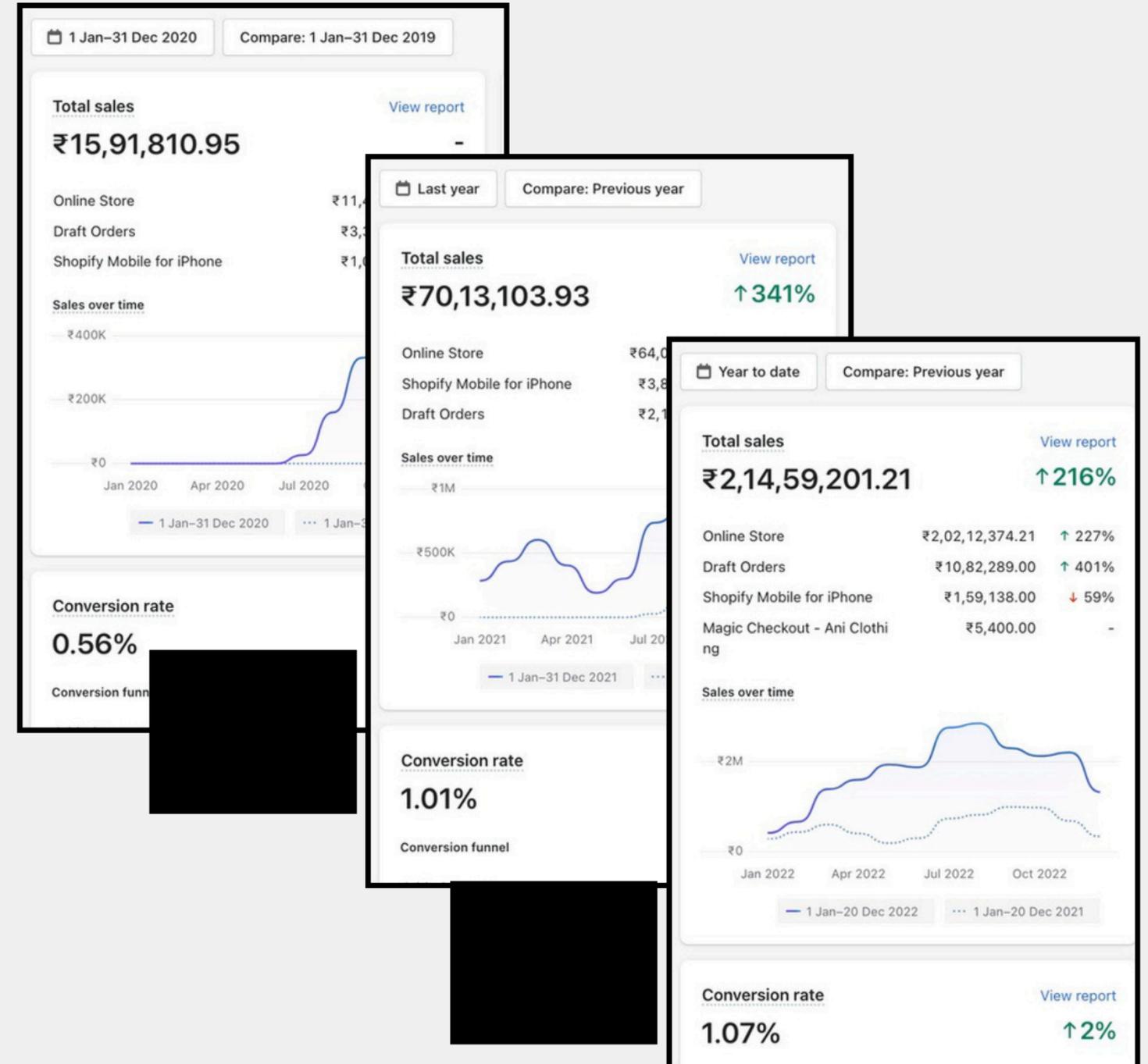


Ani Clothing achieved massive growth through a data-driven and automated Facebook and Instagram ad campaign that focused on audience refinement, creative optimization, and strategic scaling.

# THE STORY

**Ani Clothing**, an affordable luxury D2C brand, was stuck at ₹3 lakh monthly revenue, relying solely on organic Instagram sales. They had potential but lacked a clear ad strategy to scale.

When they partnered with Dexo Media, everything changed. With a streamlined ad approach and smart targeting, Ani Clothing hit a remarkable ₹2.2 Cr in revenue with just ₹26 lakhs in ad spend. A true transformation powered by strategy and precision.



In this case study, we're going to present how the brand got closer to its revenue goal.

You'll learn how they:

- **achieved a 6x ROAS**
- **revenue jump from 2021 to 2022 by 5.5x**
- **revenue jump from 2022 to 2023 by 3.2x**
- **AOV jump from 4.4K to 6.9K retention**
- **rate of 25%**

Using Creative strategy, festival campaign Aggressive scaling strategy, and Automate campaigns.

# GOALS

The objectives included:

- **Scaling Revenue:** Increase monthly revenue sustainably.
- **Enhancing Metrics:** Improve ROAS, conversion rates, and average order value (AOV).
- **Audience Expansion:** Identify and target new audience groups in India 1 audience (beyond the approach of Tiers)
- **Sustainable Growth:** Establish a scalable ad structure for long-term success.

# CHALLENGES

01

## No Campaign Structure:

Ads lacked strategic planning and relied on generic methods, limiting their reach and efficiency.

03

## HNI creative Approach

Wasted ad spend on low-performing segments.

05

## Creative Fatigue:

Repeated use of similar ad creatives reduced engagement.

02

## Limited audience

The initial target audience had reached its limit, leading to diminishing returns.

04

## Scaling Constraints

Lack of advanced strategies hindered sustainable growth.

06

## Ad Platform Changes

Frequent updates on Meta's advertising platform required staying ahead to adapt strategies promptly

# SOLUTIONS IMPLEMENTED

- Custom Strategy:** Designed a scalable campaign structure to boost awareness and conversions, supported by automation funnels for seamless customer journeys.
- Audience Optimization:** Cleaned up low-performing segments, expanded targeting to lookalike audiences and website visitors, and used intent-based targeting to engage high-value users.
- Creative Refresh:** Regularly refreshed visuals and messaging to keep content engaging, using dynamic ad formats for personalized experiences.
- Smart Scaling:** Used A/B testing to optimize ads and dynamically adjusted bidding strategies to maximize real-time performance.
- Seasonal Campaigns:** Tapped into cultural and festive moments with targeted campaigns and time-sensitive offers to drive urgency.

Campaign	Reach	Impressions	Cost per result	Amount spent ↓
Conversion Campaign_6th_Mar_R.G (Lookalik...	320,401	1,407,603	₹887.12 <sup>[2]</sup> Per Purchase	₹243,069.88
Conversion_ (Interest Base-19th July)	394,447	1,278,530	₹1,229.37 <sup>[2]</sup> Per Purchase	₹242,185.76
Conversion Campaign_30th_May_R.G Pincod...	114,738	657,124	₹1,098.08 <sup>[2]</sup> Per Purchase	₹200,948.23
Conversion_4th_Feb (Interest Base ) -10th may	103,787	416,185	₹834.43 <sup>[2]</sup> Per Purchase	₹186,911.91
Dexo_Conversion_LAL of WP	158,774	548,522	₹919.54 <sup>[2]</sup> Per Purchase	₹162,757.76
Conversion_Remarketing Audience	62,018	533,360	₹1,185.30 <sup>[2]</sup> Per Purchase	₹151,717.85
Conversion Campaign_27th_May_R.G (intere...	269,148	518,842	₹1,442.31 <sup>[2]</sup> Per Purchase	₹115,385.09
Sales Strategy_Ad Strategies Campaign_27th...	387,686	579,461	₹1,495.48 <sup>[2]</sup> Per Purchase	₹95,710.64
Conversion Campaign_20th_Apr_R.G Pincode	107,552	353,472	₹1,112.43 <sup>[2]</sup> Per Purchase	₹88,994.60
<b>Results from 29 campaigns ⓘ</b>	<b>2,868,502</b> People	<b>10,403,911</b> Total	— Multiple conversions	<b>₹2,007,867.40</b> Total Spent

**₹2,007,867.40**

Total Spent

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# UNCERTAIN CHALLENGE

During the scaling phase, maintaining high ROAS and efficient performance became a key challenge. With increased competition and rising advertising costs, the brand faced pressure to sustain profitability.

To address this, Dexo Media adopted a proactive approach:  
Continuously monitored campaign performance metrics.  
Refined targeting to avoid audience overlap and fatigue.  
Experimented with new ad placements and messaging.

This resilience and adaptability were pivotal in overcoming the challenges and sustaining growth.

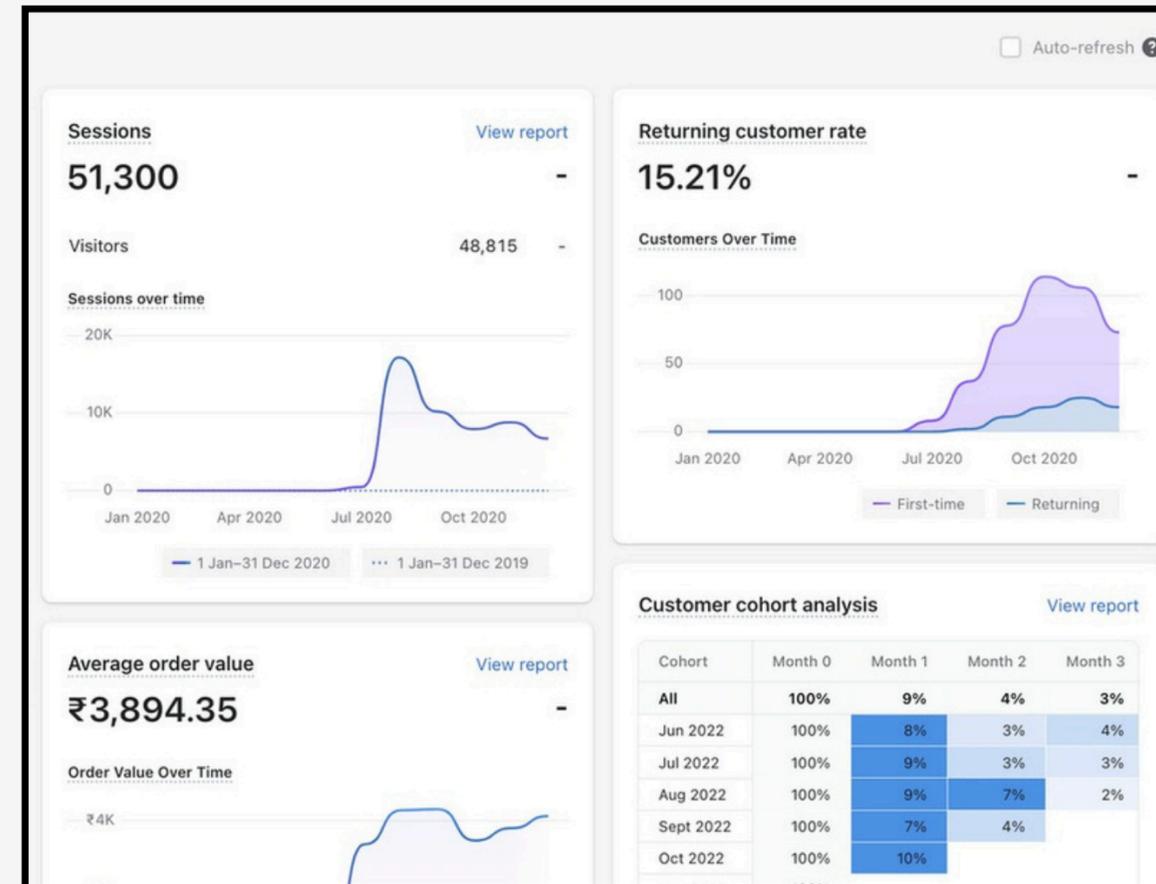
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# STRATEGIC TRIUMPH

Despite operational challenges, the strategic decisions led to remarkable outcomes:

- Revenue scaled by 273% in 12 months.
- Conversion rates improved by 21%.
- AOV increased by 16%.
- ROAS reached a record 6+, setting a new benchmark for the brand.

These results cemented Ani clothing as a leader in its segment and showcased the power of data-driven performance marketing.



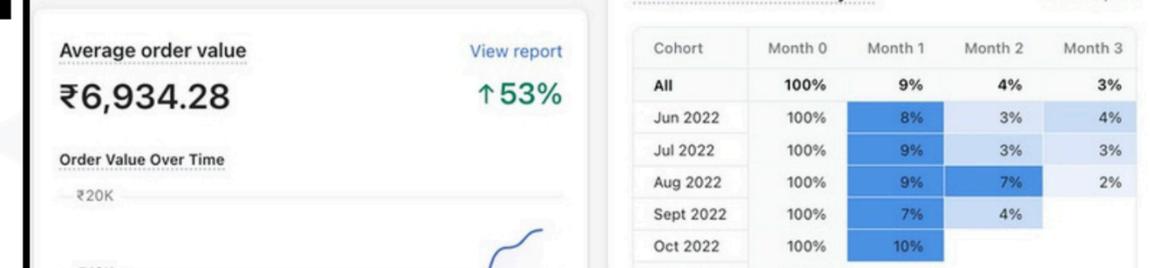
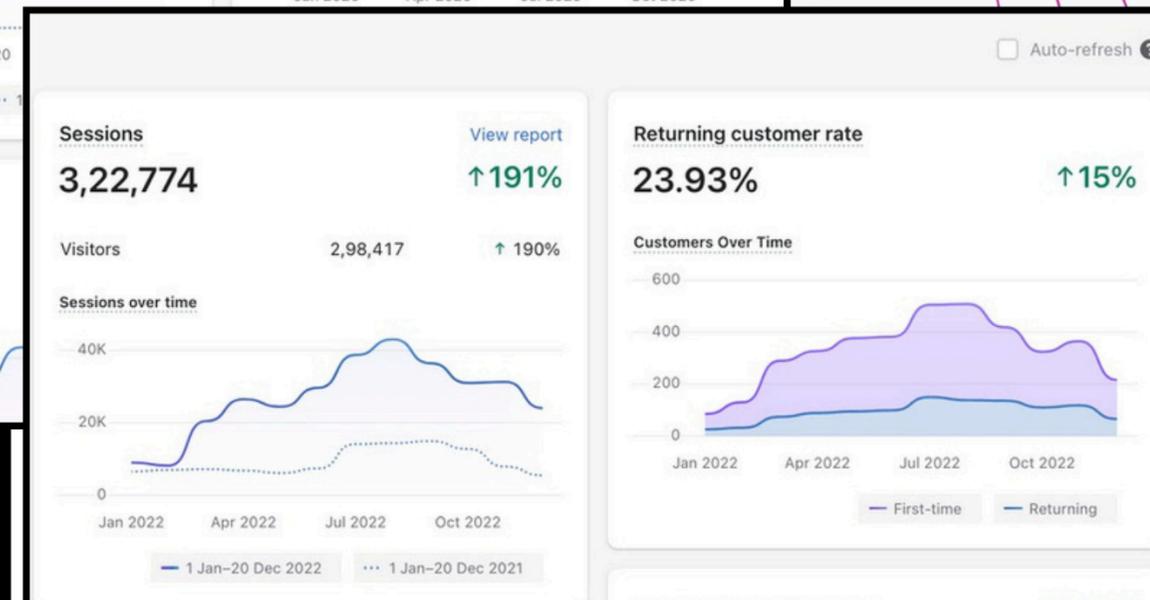
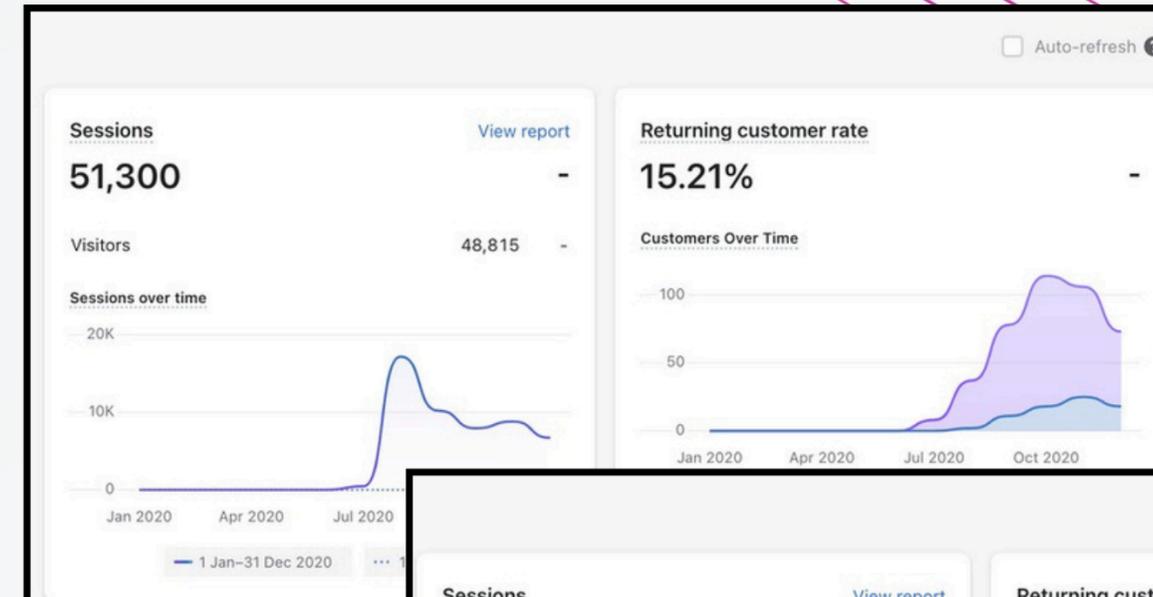
# SOLUTION

## AUDIENCE DIVERSIFICATION:

- Expanded targeting to lookalikes, website visitors, and social media engagers.
- Customized ad messaging to resonate with specific audience demographics.

## COMPETITOR ANALYSIS & USP EMPHASIS:

- Tracked competitors' strategies for actionable insights.
- Adjusted bidding to stay competitive while emphasizing brand USPs.



Customer cohort analysis [View report](#)

Cohort	Month 0	Month 1	Month 2	Month 3
All	100%	9%	4%	3%
Jun 2022	100%	8%	3%	4%
Jul 2022	100%	9%	3%	3%
Aug 2022	100%	9%	7%	2%
Sept 2022	100%	7%	4%	
Oct 2022	100%	10%		

# SOLUTION

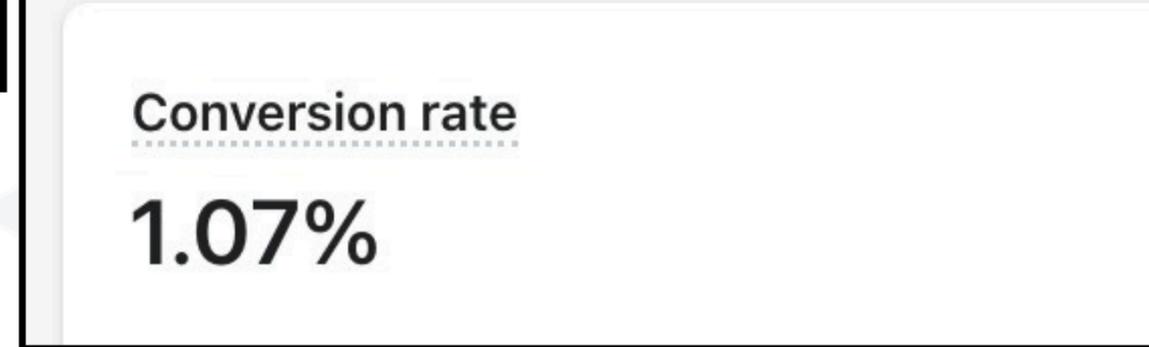
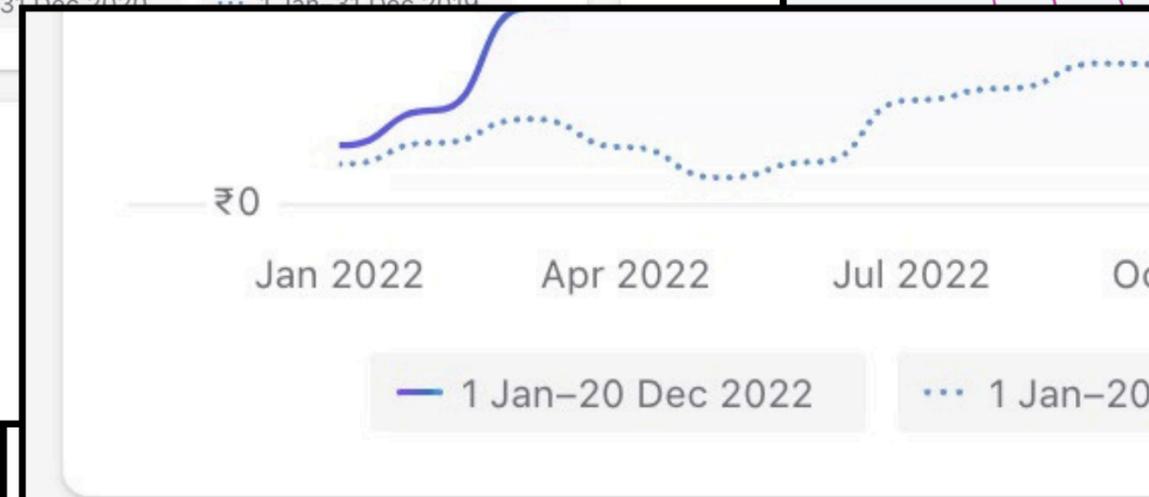
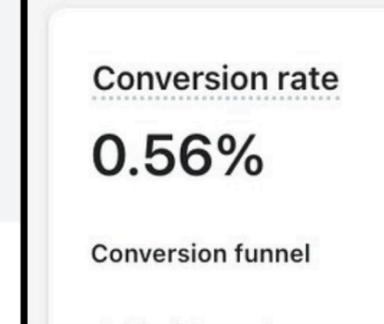
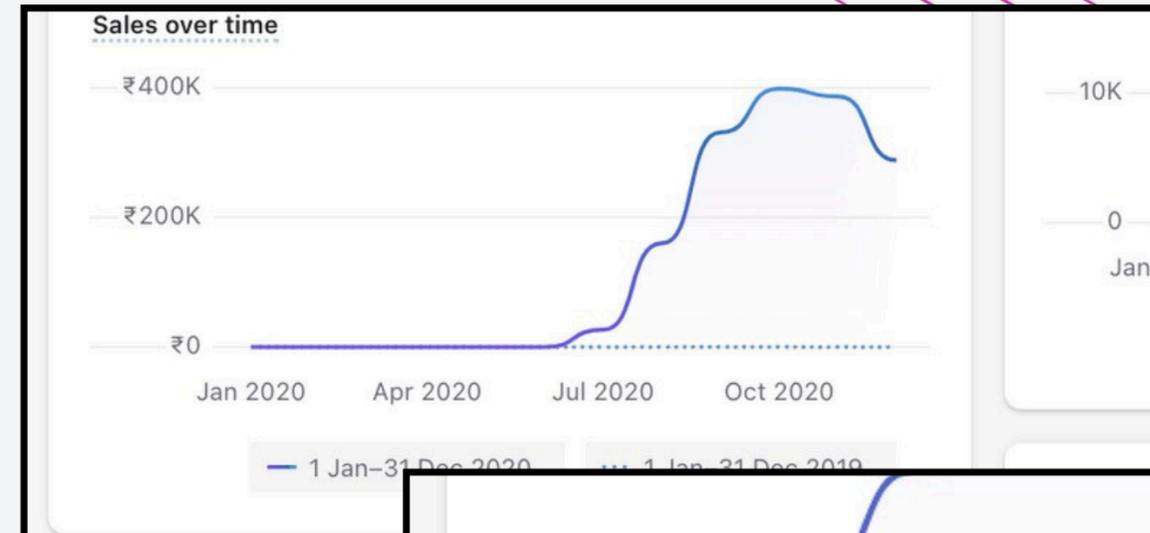
## CONTINUOUS OPTIMIZATION:

- Conducted A/B testing to refine every aspect of the campaigns.
- Monitored performance in real-time for agile adjustments.



## SEASONAL CAMPAIGNS:

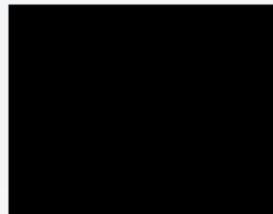
- Used predictive analytics to forecast and capitalize on demand patterns.
- Deployed targeted campaigns well in advance of seasonal peaks.



# SOLUTION

## CREATIVE REFRESH & DYNAMIC ADS:

- Refreshed ad creatives regularly to combat fatigue.
- Introduced dynamic ads for automated, audience-specific customization.



## ADAPTATION TO PLATFORM CHANGES:

- Stayed ahead by adopting new features through Meta's beta programs.
- Adjusted strategies promptly to remain compliant and efficient.

Campaign	Results	Reach	Impressions	Cost per result	Amount spent
Conversion_ (Interest Base-19th July)	117 [2] Website purchases	240,254	672,718	₹1,119.07 [2] Per Purchase	₹130,931.54
Sales Strategy_Ad Strategies Campaign_27th...	42 [2] Website purchases	145,597	245,969	₹1,406.49 [2] Per Purchase	₹59,072.57
Dexo_Conversion_LAL of WP	63 [2] Website purchases	51,344	139,474	₹662.30 [2] Per Purchase	₹41,724.90
Dexo_DABA Camapaign -15th july	25 [2] Website purchases	75,886	132,444	₹1,597.60 [2] Per Purchase	₹39,940.11
Conversion Campaign_30th_May_R.G Pincod...	19 [2] Website purchases	26,631	81,187	₹1,429.38 [2] Per Purchase	₹27,158.25
Conversion Campaign_27th_May_R.G (intere...	11 [2] Website purchases	130,702	207,974	₹2,369.46 [2] Per Purchase	₹26,064.10
Dexo_video Campaign	43,749 ThruPlays	409,642	826,456	₹0.48 Cost per ThruPlay	₹20,947.02
Dexo_DABA_28th Aug	3 [2] Website purchases	16,940	19,895	₹1,404.43 [2] Per Purchase	₹4,213.29
Dexo_Conversion_WV_RMTG	4 [2] Website purchases	2,723	5,166	₹930.44 [2] Per Purchase	₹3,721.74
Dexo_Sales_RMTG_05 Sept	— Website purchase	—	—	— Per Purchase	—
Conversion_ (Interest Base-19th July)_MAL	— Link click	—	—	— Per link click	—
<b>Results from 29 campaigns</b>	—	<b>955,269</b> People	<b>2,331,283</b> Total	—	<b>₹353,773.52</b> Total Spent

**₹353,773.52**  
Total Spent

# RESULTS

This case study highlights the power of a clear strategy, creative optimization, and meticulous audience targeting. With Dexo Media's expertise, Ani clothing is now set for sustained growth and market leadership.

**₹ 2.2 Cr**  
Revenue

**₹ 26 Lakhs**  
Adsepnd

**4500+**  
Orders

**₹ 4500**  
AOV