



# 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

Additional information										
Does your business, Youva Architects N Team, focus on politics or on advocating for issues of national importance? We'll use this information to improve the quality of ads shown to people.										
<input type="button" value="Yes"/> <input type="button" value="No"/>										
Search by name, ID or filters										
Maximum: 16 Jun 2022 - 16 Jul 2025										
Off/On	Campaign	Budget	Attribution setting	Results	Reach	Impressions	Cost per result	Amount spent	Ends	
<input type="checkbox"/>	SKN   25-03   Kitchen Sales   CBO   India	₹1,001.00 Daily	7-day click, 1-...	39 Website purchases	53,441	191,903	₹584.35 Per purchase	₹22,789.55	Ongoing	
<input type="checkbox"/>	SKN   23-05   Kitchen Sales   CBO   India	₹601.00 Daily	7-day click, 1-...	1 Website purchase	10,603	13,673	₹1,437.66 Per purchase	₹1,437.66	Ongoing	
<input type="checkbox"/>	Optimized   SKN   8-4	Using ad set bu...	7-day click, 1-...	7 Website purchases	19,400	39,493	₹614.12 Per purchase	₹4,298.81	Ongoing	
<input type="checkbox"/>	SKN   11 Feb   OCM Plan   CBO	₹501.00 Daily	7-day click, 1-...	14 Website purchases	29,737	85,971	₹961.89 Per purchase	₹13,466.39	Ongoing	
<input type="checkbox"/>	Kitchen Design   29 JAN   CBO	₹501.00 Daily	7-day click, 1-...	5 Website purchases	7,648	11,587	₹289.08 Per purchase	₹1,445.38	Ongoing	
<input type="checkbox"/>	Vastu   OCM   CBO   28 Jan	₹801.00 Daily	7-day click, 1-...	8 Website initiates che...	7,817	11,072	₹135.02 Per initiate checkout	₹1,080.18	Ongoing	
<input type="checkbox"/>	YD   OCM   CBO   21 JAN	₹701.00 Daily	7-day click, 1-...	— Website completed re...	6,189	10,445	— Per complete registra...	₹1,711.72	Ongoing	
<input type="checkbox"/>	Webinar 6 Jan	Using ad set bu...	7-day click, 1-...	— Website completed re...	9,567	11,718	— Per complete registra...	₹820.42	Ongoing	
<input type="checkbox"/>	28 Dec Sales	Using ad set bu...	7-day click, 1-...	6	18,913	33,433	₹569.47	₹3,416.84	Ongoing	
Results from 12 campaigns										



## 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)**

### **1** ***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”


**Campaign recommendations**  
Your campaign has room to improve.



☒ Ad preview

Advanced Preview







 1

**Youva Designers**  
Sponsored · 


The strategy top designers keep to themselves.

This course includes: [...see more](#)











**₹20,000/-**  
**PER MONTH**

[youvadesigners.graph...](#)  
**Double Your Income with This Secret**  
★★★★★

**Apply now**


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 Like  Comment  Share

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★★★★★


**Apply now**




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Membership

 1

 Like  Comment  Share

## 2 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

### 3 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

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### 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.

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### 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!"

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### **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***