

# CASE STUDY BY SPYREV

19 Nov 2023 - 31 Mar 2024

Ads

Custom Breakdown Reports Export

Impressions	Cost per result	Amount spent	Ends	Website purchases conversion value	Website purchase ROAS (return on...	Link
45,688	₹319.40 [2] Per purchase	₹11,817.63	Ongoing	₹22,963.00 [2]	1.94 [2]	
416,183	₹238.41 [2] Per purchase	₹53,403.95	Ongoing	₹1,67,448.00 [2]	3.14 [2]	
313,020	₹213.93 [2] Per purchase	₹60,755.69	Ongoing	₹225,203.00 [2]	3.71 [2]	
76,782	₹0.44 Per link click	₹4,079.88	Ongoing	₹0.00	—	
1,863,820	₹190.78 [2] Per purchase	₹275,676.60	Ongoing	₹1,048,772.00 [2]	3.80 [2]	
928,028	₹171.50 [2] Per purchase	₹191,560.88	Ongoing	₹787,786.00 [2]	4.11 [2]	
1,709,291	₹155.58 [2] Per purchase	₹240,682.16	Ongoing	₹1,177,574.85 [2]	4.89 [2]	
3,309,653	₹171.62 [2] Per purchase	₹439,868.13	Ongoing	₹1,949,796.00 [2]	4.43 [2]	
—	—	—	Ongoing	—	—	
10,020,098 Total	— Multiple conversions	₹1,481,966.23 Total Spent		₹6,054,538.85 Total	4.09 Average	

# Case Study by Spyrev Media

we started working with a accessories brand. They had an excellent product, decent content and a sizeable, engaged following.

We took over the management of their FB and Google Ads and tasked with helping them scale their overall brand revenue whilst hitting pre-determined KPI's, which they previously struggled to achieve.

When they approached us, they were working with an agency & generating roughly 50k-90k per month but they were struggling to scale beyond this whilst maintaining profitability.

After auditing their account, we noticed immediately, that both of their ad accounts needed to be completely revamped and they needed to rethink how they were testing. Their website wasn't optimised and they hadn't previously tested landing pages (even though they had 1-2 hero products).

So initially, we implemented a consolidated structure that allowed us to test creative efficiently whilst working on their foundations that were preventing them from scaling.

We then ensured that some tweaks were made to their site to reduce friction, and that we tested landing pages for a couple of our top sellers.

## **THE RESULTS**

- Timeframe: 4 months
- **Rs.44k to Rs. 60 Lacks in Just 4 Months** whilst exceeding KPI's (on track for the
- Here's a break of how we did it 🙌

**Audit** First, we conducted an audit of their site. We spend hours diving into every nook and cranny of their site and presented a comprehensive report containing suggestions on how they could increase their website:

- Increase CR%, AOV, Speed
- Reduce abandon cart rate
- Improve mobile optimisation

**Some of these recommendations included:**

- Cleaned up main site navigation to make it easier for new customers
- Included more trust elements and social proof throughout
- Introducing more product images on product pages
- Streamlined checkout to reduce drop off
- Introduce a sticky ATC on product pages
- Introduced bundling options
- Raising Free Shipping Threshold
- Increasing site speed
- Refined site footer

**Results:**

- 19% increase in conversion rate
- 26% increase in AOV

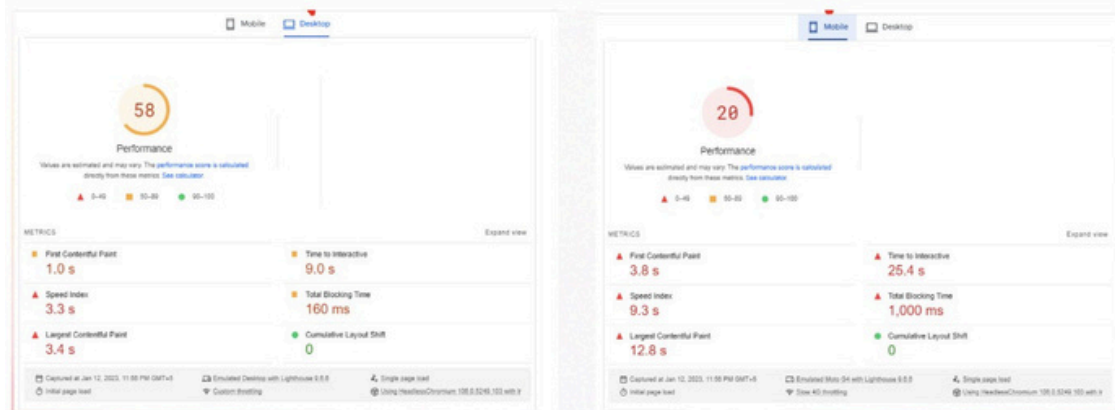
## Site speed optimisation:

Within a couple of days of working with this brand, we optimised their site speed.

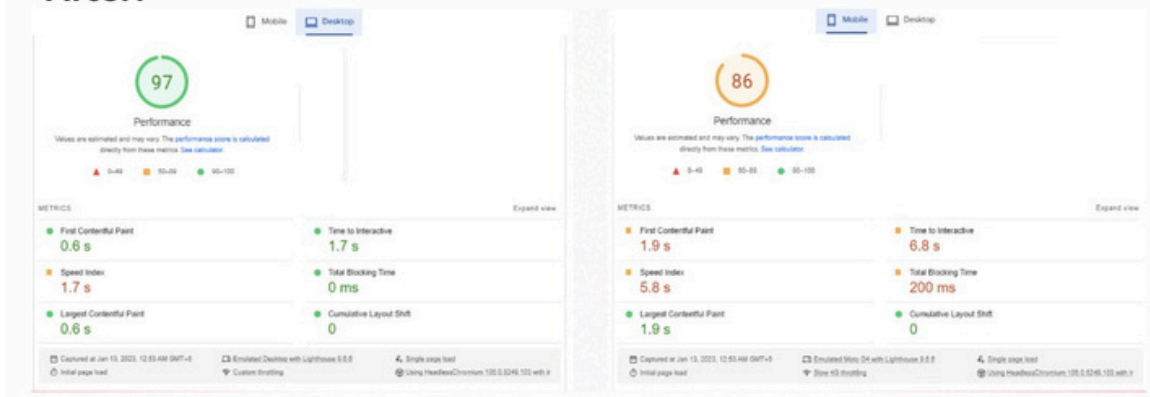
### The results:

- **Before:**  
Desktop: 58  
Mobile: 20
- **Mobile:**  
Desktop: 97  
Mobile: 86

### Before:



### After:



## **What did we do?**

- 🚩 Defer off screen images
  - 🚩 Properly size images
  - 🚩 Reduced unused JavaScript
  - 🚩 Reduced the impact of third-party code
  - 🚩 Avoided an excessive DOM size
  - 🚩 Serve images in nextgen formats
  - 🚩 Minimised main-thread work
- 

## **Landing Pages**

No landing pages had been tested previously. Which was an exciting opportunity.

This isn't appropriate for every brand, however, as their main site wasn't converting well initially, and they had a few items that were stand out best sellers, we felt that this was a great area to test.

In addition to this, their products are on their higher side (beyond impulse purchase), and our cold audiences needed educating as to why OUR products were the solution to their problem.

Therefore, directing our TOF to a collection or PP and expecting them to buy, wasn't hugely fruitful.

We used this opportunity to educate our cold audience on our products, with no distractions and a single objective.

This was hugely successful, and allowed us to test a number of offers and bundling options whilst driving up our conversion rate.

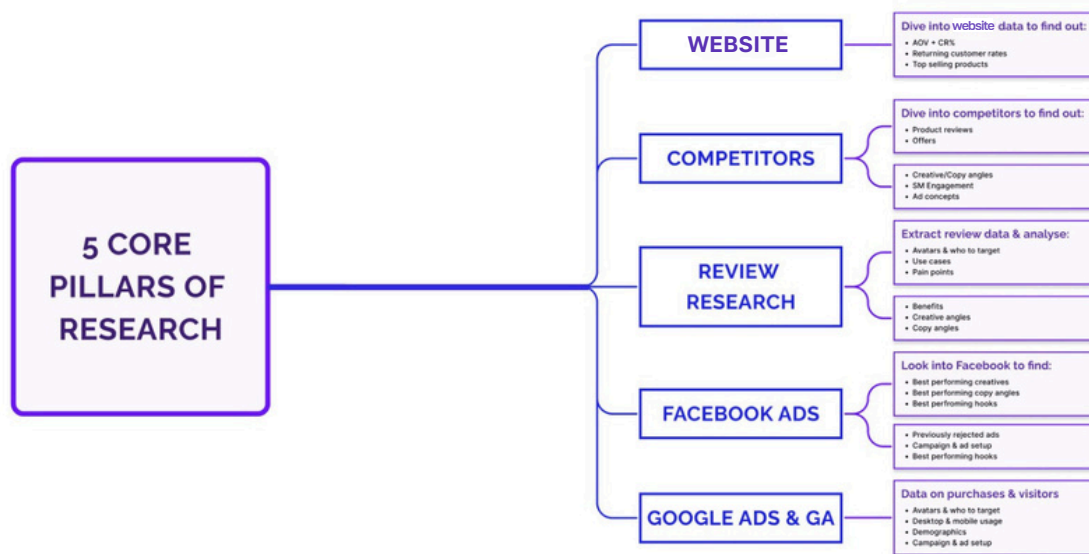
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## Initial research

Before we start launching any ads, we spend countless hours upfront diving into researching. This informs our strategy and initial plan of attack.

Some of these research areas include:



- **Consumer behaviour research - product / competitor review research**

- Avatars & who to target
- Creative / copy angles
- Pain Points / benefits
- Use cases

- **Competitors & Industry**

- Offers
- Ad concepts
- Advertising setup
- Top-selling products
- Social media engagement
- Competitors reviews & pain points

- **Website data**

- AOV
- Conversion rates
- Top-selling products
- Returning customer rate

- **Ads & analytics**

- Avatars & whom to target
- Desktop vs mobile use
- Keyword data
- Demographics
- Best-performing creative
- Best-performing hooks
- Campaigns & ad sets that work

- **Ad planning**

- Ensuring proper conversion tracking is in place
- Building out audiences to target
- Setting up our initial account structures
- Setting up 3rd party software for attribution

- **Creative audit & creative editing**

- Audited the entire asset folder to find holes in what was missing and what we needed more of
- Our designers took their previous best performing assets, and repurposed them

### **Research continued**

I won't go into depth on each of these areas of research... that'll be too much for one case study.

However, let's dig into review research as this is a GOLDMINE of information on your customers that you can leverage.

First off, we want to learn more about our customers & avatars.

We then document the commonly used words & phrases into a Google Sheet & categorise them into Pain Point/Benefit and weigh them based on how frequently they were mentioned.

This exercise allows us to dissect how our customers describe our products, what their pain points are, what they loved and what they hated so that we can address these in our creative/copy angles.

Case Study by Spyrev Media



reviews are genuine, verified purchasers).

This gave us a very good initial understanding of who our avatars where, what language they used to describe our products, what their initial hesitations were and what they thought about our product after buying.

This allowed us to address these accordingly in our angles and messaging.

In addition to this, we tracked competitors ads, learnt what they were running noted down trends & themes over time in their copy/creative/offers/landing pages.

We pasted these ads into a document and over time picked up on what offers they were running & what angles they lent into. Although we wouldn't copy what they were doing, competitor intelligence is important and gave us some direction when we needed it.

We went into this level of detail for each of the other above research areas. Consolidated all the data points, and used this as guidelines for our strategy.

### **Past ad data**

We audited their past ad data to see what had previously been tested, what worked and what hadn't.

In addition to this, our creative strategist audited past ads to find themes in what had/hadn't with their performance creative.

To see what had performed in the past, our creative strategist:

1. Took screenshots of past top-performing ads
2. Pasted these next to each other in Google Slides
3. Looked for similarities in creative, offers, headlines, copy, etc...

For this exercise. He filter by:

**Last 90 days** Spends > Rs. 1.2 lacks But  
No re-marketing

**We then pull:**

Top Ads-Purchases (Images)  
Top Ads-Unique CTR (Images)  
Takeaways + Actions  
  
Top Ads-Purchases (Videos)  
Top Ads-Unique CTR (Videos)  
Takeaways + Actions

We then consolidated themes and patterns in these ads to come up with ideas for future content based on historical performance.

(This is an on-going exercise that we do with all of our clients on a regular basis).

**Account structure**

Although the brand was working with an agency before we took over, the account wasn't optimised, and had a lot of areas of opportunity.

First, we immediately killed everything that was underperforming and set up the optimal account structure.

We completely revamped **Facebook ad accounts**. Ensuring we had a proper account structure + setup and everything was optimised based on current best practices.

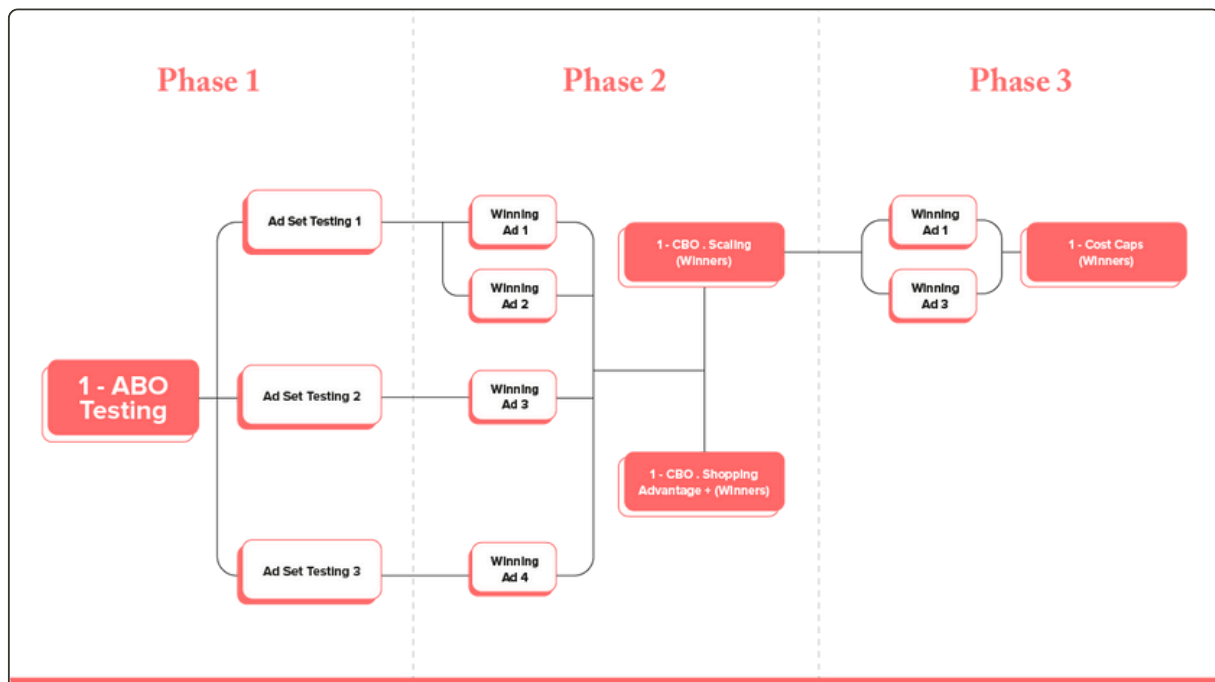
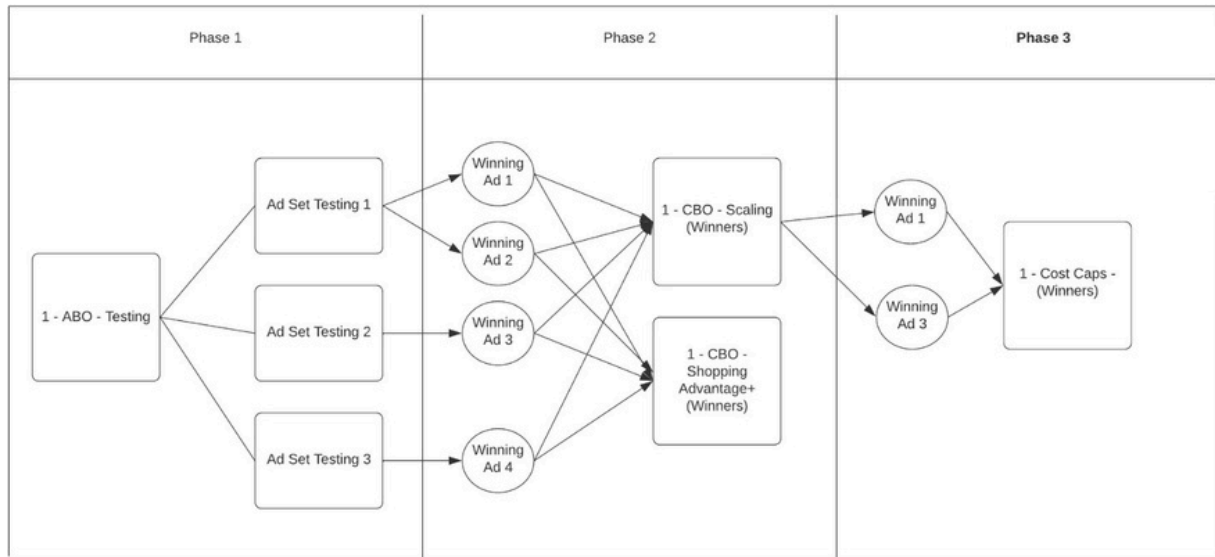
Before this, there was significant audience overlap, no exclusions, no cost caps, very narrow targeting, too much money was being spent on branded campaigns, and very little testing happening.

We break our approach for Facebook into **3 phases**.

This enables us to lay solid foundations, run tests efficiently so that we can find more winners and scale!

Here's a diagram of how we typically structure our prospecting campaigns and how we move winners around to help scale:

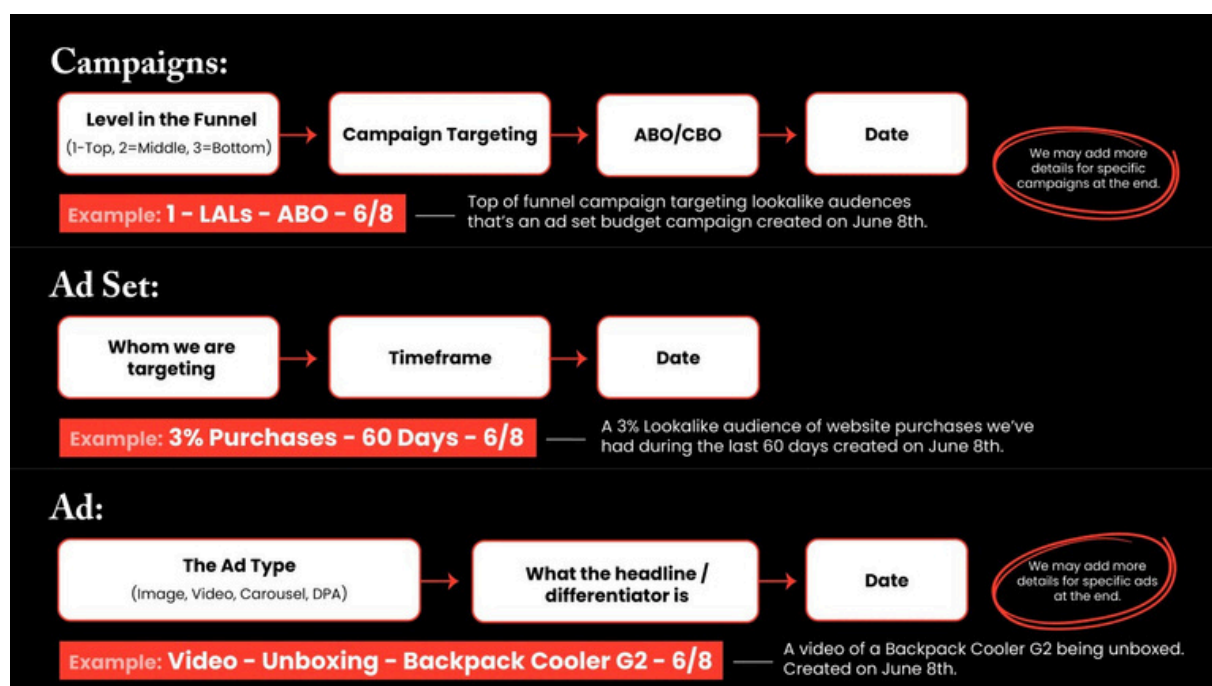
## Facebook:



This consolidation & optimisation of the accounts allowed us to efficiently run test, scale up winners, reduce CPA and improve overall performance right away.

Additionally, we implemented a new ad naming convention which enabled us and the client to easily navigate around the account, and to know what was going on at a glance.

Here is the naming convention that we implemented:



## Creative Strategy & Feedback



Our creative strategist working on this account analysed all of the data that we collected during our research phase and developed a creative strategy / shot list based on this info.

At this point, we knew what our customers pain points where, so it made it easy coming up with hooks, pain points, agitations etc... We just needed to present this in a way that was actionable and we could turn the data into actual assets.

So we leveraged a modular content method that enabled us to chop and change hooks with pain points, USP's, etc...

This allowed us to test different variations of content quickly and find more winners so that we could scale and ultimately created briefs/shot lists from our research data.

Hook	Pain Point	Agitate	Present Solution	USPs	Social Proof	Objection Handling	Scarcity	Offer	CTA
Best statement: Indoor slippers worth?	Flat sandals	First pain walking around	Unboxing Pillow Slides	Must-to-hat	Over 150,000 happy customers	Price - Save 50% off today	Sold out 3 times before	Get 50% off Today!	Get yours today!
Fact - "8 percent of all adults experience persistent or chronic back pain, and as a result are limited in certain everyday activities"	Standing on feet all day	Showing someone uncomfortable at work when arriving home	Unboxing Pillow Slides	Colors	"The slides seem all over the place"	Quality - 30 Day satisfaction guarantee	Colors are going fast!		Learn more
Question - "Are you tired of your sandals hurting from hardwood floors?"	Hardwood floors	Showing feet in the bath	Slipping into scene with slides on	Waterproof	Insider Feature	Shipping times - Ships FAST in 3-7 Days			
Pain point - Someone lying around the house	Flat indoor slippers	Showing back pain (holding lower back)		Anti-slip	3.5 star reviews	Price - Less than \$20 today			
Witness - A box of Pillow Slides dropping into someone's arms	Joint pain/floor pain/knee aches/back pain	Showing someone lying around		Use: Indestructible Machine-washable					
Pattern interrupt/warm scene - cutting house slippers in half		Smiling face							
Flipping old sandals in half									
Burning old slippers									
Tag-tearing apart slippers									
Cutting slippers in half									
Indoor slippers are destroying your feet!									
Slippy note showing an older man a message									
How come my wife has made the perfect house slide yet?									
Someone rolling ankle "Uh-oh slides will take you there"									
Falling landing in pillow slides (green screen)									
Stepping on stack of pillow slides									
Strip pillows to someone's feet									
PillowSlides touching dropping into someone's hand									

We implemented a creative feedback loop that provided us & the brand with regular creative insights, shot lists and suggestions on exactly what we needed to test based on what was working and what wasn't within our ad accounts.

Constantly coming up with new creative angles is often a bottleneck for ecom brands, so we ensured that this was seamless and we were never stuck for creative ideas.

Our team of editors were also working on edits and optimising their existing and past content so that we could constantly test new asset variations.

Within our weekly write-ups and during our bi-weekly catch up, we would walk through creative performance and present top performing ads so that we could go away and produce more of what was working/optimize what we had.

### **Additional:**

We pride ourselves on having a network of the worlds best agencies that offer the services that we don't.

Therefore, when we noticed areas of opportunity, we connected this client with agencies in the following areas:

- Email / SMS Marketing
- Creative production
- SEO

We introduce TripleWhale from day one. This was hugely helpful in getting more accurate data, quicker which ultimately helped us scale.

- Where/when did you first hear about us?
- How long did you know about us before placing your first order?
- What would you like to see more of from us?

- Who are you purchasing for today?
- Did anything almost stop you from purchasing?

## Daily account management

Our team were constantly in the accounts being relentlessly proactive, making optimisations, killing under performers and scaling winners to ensure our spend was being deployed efficiently.

**Creative feedback** A large part of what we do is creative testing/feedback. So we regularly pull our best performing ads and learn from these, themes/trends and ensure we implement these leanings.

## Results:

1 Nov 2023 - 30 Nov 2023				
Custom Breakdown Reports Export				
Amount spent	Website purchases conversion...	Results	Purchase ROAS (return on ad spend)	Website purchase ROAS (return...
₹7,085.35	₹24,870.00	26	3.51	3.51
₹1,015.36	₹2,296.00	3	2.26	2.26
₹3,146.80	₹2,646.00	2	0.84	0.84
₹404.69	₹0.00	—	—	—
₹620.74	₹0.00	153	—	—
₹305.54	₹0.00	36	—	—
₹1,225.76	₹0.00	—	—	—
₹181.95	₹0.00	—	—	—
₹23.44	₹0.00	—	—	—
₹14,009.63 Total Spent	₹29,812.00 Total	—	2.13 Average	2.13 Average

1 Dec 2023 - 31 Dec 2023				
Custom Breakdown Reports Export				
Cost per result	Amount spent	Website purchases conversion...	Results	Purchase ROAS (return on ad spend)
—	—	—	—	—
₹50.23	₹20,997.73	₹306,372.00	418	14.59
Per purchase	—	—	—	—
₹53.90	₹4,851.21	₹63,478.00	90	13.08
Per purchase	—	—	—	—
₹77.71	₹53,390.15	₹531,680.00	687	9.96
Per purchase	—	—	—	—
—	₹0.00	₹0.00	—	—
Per Mobile App Install	—	—	—	—
—	₹0.00	₹0.00	—	—
Per purchase	—	—	—	—
—	₹0.00	₹0.00	—	—
Per messaging conv...	—	—	—	—
—	₹0.00	₹0.00	—	—
Per purchase	—	—	—	—
—	₹0.00	₹0.00	—	—
—	₹86,259.10 Total Spent	₹940,551.00 Total	—	10.90 Average

Pages

Comments

Contact

CartFlows

WooCommerce

Products

WebToffee Import Export (Basic)

Analytics

Overview

Products

Revenue

Orders

Variations

Performance

Total sales	Net sales	Orders
₹48,002.00	₹48,002.00	45

Charts

Net sales

₹39k

Performance		
Total sales	Net sales	Orders
₹713,997.00	₹713,917.00	900
Charts		
Net sales		
₹330k		



19 Nov 2023 - 31 Mar 2024						
Ads						
Custom Breakdown Reports Export						
Impressions	Cost per result	Amount spent	Ends	Website purchases conversion value	Website purchase ROAS (return on...	Link
45,688	₹319.40 <sup>[2]</sup> Per purchase	₹11,817.63	Ongoing	₹22,963.00 <sup>[2]</sup>	1.94 <sup>[2]</sup>	
416,183	₹238.41 <sup>[2]</sup> Per purchase	₹53,403.95	Ongoing	₹1,67,448.00 <sup>[2]</sup>	3.14 <sup>[2]</sup>	
313,020	₹213.93 <sup>[2]</sup> Per purchase	₹60,755.69	Ongoing	₹225,203.00 <sup>[2]</sup>	3.71 <sup>[2]</sup>	
76,782	₹0.44 Per link click	₹4,079.88	Ongoing	₹0.00	—	
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—	—	—	Ongoing	—	—	
10,020,098 Total	— Multiple conversions	₹1,481,966.23 Total Spent		₹6,054,538.85 Total	4.09 Average	

**Total Spend:** ₹1,481,966

**Revenue:** ₹6,054,538

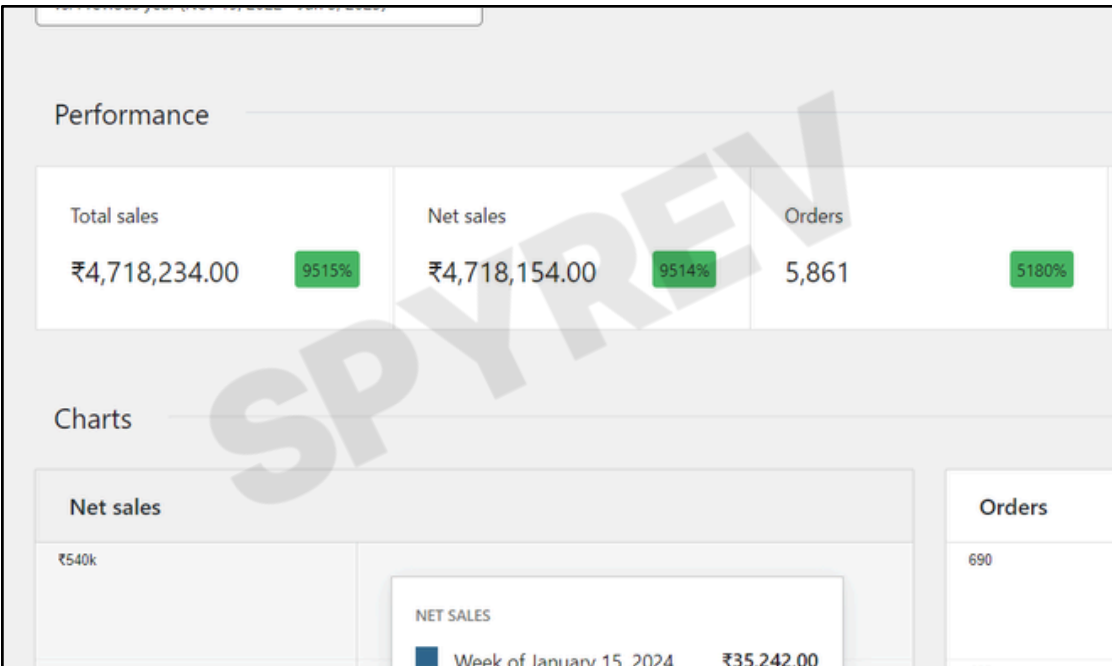
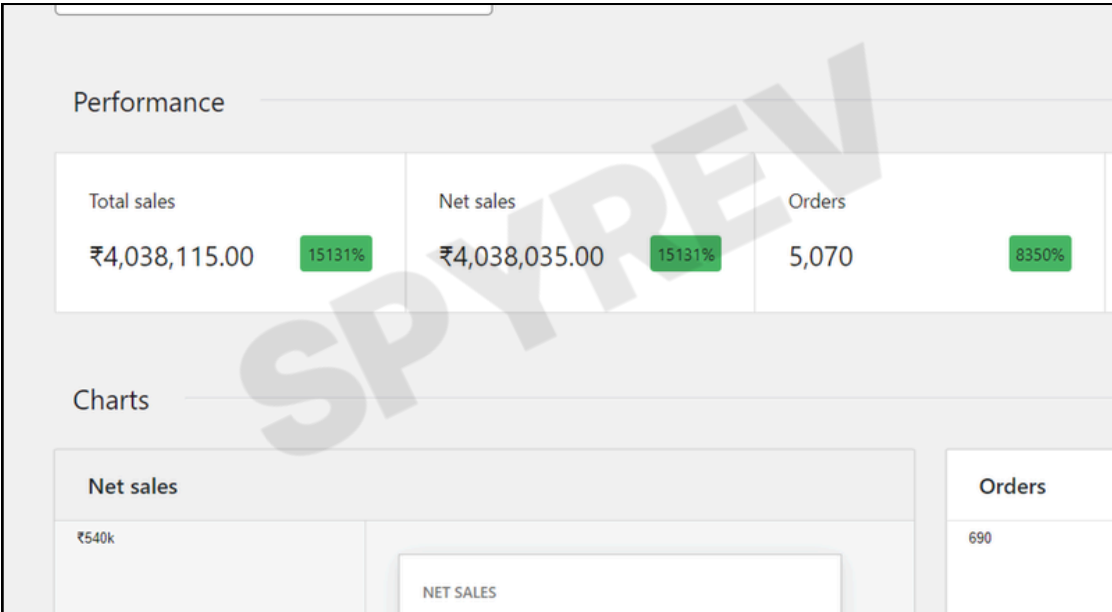
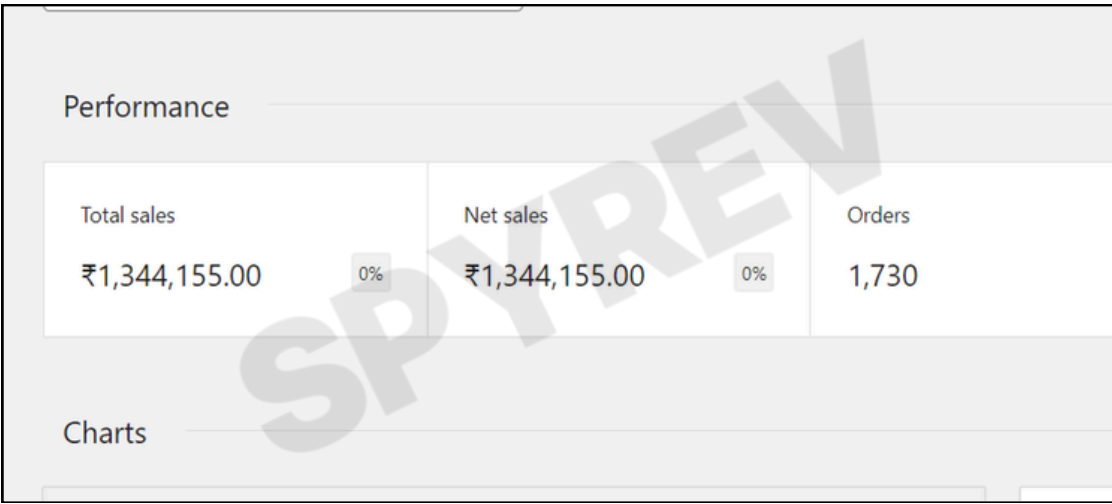
**ROAS:** 4.09

All **Prepaid** Orders

**Ad Platforms:** Facebook & Instagram

**Campaign Objective:** Boost product sales through targeted ads.

Amount spent	Results	Budget	Purchase ROAS (return on ad spend)	Website purchase ROAS (return on...	Mobile app purchase ROAS (return on...	Purchases
₹27,196.34	223 <sup>[2]</sup> Website purchases	₹900.00 Daily	5.76 <sup>[2]</sup>	5.76 <sup>[2]</sup>	—	223 <sup>[2]</sup>



Orders					
<input type="checkbox"/>	Order	Date	Status	Billing	Total
<input type="checkbox"/>	[REDACTED]	48 mins ago	Processing	Jayesh Nair, Ayuratan Ayurvedics, Agarwal City, A-001, Ground floor, Ganesh Residency, Vasai Road West, Palghar DT, MH, 401202 via Pay via Instamojo	₹599.00
<input type="checkbox"/>	[REDACTED]	3 hours ago	Processing	Dr Shishir Pandey, Bharat nursing home, Bahadur nagar road, Lakhimpur kheri, UP, 262701 via Pay via Instamojo	₹599.00
<input type="checkbox"/>	[REDACTED]	4 hours ago	Processing	Dreamland Resort, Dreamland Resort, NH-7, Rampura Phul, Bathinda, PB, 151103 via Pay via Instamojo	₹599.00
<input type="checkbox"/>	[REDACTED]	5 hours ago	Processing	Mahua Datta, DEMASS Chocolates, AE 620, Sec 1, Salt Lake, Ground Floor, Kolkata, WB, 700064 via Pay via Instamojo	₹599.00
<input type="checkbox"/>	[REDACTED]	7 hours ago	Processing	Dogguru7, Dogguru7, Address dogguru7 near Sumitra banquet, Hall, dwarka sector 28 Najafgarh Bijwasan Roa	₹599.00
<input type="checkbox"/>	[REDACTED]	8 hours ago	Processing	Ansh soni (Raj), Baby Jewellers wali gali ghantaghar (Barabanki), 225001	₹599.00
<input type="checkbox"/>	[REDACTED]	8 hours ago	Processing	Plaka By Chef Ajay Chopra, Anand Maurya, Shop no - T 10, 3rd floor, Mall of Asia, Indra Nagar, Sahakar Nagar, Bengaluru, Karnataka, Bangalore 560092, Karnataka via Pay via Instamojo	₹3,599.00
<input type="checkbox"/>	[REDACTED]	14 hours ago	Processing	Aman Jain, Be U Smart Salon, Be U Smart Salon, 3rd Floor Sri Ratan Tower, Kachahri Road, Begusarai ( Bihar) Landmark - Above Mega Shop, 851101	₹599.00

Start your journey to success now! Let us help you achieve extraordinary results just like this.

# SPYREV

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