



CASE STUDY

How We Scaled Leaf Ortho from ₹6.5L to ₹30L/Month by Fixing Value Perception (Not Just Increasing Spend)

Leaf Ortho, a healthcare footwear brand, scaled revenue by shifting from generic product messaging to pain-point-led, trust-driven Meta ads focused on daily comfort and long-term relief.

THE STORY

Leaf Ortho, a healthcare footwear brand, was stuck at ₹6.5 lakh in monthly revenue despite steady ad spend. The issue wasn't demand it was messaging that failed to address real foot-care pain points.

With Dexo Media's value-led creative strategy and disciplined scaling approach, Leaf Ortho scaled to ₹30 lakh per month in 7 months without breaking performance.

Off/On	Campaign	Amount spent	Purchase ROAS	Purchases	Purchases conversion val...	Cost per purchase	CPC (cost per link click)
●	Test - New interest trails - Advantage+ shopp...	₹137,382.66	1.94	140	₹266,804.00	₹981.30	₹19.95
●	Test - Men vs Women buying behaviour	₹76,547.45	1.90	75	₹145,769.00	₹1,020.63	₹23.30
●	Leaf_FBINT_OrthoFootwear_Ad4_241123	₹32,417.96	2.61	43	₹84,504.00	₹753.91	₹19.95
●	Advantage+ shopping campaign 17/08/2024 ...	₹25,457.78	2.07	29	₹52,820.00	₹877.85	₹20.27
●	Advantage+ shopping campaign 11/12/...	₹23,653.31	1.76	22	₹41,576.00	₹1,075.15	₹43.56
●	Advantage+ shopping Compression socks Ca...	₹19,852.06	1.21	12	₹24,037.00	₹1,654.34	₹31.56
●	Advantage+ shopping campaign 10/07/2024 ...	₹13,289.59	1.80	12	₹23,886.00	₹1,107.47	₹20.35
Results from 170 campaigns Excludes deleted items		₹355,468.79 Total Spent	1.88 Average	349 Total	₹669,929.00 Total	₹1,018.54 Per Action	₹22.71 Per Action



Off/On	Campaign	Amount spent	Purchase ROAS	Purchases	Purchases conversion val...	Cost per purchase	CPC (cost per link click)
●	Advantage+ shopping campaign 10/07/2024 ...	₹287,009.34	3.25	458	₹931,852.79	₹626.66	₹6.31
●	Doc and fitness	₹202,100.27	2.79	272	₹564,847.00	₹743.02	₹8.43
●	Elderly archeaven	₹132,146.17	3.11	103	₹411,628.00	₹1,282.97	₹18.51
●	Lookalike 3%	₹116,740.07	2.74	148	₹319,427.00	₹788.78	₹10.50
●	top tier	₹131,040.45	2.21	90	₹289,507.00	₹1,456.01	₹12.84
●	Cushion care	₹41,701.90	3.57	36	₹149,029.00	₹1,158.39	₹21.81
●	Test - New Sales campaign	₹64,698.88	1.99	58	₹128,551.00	₹1,115.50	₹20.22
Results from 170 campaigns Excludes deleted items		₹1,136,007.96 Total Spent	2.72 Average	1,306 Total	₹3,091,982.79 Total	₹869.84 Per Action	₹8.86 Per Action



In this case study, we'll explore how Leaf Ortho achieved its revenue goals through

You'll learn how they:

- **scaled monthly revenue from ₹6.5L to ₹30L**
- **maintained stable ROAS while scaling Meta ads**

Utiliation of a combination of pain-point-led creative strategy structured testing, controlled budget scaling, and trust-driven healthcare messaging.

GOALS

The objectives included:

- Scale revenue without increasing ad spend initially
- Shift creatives from product-led to pain-point-led
- Identify healthcare angles that increase value perception
- Build a scalable structure without ROAS volatility



Challenges

01

Revenue Ceiling

Monthly revenue was stuck at ₹6.5L despite consistent ad spend, limiting further growth.

03

Low Purchase Intent

While traffic was coming in, AOV and buying intent remained flat, affecting scalability.

05

Value Perceptron Gap

Customers didn't clearly understand why Leaf Ortho was worth paying for compared to regular footwear.

02

Generic Messaging

Product-led creatives failed to address real health concerns like pain, discomfort, and daily foot problems.

04

ROAS Instability

Any increase in ad spend led to volatile ROAS, making scaling unpredictable and risky.

06

Scaling Without Trust

As a healthcare-driven category, lack of trust-focused communication slowed conversion at higher budgets.

Solutions Implemented:

1. Shifted Creatives from Features to Pain Points

Instead of selling “ortho footwear,” we sold relief and daily comfort.

We tested multiple value-led angles:

- Foot pain from long standing hours
- Flat feet & posture-related discomfort
- Diabetic & sensitive foot care
- Daily comfort for ageing users

Each angle focused on:

- Real-life problems
- Lifestyle-led visuals
- Trust-driven hooks (support, comfort, long-term relief)

Off/On	Campaign	Amount spent	Purchase ROAS (return on ad...)	Purchases	Purchases conversion val...	Cost per purchase	CPC (cost per link click)
●	Advantage+ shopping campaign 10/07/2024 ...	₹230,943.58	2.32	256	₹535,313.20	₹902.12	₹16.30
●	Lookalike 4%	₹119,548.71	3.29	185	₹393,458.00	₹646.21	₹14.16
●	Lookalike 3%	₹100,549.26	2.34	112	₹235,035.00	₹897.76	₹14.37
●	Lookalike	₹99,413.58	2.29	71	₹227,826.00	₹1,400.19	₹13.95
●	Instagram post: Our most loved. The Comfy...	₹806.78	—	—	₹0.00	—	₹0.72
●	Instagram post: Task: Defeat diabetes-relate...	₹1,666.63	—	—	₹0.00	—	₹1.86
●	Instagram post: The ComfyPro Buddy by Lea...	₹2,097.93	—	—	₹0.00	—	₹0.76
Results from 170 campaigns Excludes deleted items		₹560,650.57 Total Spent	2.48 Average	624 Total	₹1,391,632.20 Total	₹898.48 Per Action	₹11.86 Per Action

Off/On	Campaign	Amount spent	Purchase ROAS (return on ad...)	Purchases	Purchases conversion val...	Cost per purchase	CPC (cost per link click)
●	Advantage+ shopping campaign 10/07/2024 ...	₹225,488.86	2.22	250	₹501,444.10	₹901.96	₹10.12
●	Lookalike	₹178,987.64	2.40	125	₹428,901.00	₹1,431.90	₹18.86
●	Lookalike 4%	₹158,599.50	1.85	111	₹294,131.30	₹1,428.82	₹16.92
●	Doc and fitness	₹97,786.95	2.86	131	₹279,246.00	₹746.47	₹7.93
●	Leaf_FBINT_OrthoFootwear_Ad4_241123	₹58,738.72	2.29	69	₹134,698.00	₹851.29	₹17.16
●	Lookalike 3%	₹26,028.79	1.68	21	₹43,614.00	₹1,239.47	₹13.04
●	All Interest trails	₹15,131.97	1.35	9	₹20,438.00	₹1,681.33	₹22.38
Results from 170 campaigns Excludes deleted items		₹767,388.37 Total Spent	2.22 Average	717 Total	₹1,704,420.40 Total	₹1,070.28 Per Action	₹11.95 Per Action

2. Built a High-Volume Creative Testing System

- Launched multiple creatives across each pain narrative
- Identified which angles drove higher intent and higher order value
- Cut low-performing narratives quickly

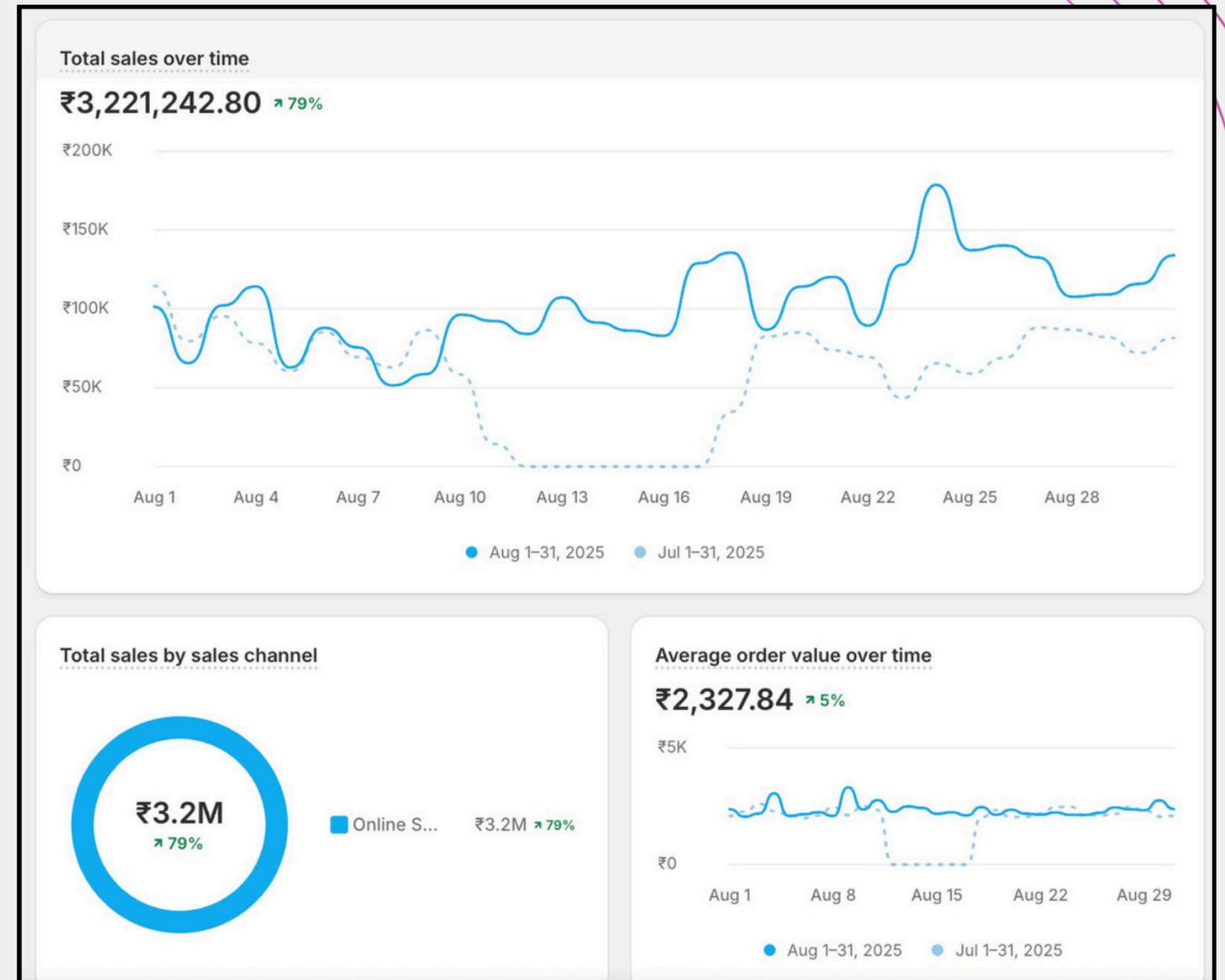
This helped us answer one key question:
Which pain points scale value, not just clicks?

3. Scaled Value Before Scaling Budget

- First increased revenue on the same ₹3.5L spend
- Studied ROAS stability and budget elasticity
- Scaled budgets only after consistent value signals

This prevented the most common healthcare mistake:

- spending more before trust is built.



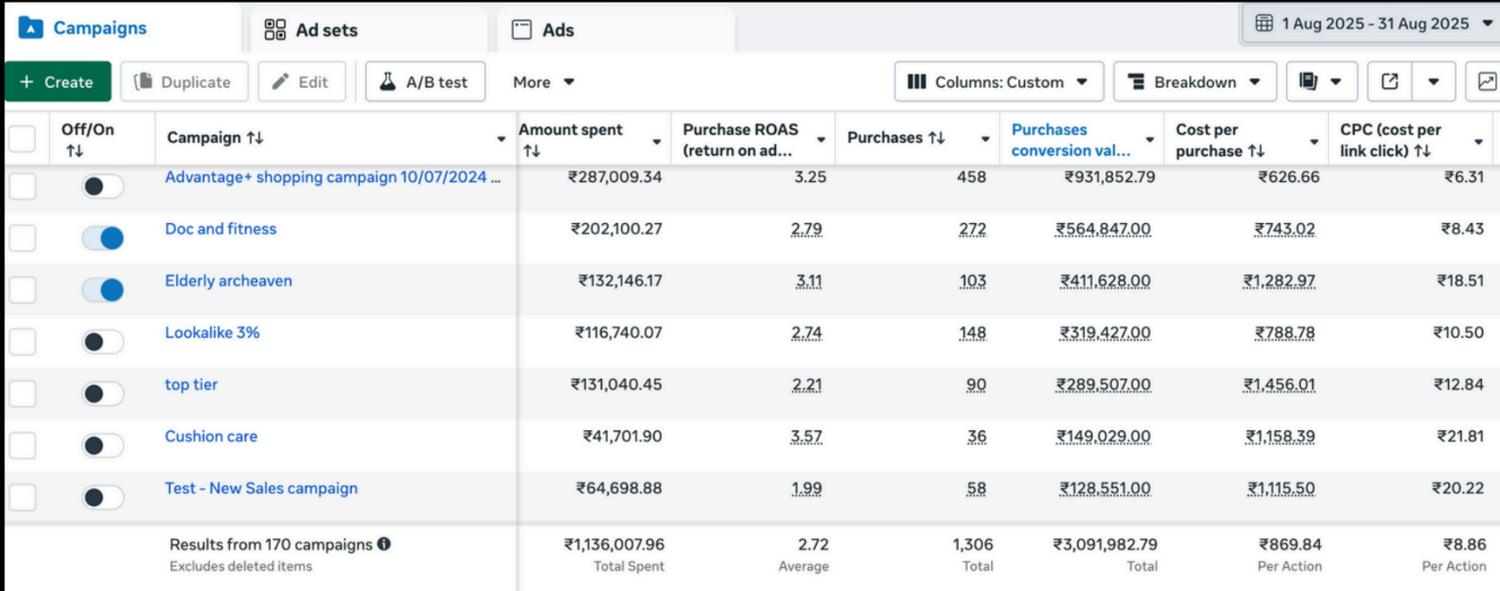
GROWTH TIMELINE

PHASE	REVENUE	AD SPEND
Before DEXO	6.5 Lakh	3.5 Lakh
Month 3	8.7 Lkahn	3.5 Lakh
Month 4	13.5 lakh	Gradual Increase
Month 7	30 lakh	11.4 lakh

RESULTS:

This approach worked because the focus shifted from selling product features to communicating real health outcomes that mattered to the customer. Creatives were designed to build trust and purchase intent rather than chasing short-term virality, which is critical in a healthcare-driven category.

By fixing value perception first, Leaf Ortho was able to scale without ROAS volatility, ensuring budgets were increased only after trust and intent were established. Treating healthcare differently from impulse-driven D2C products allowed the brand to build sustainable growth rooted in credibility and long-term value.



The screenshot displays a Google Ads campaign performance report for the period of 1 Aug 2025 to 31 Aug 2025. The report is organized into columns for Campaign, Amount spent, Purchase ROAS, Purchases, Purchases conversion value, Cost per purchase, and CPC (cost per link click). The data is summarized for 170 campaigns, excluding deleted items.

Off/On	Campaign	Amount spent	Purchase ROAS	Purchases	Purchases conversion val...	Cost per purchase	CPC (cost per link click)
<input type="checkbox"/>	Advantage+ shopping campaign 10/07/2024 ...	₹287,009.34	3.25	458	₹931,852.79	₹626.66	₹6.31
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