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# Case Study 2: **Scaling 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 <sup>[2]</sup>	£711.95 <sup>[2]</sup>	7.16 <sup>[2]</sup>
£24.75	6 <sup>[2]</sup>	£309.70 <sup>[2]</sup>	12.51 <sup>[2]</sup>
£38.77	7 <sup>[2]</sup>	£754.20 <sup>[2]</sup>	19.45 <sup>[2]</sup>
£50.70	9 <sup>[2]</sup>	£523.60 <sup>[2]</sup>	10.33 <sup>[2]</sup>
£250.45	61 <sup>[2]</sup>	£2,952.25 <sup>[2]</sup>	11.79 <sup>[2]</sup>
£146.94	20 <sup>[2]</sup>	£756.30 <sup>[2]</sup>	5.15 <sup>[2]</sup>
£246.82	45 <sup>[2]</sup>	£2,292.05 <sup>[2]</sup>	9.29 <sup>[2]</sup>
£215.30	24 <sup>[2]</sup>	£1,180.45 <sup>[2]</sup>	5.48 <sup>[2]</sup>
£618.75	62 <sup>[2]</sup>	£3,721.16 <sup>[2]</sup>	6.01 <sup>[2]</sup>
£579.71	86 <sup>[2]</sup>	£3,987.90 <sup>[2]</sup>	6.88 <sup>[2]</sup>
<b>£2,622.08</b> Total Spent	<b>368</b> <sup>[2]</sup> Total	<b>£19,581.41</b> <sup>[2]</sup> Total	<b>7.47</b> <sup>[2]</sup> Average