

CASE STUDY

SHOE MISTRI®

How Shoe Mistri 200K to 2.4 Million
Quarterly revenue Revenue



Shoe Mistri, a leading sneaker care brand, witnessed a dramatic revenue increase by adopting a multi-phased Facebook and Instagram campaign strategy focused on both awareness and conversions.

THE STORY

ShoeMistri, specializing in sneaker care products, sought to scale its digital marketing campaigns to new heights in **Q3 2024**. With revenue skyrocketing from **₹200,000** in **Q2** to **₹2.4 million** in **Q3**, the brand achieved remarkable growth.



This case study explores how Shoe Mistri achieved:

- A 12x revenue increase. 5x ROAS on a
- new advertising account. 3 new winning
- product categories 2x jump in AOV from
- ▪ 750 to 1500
-

Using a combination of creative strategy, festival campaigns, and aggressive scaling techniques, Shoe Mistri reached its revenue goals.

The Goal

Primary Aim: To increase sales across India, especially in urban Tier 1 and Tier 2 cities.

Campaign Details:- Target Audience Segments:

- Past purchasers.
- Lookalike Audiences (LLA) of purchasers.
- Social media engagers.
- Video viewers (25%).
- Website visitors.
- Intentful interest groups.
- Ad Formats: - Catalog ads. - UGC (User-Generated Content). - Offer-centric carousel ads.

Strategy: Leveraging Meta's dynamic audience optimization to maximize reach and conversions.



Challenges

01

Audience Saturation

Identifying new, untapped audience segments became crucial as the initial target audience saturated.

03

Optimization Limits

Scaling faced limitations in optimization algorithms, requiring continuous fine-tuning to maintain a positive ROAS.

05

Competitive Landscape

Increased success attracted competitors, resulting in higher advertising costs and challenging profitability.

02

Ad Fatigue

Running the same ad creatives for an extended period led to decreased interest and interaction. Regular creative refreshes were necessary.

04

No winning product

Doing an inventory analysis to bring the A game of the products is important. Categorising it into ABC inventory to scale budget.

06

Ad Platform Changes

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

Solutions Implemented:

- **Campaign Diversification:** SM diversified its Q2 2023 advertising strategy beyond traditional product promotions.

Pincode-Based Targeting: Implemented targeted

- campaigns using Pincode-based targeting to enhance local relevance and engagement.

- **Event-Centric Approach:** Tailored campaigns for occasions such as Good Friday and Republic Day, aligning promotions with cultural and national significance.

- **Financial Allocation:** Invested strategically, allocating approximately 5 lakhs in Q3 advertising initiatives.

- **Exceptional Returns:** The calculated approach yielded a notable return of 32 lakhs, reflecting the effectiveness of diversified and event-centric campaigns.

- **Comprehensive Impact:** This comprehensive strategy not only boosted financial returns but also elevated brand exposure and engagement during the specified timeframe.

mount spent	Reach	Impressions	Purchase ROAS (return on ad...)
—	—	—	—
₹231,083.63	537,556	1,115,362	6.54 [2]
₹39,234.46	152,659	326,427	4.62 [2]
₹76,247.80	228,216	446,418	4.46 [2]
₹7,999.46	29,600	44,365	1.97 [2]
₹54,475.23	173,907	349,885	1.92 [2]
₹83,879.63	219,822	507,480	1.87 [2]
₹12,912.27	58,632	82,814	1.47 [2]
₹12,359.18	31,286	52,598	1.04 [2]
₹531,101.16 Total Spent	981,970 Accounts Centre acc...	2,999,514 Total	4.43 Average

Screenshot

August - September

UNCERTAIN CHALLENGE

In the 2nd quarter of 2024 (January to April), the advertising campaign for Shope Mistri faced operational challenges stemming from persistent payment failures. Despite exhaustive efforts to resolve the payment issues, a resolution remained elusive. As a result, a strategic decision was made to transition to a new advertising account to ensure seamless continuity and uphold the brand's online presence. This transition was undertaken with a commitment to maintaining campaign effectiveness and mitigating any potential disruptions caused by the payment challenges.

STRATEGIC TRIUMPH

The transition to a new ad account initially presented challenges for Shoe Mistri, demanding meticulous attention to restore optimal campaign performance. Through rigorous monitoring and strategic optimization, the brand overcame the initial hurdles and achieved stable performance.

This commitment to refinement not only mitigated the challenges associated with the account transition but also played a pivotal role in successfully attaining the brand's revenue goals.

The dedication to adaptability and performance enhancement underscored SM's resilience in the dynamic landscape of digital advertising.

	Amount spent	Conversion Rate	Purchases	Purchase ROAS (return on...)	Purchases conversion value
ale 2024_29/12	₹2,229.76	3.01%	4 [2]	4.94 [2]	₹11,024.40 [2]
Campaign	₹883.05	4.65%	2 [2]	4.19 [2]	₹3,698.00 [2]
Home decor 18... Edit Duplicate Pi	₹34,428.74	2.18%	66 [2]	3.83 [2]	₹131,930... [2]
23	₹112,631.53	1.93%	142 [2]	3.76 [2]	₹423,802... [2]
2023 Advantage+ ...	₹15,872.50	3.32%	20 [2]	3.76 [2]	₹59,638.80 [2]
2023 Remarketing ...	₹68,904.43	5.95%	136 [2]	3.62 [2]	₹249,154... [2]
2023 Campaign	₹64,270.87	4.14%	107 [2]	3.56 [2]	₹228,866... [2]
2023	₹23,226.09	3.24%	51 [2]	3.39 [2]	₹78,719.90 [2]
24 - Copy of BFS	₹8,510.58	5.87%	20 [2]	3.38 [2]	₹28,778.40 [2]
aign	₹351,838.31	2.25%	465 [2]	3.34 [2]	₹1,175,15... [2]
26/9	₹525,608.43	2.25%	662 [2]	3.30 [2]	₹1,736,84... [2]
2.0 (KC)_1/11	₹24,391.90	2.45%	31 [2]	3.27 [2]	₹79,757.75 [2]
th 2023_30/9	₹94,206.49	2.17%	129 [2]	3.22 [2]	₹303,426... [2]
sh_26/7	₹350,409.98	1.67%	686 [2]	3.18 [2]	₹1,113,70... [2]
campaigns ⓘ	₹10,662,596.92 Total Spent	—	— Total	— Average	₹0.00 Total

*May-December

SOLUTION

AUDIENCE DIVERSIFICATION:

- Identified and targeted new audience segments.
- Expanded targeting parameters for a wider reach.
- Customized ad messaging to resonate with specific demographics.



COMPETITOR ANALYSIS & USP EMPHASIS:

- Monitored competitor activities for strategic insights.
- Adjusted bidding strategies dynamically based on competitor ad activity.
- Emphasized unique selling propositions to differentiate.

Results ↓	Amount spent	Reach
1,445 Link Clicks	₹1,521.00	21,911
1,386 [2] Website purchases	₹467,733.76	920,743
687 Link Clicks	₹1,521.00	62,181
475 Link Clicks	₹411.79	42,613
387 [2] Website purchases	₹92,775.26	296,126
168 [2] Website purchases	₹83,879.63	219,822
145 [2] Website purchases	₹54,475.23	173,907
133 [2] Website purchases	₹131,625.61	348,142
129 [2] Website purchases	₹58,250.81	155,163
116 [2] Website purchases	₹57,280.26	137,873
110		
— Multiple conversions	₹1,229,390.66 Total Spent	1,856,555 Accounts Centre accounts

SOLUTION

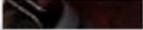
CONTINUOUS OPTIMIZATION:

- Implemented A/B testing for various ad elements.
- Adjusted bidding strategies based on real-time performance.
- Experimented with different ad placements for optimization.



SEASONAL CAMPAIGNS:

- Leveraged predictive analytics for anticipating seasonal trends.
- Launched targeted campaigns well in advance of peak seasons.
- Introduced limited-time offers during peak periods.

Campaign name	Ad creative	Results
DEXO DCTOC CBO 3...	All	1,386 [2] Website purchases
	 Make Slipping into Sneakers Effor... Tired of struggling to put on your s... Used in 1 ad	1,385 [2] Website purchases
DEXO DCTOC Shoe Cr...	All	133 [2] Website purchases
	 Make Organizing Your Sneakers E... Protect your shoes from dust and ... Used in 1 ad	133 [2] Website purchases
DEXO SG FUNNEL Sho...	All	387 [2] Website purchases
	 Keep Your Kicks in shape 🌟 Do your sneakers lose their shape ... Used in 1 ad	387 [2] Website purchases
Dexo LLA CBO 9/7	All	168 [2] Website purchases
	 Premium Adjustable Shoe Trees Get 10% off on your orders over Rs... Used in 2 ads	64 [2] Website purchases
	 Premium Adjustable Shoe Trees	75 [2]
Total results 50/161 rows displayed		— Multiple conversions

SOLUTION

CREATIVE REFRESH & DYNAMIC ADS:

- Regularly audited ad creatives' performance metrics.
- Introduced a variety of visuals, ad copies, and formats.
- Utilized dynamic ad formats for automatic customization.



ADAPTATION TO PLATFORM CHANGES:

- Proactively monitored Meta's platform updates.
- Actively participated in beta programs.
- Ensured compliance with platform policies.

Ad	Amount spent ↓	Results	Cost per result	Purchase ROAS (return on ad spend)
Crystal healing_Catalog...	₹126,662.08	313 [2] Website purchas...	₹404.67 [2] Per Purchase	3.05 [2]
Rose Quartz Video	₹122,814.56	271 [2] Website purchas...	₹453.19 [2] Per Purchase	2.64 [2]
Store collection All prod...	₹106,397.57	218 [2] Website purchas...	₹488.06 [2] Per Purchase	2.94 [2]
Rakhi Catalog Ad_7/7	₹66,001.59	135 [2] Website purchas...	₹488.90 [2] Per Purchase	2.63 [2]
Ganesha Reel 1_31/7	₹57,008.79	104 [2] Website purchas...	₹548.16 [2] Per Purchase	2.98 [2]
Sage Ad	₹49,658.56	68 [2] Website purchas...	₹730.27 [2] Per Purchase	2.90 [2]
NEW ARRIVALS CAROU...	₹49,331.93	71 [2] Website purchas...	₹694.82 [2] Per Purchase	3.32 [2]
Reel 1 - 1 Diya Multiple ...	₹48,098.39	56 [2] Website purchas...	₹858.90 [2] Per Purchase	3.04 [2]
Home Decor Catalogue	₹47,283.01	103 [2] Website purchas...	₹459.06 [2] Per Purchase	4.66 [2]
Reel_9 Powerful Healin...	₹44,573.31	110 [2] Website purchas...	₹405.21 [2] Per Purchase	2.92 [2]
Reel_Evil Eye Amulets_...	₹43,150.04	72 [2] Website purchas...	₹599.31 [2] Per Purchase	2.66 [2]
Catalogue_Crystals	₹39,196.98	91 [2] Website purchas...	₹430.74 [2] Per Purchase	2.66 [2]
Rakhi Catalog Ad_7/7	₹38,475.80	84 [2] Website purchas...	₹458.05 [2] Per Purchase	2.77 [2]
Catalogue AD	₹35,407.86	70 [2] Website purchas...	₹505.83 [2] Per Purchase	3.80 [2]
Janmashtami Reel 1_1...	₹33,841.98	59 [2] Website purchas...	₹573.59 [2] Per Purchase	2.51 [2]
Results from 2,176 ads	₹2,082,460.44 Total Spent	— Multiple conversions	— Multiple conversions	— Average

RESULTS:

Despite challenges, SM successfully scaled its Facebook Ads campaign, maintaining a positive return on ad spend and sustaining profitability.

The revenue continued to grow, solidifying SM's position as a successful player in the online spiritual and religious products market.

₹24,00,000
Revenue

₹5,31,000
Adspend

1588+

Orders

₹1,560

AOV