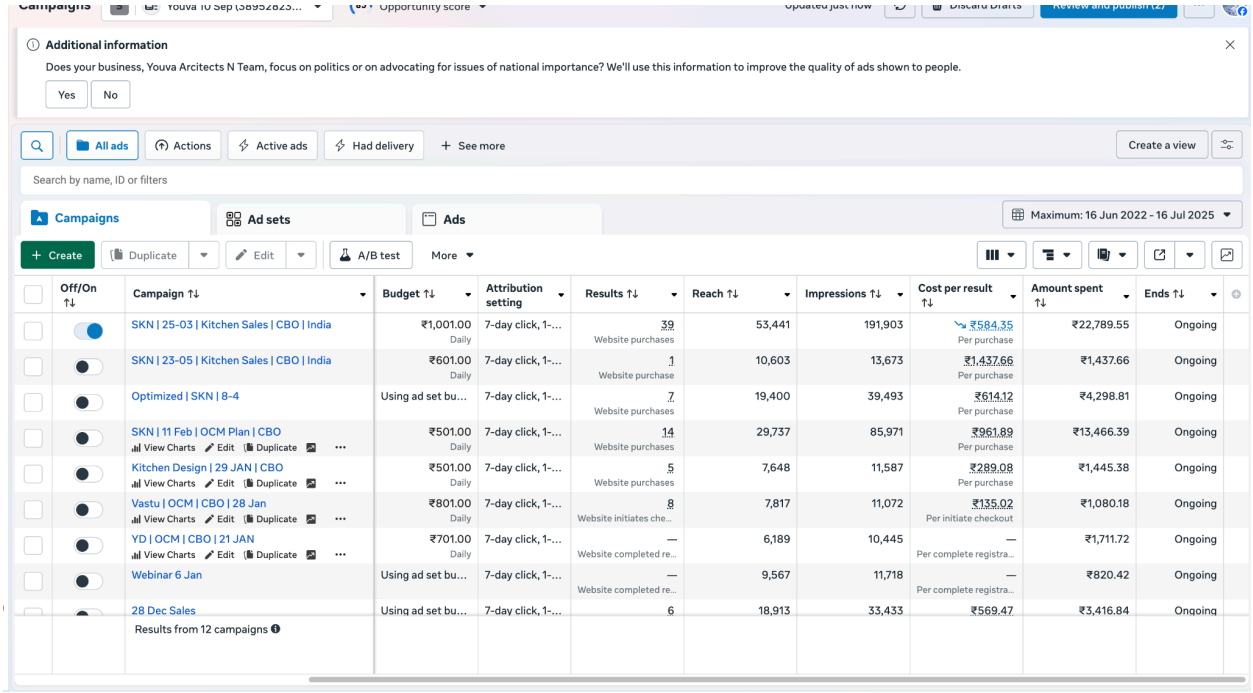
🚀 Case Study (2025): 3.3X ROAS Scaling a Digital Product with Meta Video Ads

🎓 Product: *Youva Designer – Kitchen Designing Course*

📍 Market: India | 📺 Ad Type: Meta Video Ads | 🛒 Objective: Website Purchases



🧠 The Challenge

We partnered with an ed-tech brand offering a **highly practical kitchen design course** to aspiring interior designers and homeowners. The challenge?

> *Sell a digital product in a competitive market where attention span is shrinking and trust is everything.*

The client had a strong course but needed the right **video marketing funnel and ad strategy** to bring in consistent, profitable sales.

🎯 The Objective

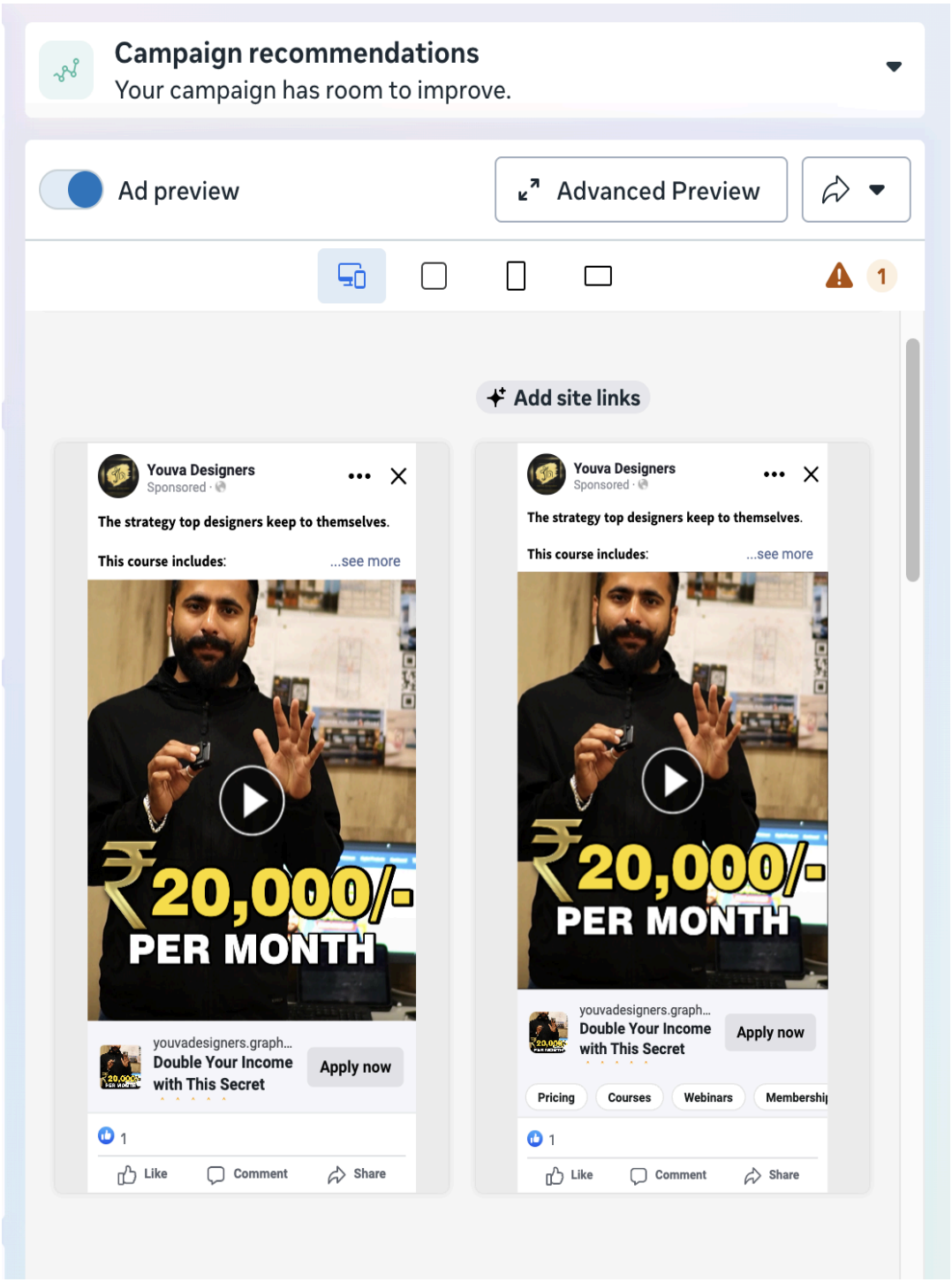
- Generate high-quality **website purchases**
- Keep **cost per result under ₹600**
- Achieve minimum **3X ROAS**
- Scale ad performance over time while maintaining quality

💡 Our 3-Step Strategy (2025-Ready)

1️⃣ *Scroll-Stopping Video Ads*

We produced **short, sharp, value-packed video creatives**:

- 15s & 30s videos focusing on **before-after design results**
- Benefits like “earn from home”, “no prior experience needed



2️⃣ *Multi-Ad Testing (Creative + Audience)*

- We launched **multiple ad variations** targeting different:

    - Interests (Interior Design, Home Makeovers, Architecture)
    - Behaviors (Online Learning, Course Buyers)
- Used **CBO** to let Meta auto-allocate budget to top performers

3️⃣ *Conversion Optimization*

- Retargeted video viewers & website visitors with urgency
- Used clear CTA: *"Start Your Design Journey Today"*
- Clean, fast-loading landing page to build trust

📈 Results from One Campaign

Metric	Value
Total Spend	₹22,789.55
Website Purchases	39
Cost per Purchase	₹584.35
Course Price	₹1,400
Gross Revenue	₹54,600
Net Profit	₹31,810.45
Return on Ad Spend	**3.3X ROAS (Gross)**

💰 *For every ₹1 spent on ads, ₹3.3 came back in revenue.*

🧩 Why This Worked

✅ Strong visual storytelling via **video**
✅ Hyper-focused targeting using 2025 Meta interest signals
✅ Performance-focused creatives with clear outcomes
✅ Smart budget allocation using Meta's algorithm
✅ No gimmicks — only value, clarity, and trust

💬 Real Client Impact

> “We went from zero to real sales without chasing leads. People bought the course directly from the ad—Aakash nailed the audience, creative, and funnel!”

🎯Want to turn your ad spend into consistent sales?
Whether you’re selling a course, service, or product — the strategy works if it’s built right.
📞 Let’s talk.
We'll audit your offer, recommend a strategy, and show how you can start generating results in under 14 days.

🔗 Book Your Free Strategy Call Now