

Scaling a Sterling Silver Jewellery Brand

A performance-led Meta advertising and social media system built around product-led creative, full-funnel campaigns and disciplined optimisation.

4.20x	ROAS	1 Jan – 22 Sep 2026
1,258	Purchases	Meta campaigns
■23.26 L	Purchase value	On ■5.53 L spend
■439.84	Cost / purchase	Across 66 campaigns

The brief

The business sold through its own Shopify store, making Meta a critical acquisition channel. The brief was to grow online sales while maintaining a return that could be scaled.

Strategy & execution

- Full-funnel structure combining broad prospecting and retargeting.
- Product-led testing across women's and men's ranges.
- Spend discipline: weaker ad sets were paused while stronger sets were supported.
- Seasonal campaigns used as focused growth moments.
- Creative built around product clarity, benefits, offers and a direct Shop Now action.

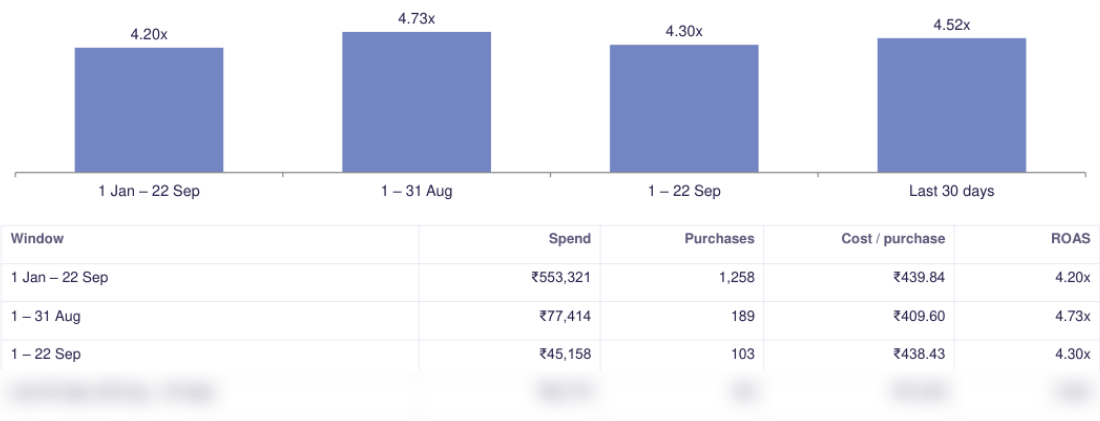
Reported results

Across the measured period, the account recorded 1,258 purchases at a 4.20x ROAS. The source case study also reports 7,098 add-to-cart events and an average purchase value of about ₹1,849.

Performance: steady returns above 4x



Same account, four windows: ROAS stays between 4.2x and 4.7x.



What the numbers tell us



Retargeting is the profit engine

ReTarget | 3oJUn: 5.04x for the year, and 5.71x, 5.84x and 5.25x in the other windows.

Broad prospecting scales

Amani | BROAD: 124 purchases at 4.93x on ₹46,062. In the latest 30 days: ₹291.56 per purchase at 6.46x.

Best cost per purchase

The women's Luna set: 71 purchases at ₹324.51 and 5.72x, the lowest cost among the leading ad sets.

Fresh audiences

September so far reached 407,191 people at a frequency of 1.81, so ads keep meeting new shoppers.

What comes next

Continue expanding retargeting, scale the men's range, build gifting/festive campaigns and add more short-form creative.

Public portfolio note

Client brand names and identifying brand assets have been anonymised for public portfolio use. Reported figures are reproduced from the supplied NWSPL case-study material.