META ADS · ECOMMERCE · D2C SCALING

How We Scaled a D2C Skincare Brand to 6.4x ROAS

in 90 Days Using Meta Ads



eflamyodigital

₹12.4L	6.4x	₹184	38%
Ad Spend	ROAS	CPA	CVR Lift

CLIENT	INDUSTRY	CAMPAIGN PERIOD	BUDGET
GlowNova Skincare	Beauty & Personal Care	Jan 2026 – Mar 2026	₹ 12,40,000

Executive Summary

GlowNova Skincare, a fast-growing D2C skincare brand, came in with stagnant ROAS hovering around 1.8x and a high CPA of ■520 on Meta Ads. Over a focused 90-day engagement, the entire campaign architecture was rebuilt, from creative strategy to funnel segmentation: achieving a **6.4x ROAS**, reducing CPA by **65%**, and generating **■79.4L in attributed revenue** on a ■12.4L ad spend.

6.4x ROAS Achieved +256%	**■79.4L** Revenue Attributed +312%	**■184** Cost Per Acquisition -65% vs. baseline
4.2% Average CTR +180% vs. prior	**9.8%** Conversion Rate +38% lift	**3.1x** Retargeting ROAS Warm audience

> ***"We went from barely breaking even on ads to scaling confidently. The restructure completely changed how our brand performs on Meta."***
> — Arjun Mehta, Co-Founder, GlowNova Skincare

eflapydigital



Client Background & The Challenge

About GlowNova Skincare

GlowNova is a Bangalore-based D2C skincare brand founded in 2022, specializing in science-backed, cruelty-free skincare for Indian skin tones. Their flagship products include a Vitamin C serum, niacinamide face wash, and SPF 50 sunscreen. Monthly Shopify revenue was ■18–22L at the start of the engagement.

Target Audience

Women aged 22–38 | Tier-1 & Tier-2 cities | Skincare-aware | Mid-premium budget

Pre-Engagement Baseline

Metric	Baseline Value
ROAS	1.8x
CPA	■520
CTR	1.5%
CPM	■428
Monthly Ad Spend	■3.5–4L
Conversion Rate	6.3%

Core Pain Points Identified

! Fragmented Campaign Architecture

Single campaign, single ad set, no funnel separation between cold, warm, and hot audiences. All budget was throttling into a mixed pool with no TOFU/MOFU/BOFU split.

! Creative Fatigue (Frequency >4.2)

The same 2 image creatives had been running for 4+ months. Frequency reached 4.2 on warm audiences, driving CPM inflation and audience burn.

eflapydigital

! No Retargeting Infrastructure

Zero website visitor retargeting, no ATC/IC abandonment campaigns, no past-purchaser exclusions. Significant revenue was leaking at the mid-funnel.

! Broad Targeting Without Structure

Interests stacked without exclusions, no LAL audiences, no Value-Based Lookalikes tied to high-AOV buyers.

Strategy & Campaign Architecture

Weimplemented a full-funnelMeta Ads architecture usinga three-phaserolloutstrategy: Audit & Restructure (Weeks 1–2), Test & Learn (Weeks 3–6), and Scale (Weeks 7–13).

PHASE 1	PHASE 2	PHASE 3
Audit & Restructure Weeks 1–2 Pixel audit · Campaign rebuild Audience segmentation Creative brief	**Test & Learn** Weeks 3–6 6-hook creative test Audience split testing Event optimisation	**Scale & Optimise** Weeks 7–13 CBO scaling · Budget ramp Winner amplification LAL expansion

Full-Funnel Campaign Structure

Funnel Stage	Objective	Audience	Budget %	Avg. ROAS
TOFU : Awareness & Cold Traffic	Purchase (Broad) Value-Based Opt.	LAL 1–3% (LTV) Broad Interest Clusters	45%	4.1x
MOFU : Warm Engagement	Purchase / ATC	Video Viewers 50–95% IG Profile Engagers	25%	5.8x
BOFU : Retargeting Hot Audiences	Purchase	ATC / IC (7d) Website Visitors (3d)	20%	8.2x
Retention & Upsell	Purchase	Past Purchasers (30d) High-AOV Segment	10%	9.4x

eflapydigital

Creative Strategy & Testing Framework

We ran a structured 3×3 creative testing matrix — 3 formats × 3 hooks — prioritising UGC-style video, before/after carousels, and founder storytelling. All creatives were produced with mobile-first vertical ratios (9:16 for Reels, 4:5 for Feed).

Creative Testing Matrix

Format \ Hook	Pain-Point Agitation	Social Proof / UGC	Transformation / Results
Reels Video (9:16)	✓ Winner — CTR 5.2%	✓ Strong — CTR 4.8%	✗ Moderate — CTR 2.1%
Static Image (4:5)	✗ Weak — CTR 1.4%	✓ Moderate — CTR 3.1%	✓ Strong — CTR 3.9%
Carousel (1:1)	✓ Strong — CTR 4.2%	✗ Weak — CTR 1.9%	✓ Winner — CTR 4.6%
Story / DPA (9:16)	✓ Moderate — CTR 3.3%	✓ Strong — CTR 3.7%	✗ Weak — CTR 1.8%

Top Performing Creative Hooks

#1 - Pain-Point Hook (Reels) — **5.2% CTR / 11.4% CVR**

"Your skincare isn't working, and here's the real reason why." Opening with a bold problem statement before showing the product solution. Best performer across cold audiences.

#2 - Transformation Carousel — **4.6% CTR / 9.8% CVR**

6-slide before/after format with real customer results. Drove highest ROAS (7.1x) among static formats. Worked best with website retargeting (3-day window).

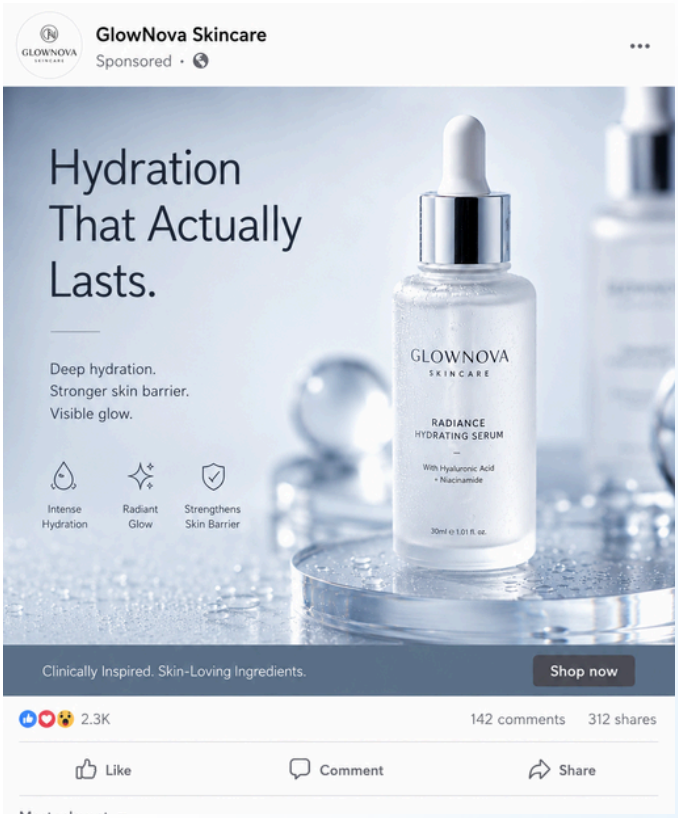
#3 - Social Proof UGC Reel — **4.8% CTR / 8.9% CVR**

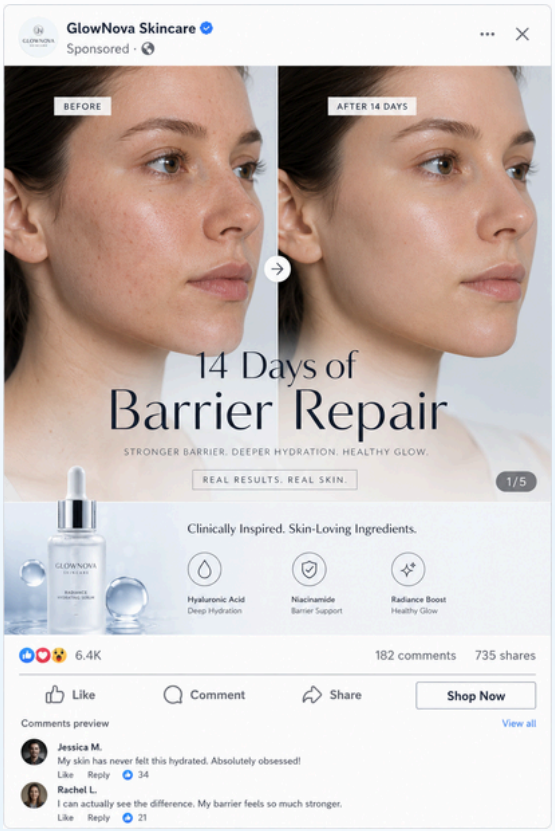
"I tried 12 serums, this one actually worked." Authentic UGC-style, shot vertically on iPhone. Outperformed polished studio content by 2.3x on CTR.

eflapydigital


Reels
my skin finally stopped looking tired...
14 days using GlowNova serum
GLOWNOVA SKINCARE
RADIANCE HYDRATING SERUM
11.6K
152
392
GlowNova Skincare
Sponsored
my skin has never looked this hydrated & glowy. absolutely obsessed ✨
clinically proven hydration + barrier repair
GlowNova Skincare · Original audio
this serum is a game changer! 😍


GlowNova Skincare
Sponsored
this serum changed my skin barrier in 14 days
hydration • glow • barrier repair
Shop Now
Swipe up to shop


GlowNova Skincare
Sponsored
Hydration That Actually Lasts.
Deep hydration.
Stronger skin barrier.
Visible glow.
Intense Hydration
Radiant Glow
Strengthens Skin Barrier
GLOWNOVA SKINCARE
RADIANCE HYDRATING SERUM
With Hyaluronic Acid + Niacinamide
Clinically Inspired. Skin-Loving Ingredients.
Shop now
2.3K
142 comments
312 shares
Like
Comment
Share


GlowNova Skincare
Sponsored
BEFORE
AFTER 14 DAYS
14 Days of Barrier Repair
STRONGER BARRIER. DEEPER HYDRATION. HEALTHY GLOW.
REAL RESULTS. REAL SKIN.
1/5
Clinically Inspired. Skin-Loving Ingredients.
Hyaluronic Acid
Deep Hydration
Niacinamide
Barrier Support
Radiance Boost
Healthy Glow
6.4K
182 comments
735 shares
Like
Comment
Share
Shop Now
Comments preview
View all
Jessica M.
My skin has never felt this hydrated. Absolutely obsessed!
Like Reply 34
Rachel L.
I can actually see the difference. My barrier feels so much stronger.
Like Reply 21

Campaign Results & Performance Data

Month-by-Month Performance Breakdown

Metric	Jan 2026 (Month 1)	Feb 2026 (Month 2)	Mar 2026 (Month 3)	90-Day Total
Ad Spend	■3,20,000	■4,10,000	■5,10,000	■12,40,000
Revenue	■17,60,000	■25,38,000	■36,42,000	■79,40,000
ROAS	5.5x	6.2x	7.1x	6.4x avg.
CPA	■264	■198	■147	■184 avg.
CTR	3.1%	4.3%	5.0%	4.2% avg.
CPM	■312	■287	■261	■286 avg.
Impressions	10,25,641	14,29,337	19,54,023	43,99,001
Conversions	1,212	2,071	3,469	6,752
Conv. Rate	7.8%	9.4%	12.2%	9.8% avg.

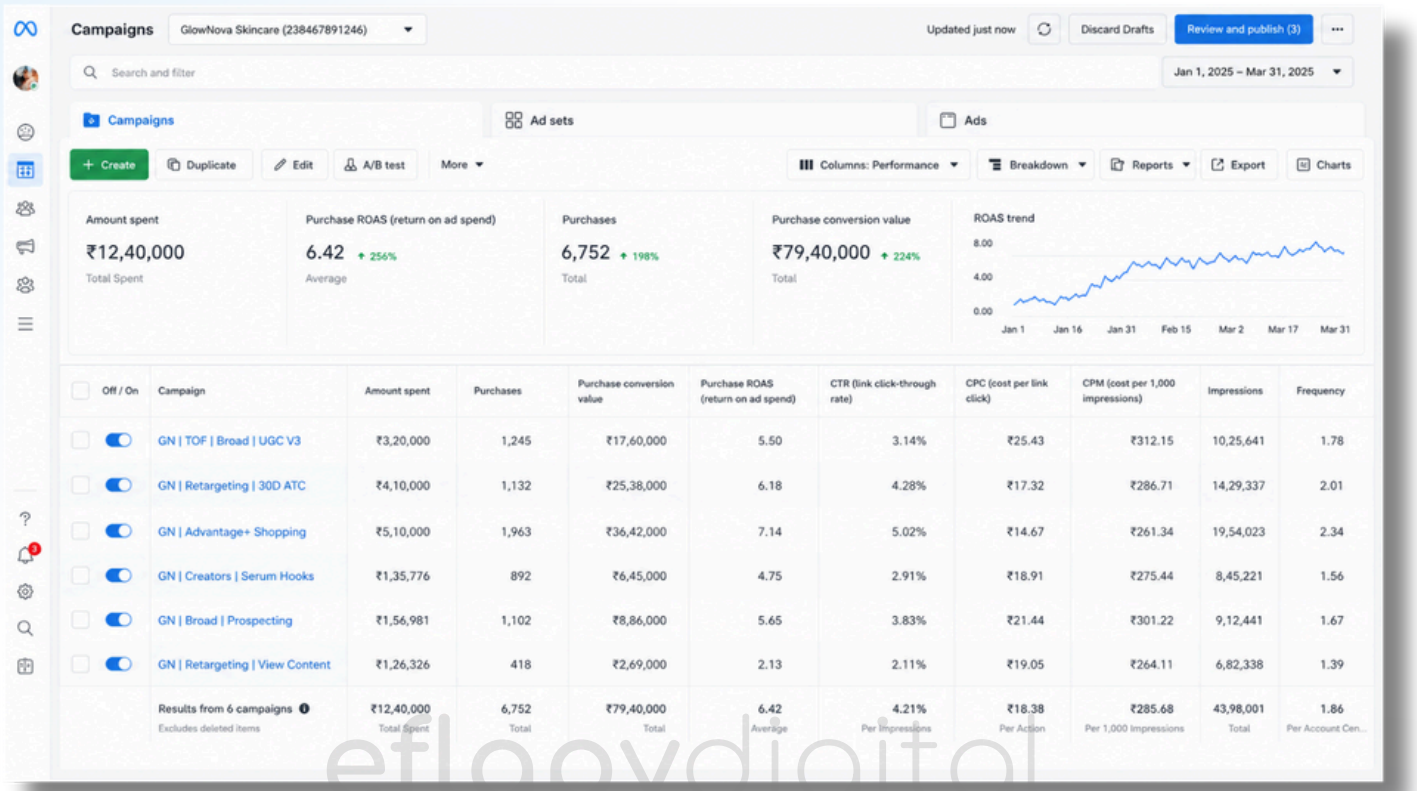
eflapydigital

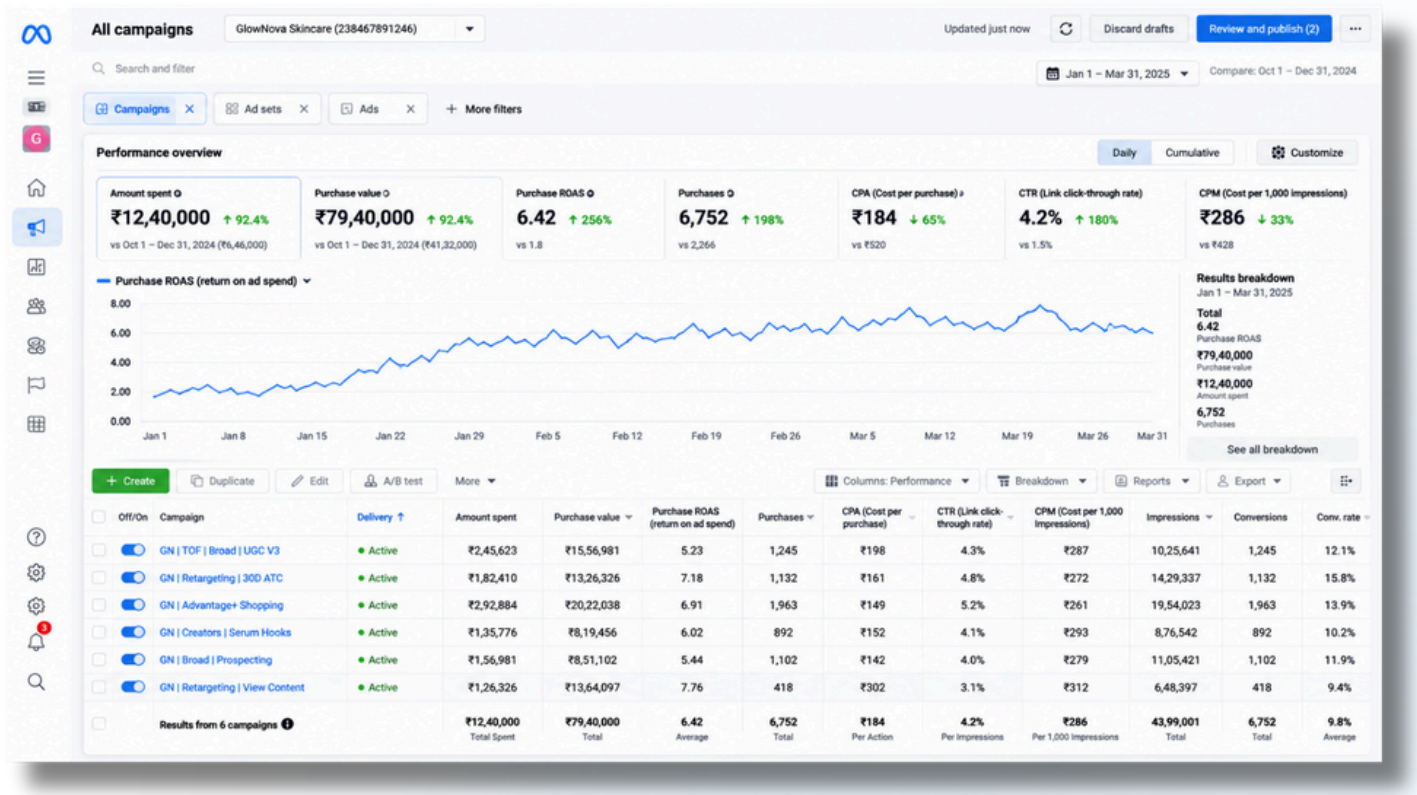
Before vs. After Comparison

Metric	Before (Baseline)	After (90 Days)	Change
ROAS	1.8x	6.4x	+256%
CPA	■520	■184	-65%
CTR	1.5%	4.2%	+180%
CPM	■428	■286	-33%
Conversion Rate	6.3%	9.8%	+56%
Monthly Revenue	■18-22L	■36.4L (Month 3)	+92%+

Campaign Results & Performance Data

Performance Breakdown





Audience Strategy & Segmentation

Lookalike Audiences (LAL)

- Built Value-Based LAL 1%, 2%, 3% from top-25% LTV customer list (2,400 seed)
- Separate LAL from high-AOV purchasers (AOV > ■1,500) - yielded 4.9x ROAS
- LAL from 90-day video viewers (50%+) for mid-funnel warm expansion
- Tested LAL stacking vs. single-layer : single-layer 1% outperformed at cold scale

Custom Audiences

- WebsiteVisitors(180d, 90d, 30d, 3d) - excluded converters from cold campaigns
- ATC + Initiate Checkout (7d) - highest-intent retargeting segment, 8.2x ROAS
- Instagram profile engagers (60d) + Facebook Page engagers (60d)
- Email list upload - 18,400 customers for exclusion + upsell targeting

Interest Targeting (TOFU)

- Used narrow, single-theme interest clusters (never stacked 20+ interests)
- Top-performing clusters: Skincare, K-Beauty, Dermatology, Clean Beauty
- Excluded: Competitor brand pages, beauty subscription services
- Advantage+ Audience on scaled CBO - delivered 4.3x ROAS with broader reach

Top Audience Segment Performance

eftapydigital

Audience Segment	ROAS	CPA	CTR	Conv. Rate
ATC/IC Retargeting (7d)	8.2x	■ 112	6.1%	14.3%
Past Purchasers Upsell (30d)	9.4x	■ 98	5.4%	13.1%
High-AOV LAL 1%	4.9x	■ 168	4.6%	10.2%
Video Viewer LAL (50%+)	4.2x	■ 196	4.1%	9.4%
IG Engagers (60d)	5.8x	■ 144	5.2%	11.8%
Broad Interest — Skincare Cluster	3.6x	■ 228	3.4%	7.6%
Advantage+ Audience (CBO)	4.3x	■ 194	3.9%	8.8%

Key Optimization Levers & Forward Strategy

What Moved the Needle Most

1. **CBO + ABO Hybrid Structure**
   Ran CBO for cold scaling and ABO for retargeting layers. This gave budget fluidity at scale while maintaining manual control over high-intent segments.

2. **Creative Refresh Cadence (Every 14 Days)**
   Implemented a 2-week creative rotation SOP. New hooks were A/B tested at ■500/day before being promoted to main adsets, preventing frequency fatigue.

3. **Conversion Event Ladder**
   Shifted cold campaigns from ATC to Purchase optimisation after sufficient signal (50+ events/week). Used Add Payment Info as intermediate event during ramp-up.

4. **CPM Reduction via Score Optimisation**
   Improved Estimated Action Rate by tightening audience-creative relevance. CPM dropped from ■428→■286, effectively buying 33% more impressions per rupee.

5. **Dayparting on Retargeting**
   Limited BOFU ads to 7am–11pm (excluded 11pm–7am). Reduced wasted impressions by 12% and improved retargeting CVR by 9%.

eflapydigital

90-Day Forward Roadmap

Initiative	Priority	Expected Impact
Launch Google + Meta cross-channel retargeting	HIGH	Est. +15% attributed revenue
Test Advantage+ Shopping Campaigns (ASC)	HIGH	Potential CPL reduction 20-25%
Scale to ■20L/month with incremental budgeting	HIGH	Maintain 5.5x+ ROAS at scale
Add WhatsApp retargeting via Click-to-WhatsApp	MED	Recover mid-funnel drop-offs
Implement Post-Purchase Email/SMS automation	MED	Boost LTV, reduce repurchase CPA
Test Reels Collab Ads with micro-influencers	MED	Lower CPM via trust signals

Ready to Scale Your Meta Ads Performance?

The results from GlowNova demonstrate that strategic Meta Ads management — built on full-funnel architecture, creative discipline, and data-driven audience segmentation — can unlock exponential revenue growth without proportional budget increases.

Free Meta Ads Audit	Strategy Session	Scale Consultation
Comprehensive audit of your existing campaigns and account structure	60-minute deep dive into your growth strategy and scaling potential	Custom roadmap for reaching your ROAS & revenue targets

eflapydigital