CASE STUDY

How Subhag Alankar Scaled Daily-Wear Jewellery Revenue Across India with Controlled Meta Ads Growth

Subhag Alankar grew consistently by focusing on the right audience, the right messaging, and disciplined performance scaling.

THE STORY

Subhag Alankar is a daily-wear jewellery brand catering to customers across PAN India. Unlike festive-only jewellery brands, Subhag Alankar focuses on affordable, everyday designs meant for regular use. This makes consistency and efficiency far more important than short-term sales spikes.

When we started working together, the goal wasn't aggressive scaling.

The priority was clarity:
- Who actually buys daily-wear jewellery
- What creatives drive repeatable purchases
- How to scale without hurting ROAS

Instead of chasing volume early, we followed a phased growth approach:
- Stabilise performance
- Scale with control

In this case study, we break down how Subhag Alankar:

- **Built a profitable Meta ads foundation**
- **Scaled revenue without sacrificing ROAS**
- **Reduced CAC while increasing order volume**
- **Improved conversion rates in a competitive jewellery category**
- **Balanced everyday sales with festive demand**

GOALS

The objectives included:

- **Revenue Scaling:** Grow daily-wear jewellery sales across PAN India.

- **Efficiency:** Increase spend while maintaining strong ROAS.

- **Conversion Optimisation:** Improve conversion rate and reduce CAC.

- **Sustainable Growth:** Build a Meta ads structure designed for long-term scale.

- **Festive Balance:** Capture festive demand without damaging everyday sales performance.

PHASE 1: FOUNDATION & STABILISATION

(December 2024 – May 2025)

This phase was dedicated entirely to testing, learning, and building a stable performance base.

Performance Overview

- Ad Spend: ₹2.18L
- Revenue: ₹20L
- Orders: ~2,000
- AOV: ~₹1,000
- ROAS: ~9X

Key Performance Metrics

- CTR: 1.65%
- CPM: ₹62.72
- Frequency: 1.94
- Sessions: ~1.19L
- Average CAC: ₹500+
- Conversion Rate: ~0.36%

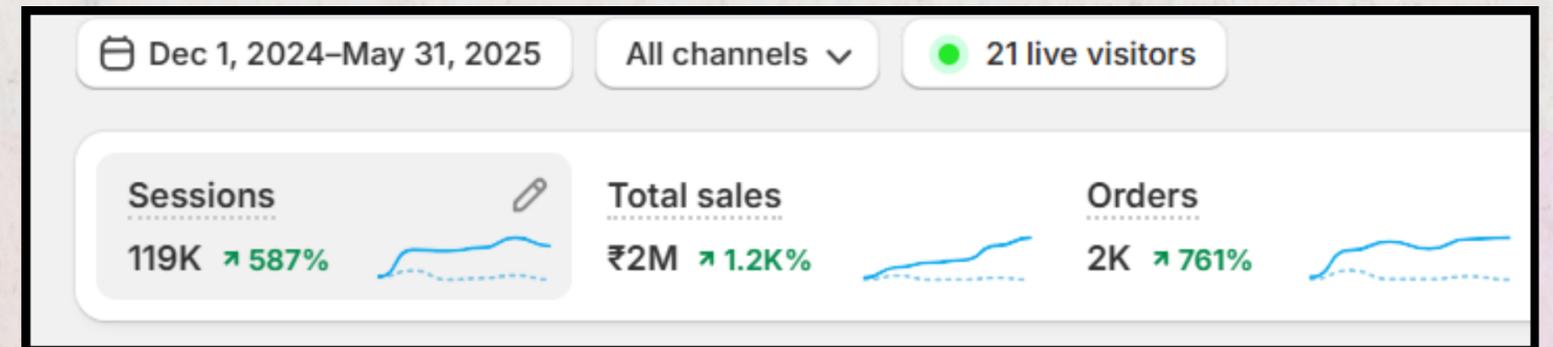| Amount spent ↑↓	Purchases ↓	Roas (Dexo) ↑↓	Purchases conversion val...	In
₹45,906.18	282	4.68	₹215,004.00	
₹32,648.00	187	5.28	₹172,241.65	
₹19,261.28	185	10.09	₹194,324.00	
₹27,091.73	154	6.33	₹171,458.00	
₹19,884.44	120	6.44	₹128,019.01	
₹3,308.09	96	12.07	₹39,919.56	
₹5,144.56	77	10.27	₹52,819.37	
₹6,033.97	62	6.64	₹40,059.75	
₹6,888.02	54	7.84	₹53,973.00	
₹3,045.89	42	8.04	₹24,493.15	
₹1,398.45	32	12.29	₹17,184.88	
₹4,473.88	31	4.28	₹19,167.00	
₹4,143.76	23	4.31	₹17,843.40	
₹218,260.62 Total Spent	2,204 Total	8.97	₹1,959,189.46 Total	

Strategic Focus Areas

- Testing audiences across PAN India
- Driving affordable traffic with low CPMs
- Building consistent purchase signals for Meta
- Understanding daily-wear buying behaviour (not festive behaviour)

Key Insight from Phase 1

Daily-wear jewellery buyers behave very differently from festive buyers.

- They do not respond strongly to urgency, heavy discounts, or limited-time pressure.
- Instead, purchases are driven by:
- Design relatability
- Price comfort
- Repeated exposure and trust

This insight shaped the entire scaling strategy.

Dec 1, 2024–May 31, 2025 | All channels | 21 live visitors

Sessions	Total sales	Orders
119K ↗ 587%	₹2M ↗ 1.2K%	2K ↗ 761%

PHASE 2: CONTROLLED SCALE-UP

(June 2025 – November 2025)
Once the fundamentals were clear, we moved into scaling — but only with proven campaigns and creatives.

Performance Overview

- Ad Spend: ₹5.7L
- Revenue: ₹40L
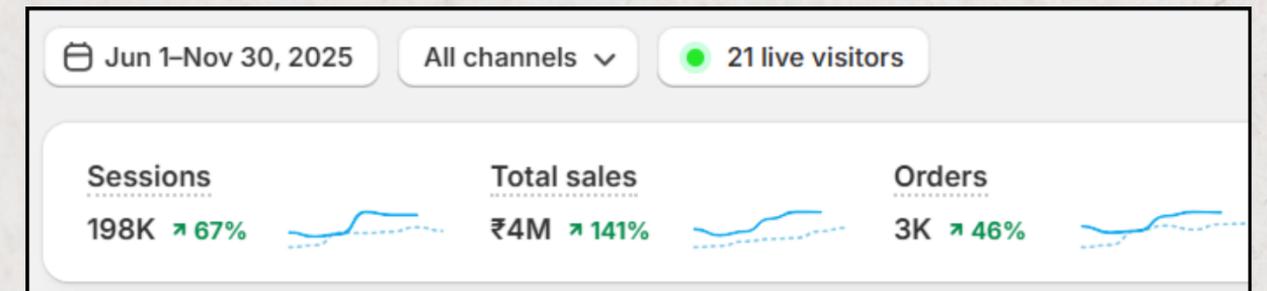- Orders: 3,000+
- AOV: ~₹1,333
- ROAS: ~7X

Key Performance Metrics

- CTR: 1.67%
- CPM: ₹77
- Frequency: 3.47
- Shopify Sessions: ~1.98L
- Average CAC: ~₹350
- Conversion Rate: ~0.82%

Amount spent	Purchases ↓	Roas (Dexo) ↑↓	Purchases conversion val...
₹110,686.85	612	6.97	₹771,504.49
₹80,742.77	441	6.78	₹547,548.04
₹82,045.66	350	5.16	₹423,353.13
₹51,099.42	326	7.86	₹401,746.00
₹56,216.63	267	5.98	₹336,070.08
₹36,634.83	190	6.65	₹243,518.74
₹17,455.14	86	4.95	₹86,396.00
₹12,428.76	75	6.37	₹79,224.00
₹14,129.40	66	5.35	₹75,558.40
₹10,563.05	47	5.80	₹61,263.60
₹3,442.45	32	9.55	₹32,864.00
₹3,923.36	31	9.99	₹39,208.60
₹5,169.17	25	5.51	₹28,472.00
₹570,933.30 Total Spent	- Total	-	- Total

Scale-Up Strategy

- Only campaigns with stable CAC and CVR were scaled.
- Festive pushes were layered on top of evergreen campaigns.
- Spend increases were tied to efficiency, not just volume.
- Conversion rate optimisation became a core growth lever.

As a result, order volume increased while CAC dropped significantly.

📅 Jun 1–Nov 30, 2025   All channels ⌄   ● 21 live visitors

Sessions	Total sales	Orders
198K ↗ 67%	₹4M ↗ 141%	3K ↗ 46%

CHALLENGES

01 Scaling Without ROAS Drop
Increasing spend without compromising efficiency.

02 Frequency Management
Controlling frequency as budgets increased.

03 Competitive Jewellery Market
Maintaining conversion rates in a crowded category.

04 Festive vs Everyday Balance
Driving festive demand without disrupting evergreen sales.

SOLUTIONS IMPLEMENTED

1. Structured Meta campaign architecture built for scale
2. Daily-wear focused creatives instead of generic jewellery ads
3. PAN-India targeting with continuous audience optimisation
4. Separate festive push campaigns without disrupting evergreen performance
5. Regular creative refresh cycles to prevent ad fatigue
6. Every optimisation decision was driven by performance data not assumptions.

Amount spent ↑↓	Purchases ↓	Roas (Dexo) ↑↓	Purchases conversion val…
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Total Spend ₹570,933.30

UNCERTAIN SCALING CHALLENGE

As spend increased, maintaining efficiency became critical.
Rising competition and higher CPMs meant scaling had to be done carefully.

To sustain profitability, we:

- Monitored frequency and engagement daily
- Refreshed creatives proactively
- Controlled audience overlap
- Balanced festive spikes with stable evergreen campaigns

This ensured scale without volatility.

STRATEGIC TRIUMPH

The structured approach delivered consistent, compounding results:

- Revenue scaled from ₹20L to ₹40L

- Orders increased from ~2,000 to 3,000+

- CAC reduced by ~30%

- Conversion rate improved by more than 2X

- 7X–9X ROAS maintained throughout the growth period
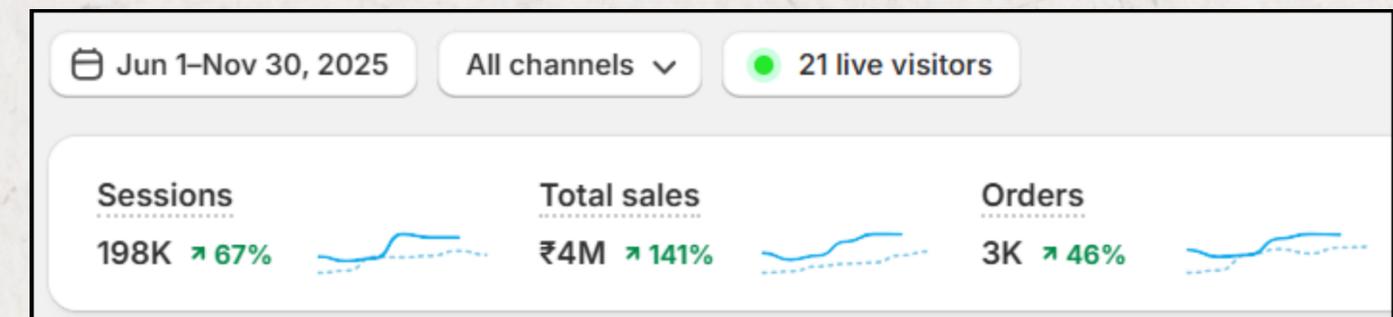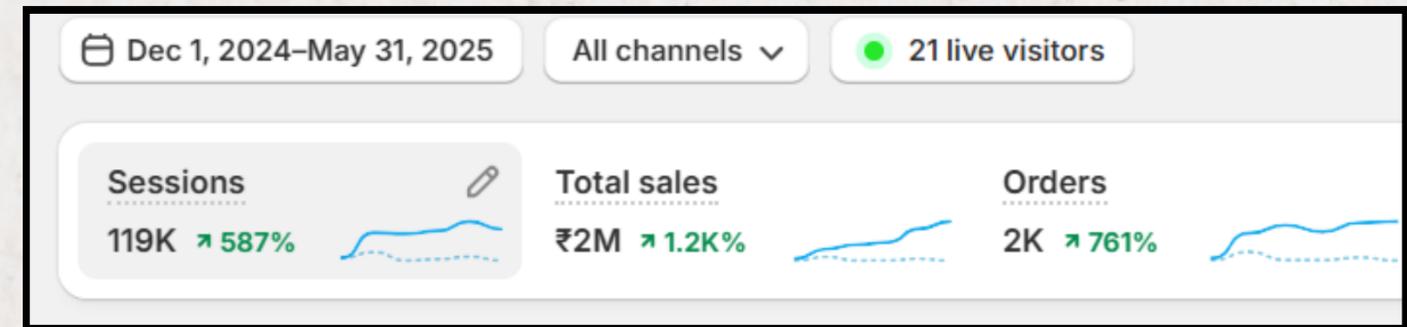
CONCLUSION

Subhag Alankar's growth wasn't driven by hacks or short-term tactics.

By moving from testing → stabilisation → controlled scaling, we built a Meta ads system that works not only during festive periods, but also for consistent everyday jewellery sales.

When the foundation is right, scale stops being risky it becomes repeatable, predictable, and profitable.

₹ 40L+
Revenue Generated

₹5.7 Lakhs
Total Ad Spend

3000+
Orders

₹1333
AOV