Case Study 2: Scalling Success for Luxe Apparel

Industry: Premium Athleisure Wear
Objective: Double revenue and scale globally while maintaining a 3x ROAS.

Meta Ads

Focused on broad interest-based targeting for luxury fitness and athleisure audiences.

Used carousel ads showcasing different product fits and functionalities.

A/B tested video testimonials vs. static lifestyle images.

Results:

- Increased revenue by 120% in 6 months.
- Achieved a **7x ROAS**.

Amount spent	Purchases	Purchases Conversion Value	Purchase ROAS (return on ad spend)
£99.45	12 [2]	£711.95 [2]	7.16 [2]
£24.75	6 [2]	£309.70 [2]	12.51 [2]
£38.77	7 [2]	£754.20 [2]	19.45 [2]
£50.70	9 [2]	£523.60 [2]	10.33 [2]
£250.45	61 [2]	£2,952.25 [2]	11.79 [2]
£146.94	20 [2]	£756.30 [2]	5.15 [2]
£246.82	45 [2]	£2,292.05 [2]	9.29 [2]
£215.30	24 [2]	£1,180.45 [2]	5.48 [2]
£618.75	62 [2]	£3,721.16 [2]	6.01 [2]
£579.71	86 [2]	£3,987.90 [2]	6.88 [2]
£2,622.08 Total Spent	**368** [2] Total	**£19,581.41** [2] Total	**7.47** [2] Average