MAALVIYA MARKETING LAB.

PERFORMANCE MARKETING CASE STUDIES

THE GROWTH REEL

Eight brands. Eight turnarounds. Every number pulled straight from Shopify and Meta Ads Manager.

India & UK · D2C fashion, ethnic wear, shapewear, jewellery · 2023–2026

THE TRAILER

THE HIGHLIGHTS, IN FOUR NUMBERS

MEN'S SHAPEWEAR

₹2.12 CR

in total sales over nine months, April to December 2025

FASHION & ACCESSORIES

19X

monthly revenue in 30 days, from ₹62.7K to ₹12.18L

WOMEN'S CLOTHING

3.1X ROAS

up from 0.98, within 30 days of onboarding

TEMPLE JEWELLERY

₹84L

in sales in 90 days, from 2,231 orders

Sources: Shopify Analytics and Meta Ads Manager

BEHIND THE SCENES

THE SM VELOCITY METHOD

Every case in this reel runs on the same system: find the angle, prove the winners, then scale them fast.

01

Research

Find the category, product and creative angle already pulling.

02

Prospecting

Campaigns built only to bring in new buyers.

03

Creative testing

Structured tests that pick the real winners, not lucky ads.

04

Scaling

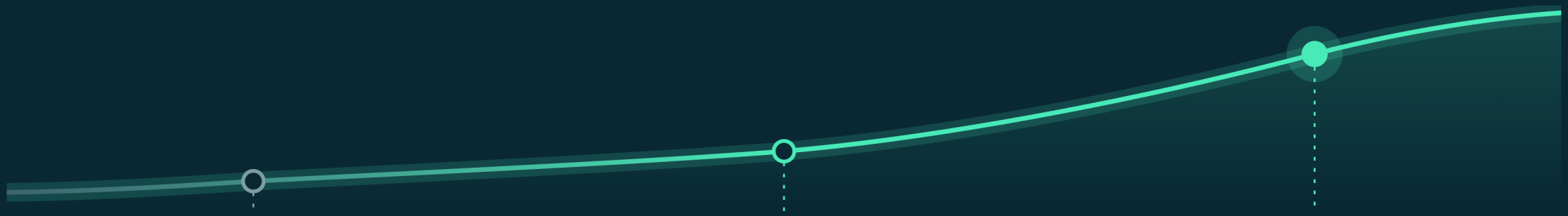
Budget moves fast to proven ads: up to 3x in a week, ROAS held.

THE CONVERSION LAYER UNDER EVERYTHING

Hero-product landing pages | AI-led photoshoots | Size guides & product detail | CRO

CASE 01 · CELORIVA · UK

FROM BREAKEVEN TO £20K IN 40 DAYS



SCENE 1 · THE SETUP

Stuck at breakeven

A 1.8x ROAS only just covered costs, with everything running through one basic CBO campaign.

SCENE 2 · THE TURN

A proper structure

A detailed landing page for the hero product, then SM Velocity: separate prospecting, creative-testing and scaling campaigns.

SCENE 3 · THE PAYOFF

Spend 3x, ROAS held

Budget tripled in a single week without ROAS slipping, and sales grew from £5.7K to £20.8K.

CASE 01 · CELORIVA · THE PAYOFF

£5.7K TO £20.8K IN SALES

BEFORE

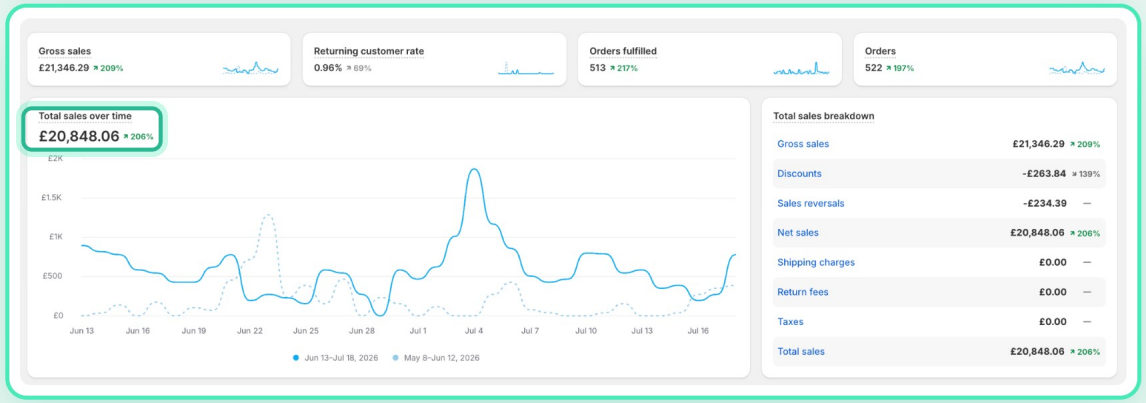
May 1 – Jun 8, 2026



AFTER

Jun 13 – Jul 18, 2026

3.6X



+206%

total sales versus the period before

522

orders in 36 days, up 197%

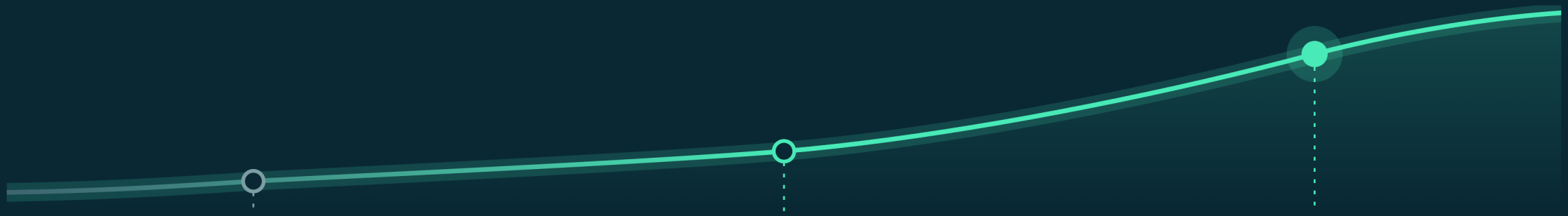
3X

ad budget in one week, with ROAS held

Source: Shopify Analytics, original screenshots

CASE 02 · WOMEN'S CLOTHING BRAND · INDIA

FROM LOSING MONEY TO 3.1X ROAS



SCENE 1 · THE SETUP

Below breakeven

Six months of ₹2–2.5L a month in ad spend at 0.98 ROAS: every rupee spent brought back less than a rupee.

SCENE 2 · THE TURN

Follow the traction

We found the one category already gaining traction, researched new creative angles and tested them through SM Velocity.

SCENE 3 · THE PAYOFF

3.1x ROAS in 30 days

Within a month ROAS tripled and monthly revenue reached ₹12.6L, about 6x where it started.

CASE 02 · WOMEN'S CLOTHING BRAND · THE PAYOFF

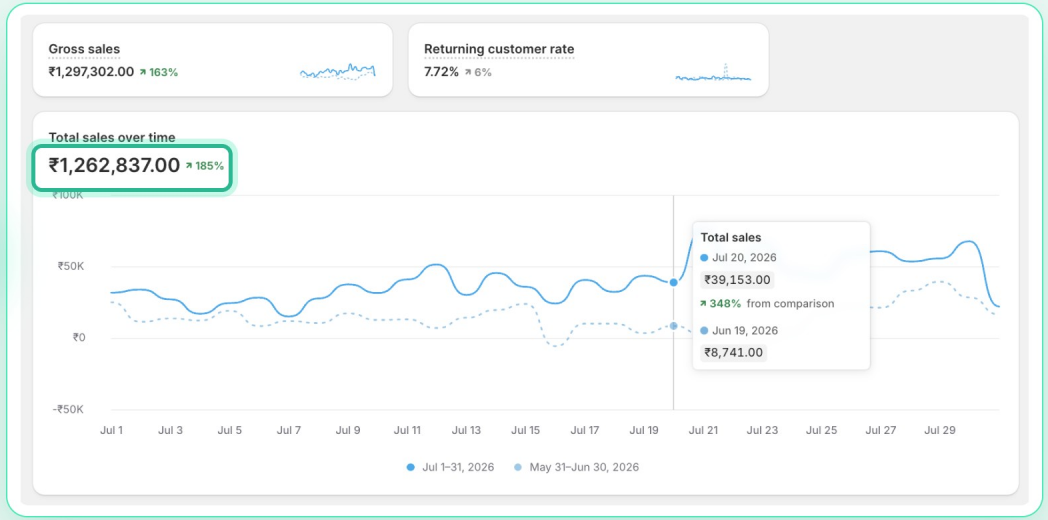
₹2.1L TO ₹12.6L IN MONTHLY REVENUE

BEFORE · APRIL 2026



6X

AFTER · JULY 2026



₹12.63L

July total sales, up 185% on June

3.1X

ROAS within 30 days, from 0.98

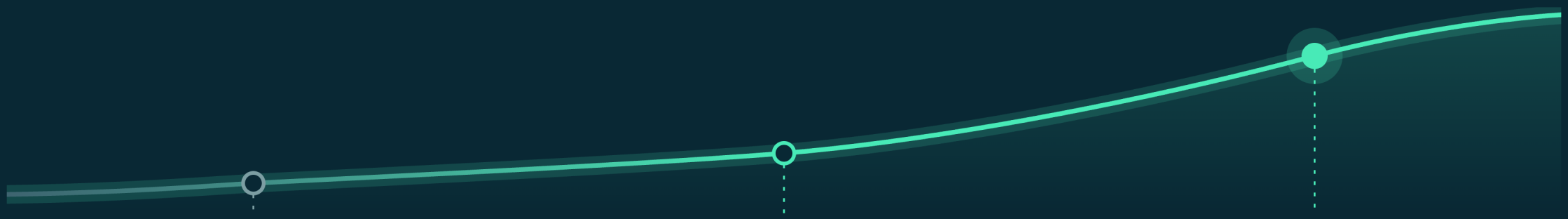
6X

monthly revenue, April to July

Source: Shopify Analytics, original screenshots

CASE 03 · JAIPUR TRENDZ · BRIDAL & WEDDING WEAR

FROM ₹15K DAYS TO ₹70K DAYS



SCENE 1 · THE SETUP

Stuck at a ceiling

For eight months, daily sales sat at ₹15–20K and the brand couldn't scale past that.

SCENE 2 · THE TURN

Fix what buyers see

High-ticket bridal buyers want detail. We rebuilt the imagery with AI-led photoshoots, added a size guide and reworked the landing page.

SCENE 3 · THE PAYOFF

₹70K+ a day, 4x+ ROAS

With the store converting, SM Velocity scaling took daily sales past ₹70K within 60 days, with ROAS held above 4x.

CASE 03 · JAIPUR TRENDZ · THE PAYOFF

A ₹15K DAY BECAME A ₹77K DAY

A CEILING DAY · JUL 7, 2026



5X

A BREAKOUT DAY · JUL 21, 2026



₹70K+

a day within 60 days of onboarding

4X+

ROAS held while daily spend scaled

8 MONTHS

stuck at ₹15–20K a day before

Source: Shopify Analytics, original screenshots

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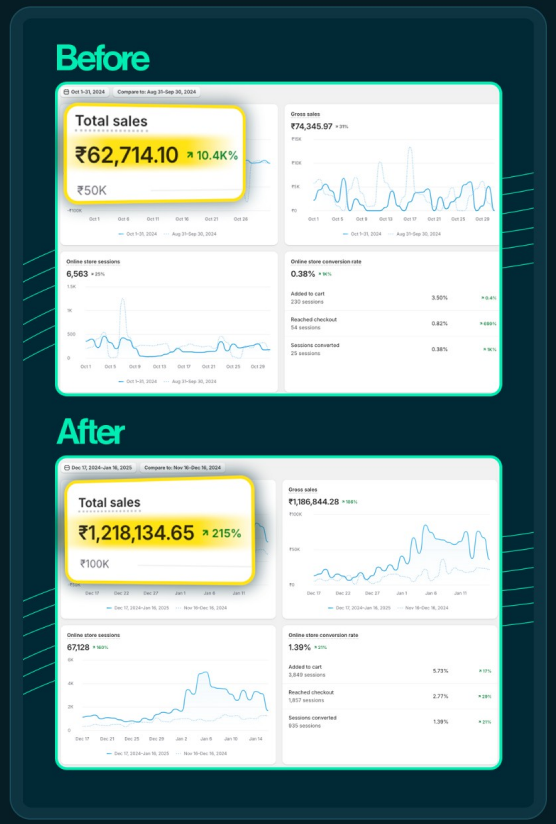
CASE 04 · FASHION & ACCESSORIES LABEL · BEFORE / AFTER

₹62.7K A MONTH TO ₹12.2L IN 30 DAYS





SALES
₹62.7K → ₹12.18L — 19X

AD ROAS
1.20 → 3.86 — 3.2X

CONVERSION RATE
0.38% → 1.39% — 3.7X

STORE SESSIONS
6,563 → 67,128 — 10X

It kept climbing: ₹21.7L in sales and 1,750 orders from Dec 17 to Jan 31.

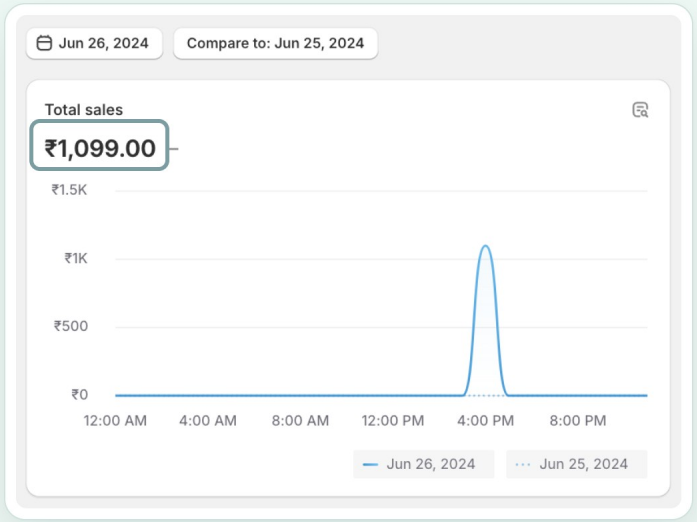
Source: Shopify Analytics & Meta Ads Manager, original screenshots

MAALVIYA MARKETING LAB

CASE 05 · STREETWEAR LABEL · PART 1: MONTH ONE

FROM LAUNCH TO ₹3.84L IN 30 DAYS

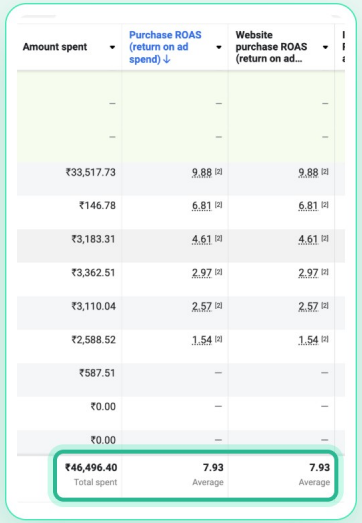
ONE DAY · JUN 26, 2024



FIRST 30 DAYS



META ROAS



₹3.84L

in sales in the first 30 days

7.93

ROAS on ₹46.5K of ad spend

391

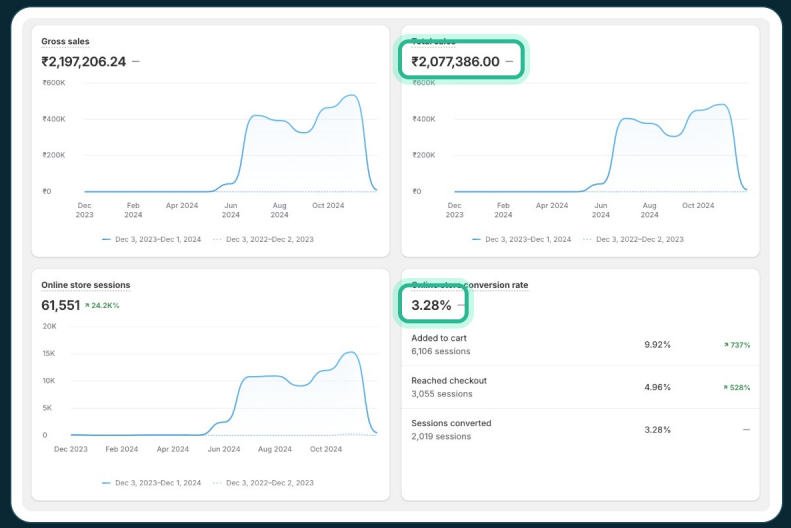
orders at a 3.96% conversion rate

Source: Shopify Analytics & Meta Ads Manager, original screenshots

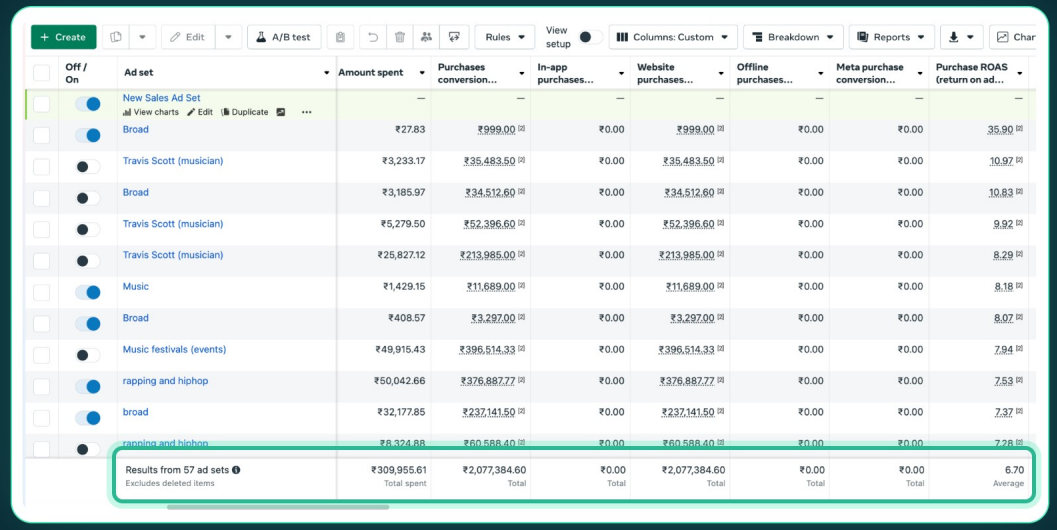
CASE 05 · STREETWEAR LABEL · PART 2: FIVE MONTHS

FIVE MONTHS IN: ₹20.8L AT 6.70 ROAS

SHOPIFY · DEC 2023 – DEC 1, 2024



META ADS MANAGER · 57 AD SETS



₹20.77L

in sales within five months

6.70

ROAS on ₹3.10L of ad spend

3.28%

conversion across 61,551 sessions

Source: Shopify Analytics & Meta Ads Manager, original screenshots

CASE 06 · CHIKANKARI ETHNIC WEAR · FOUR MONTHS, FOUR FRAMES

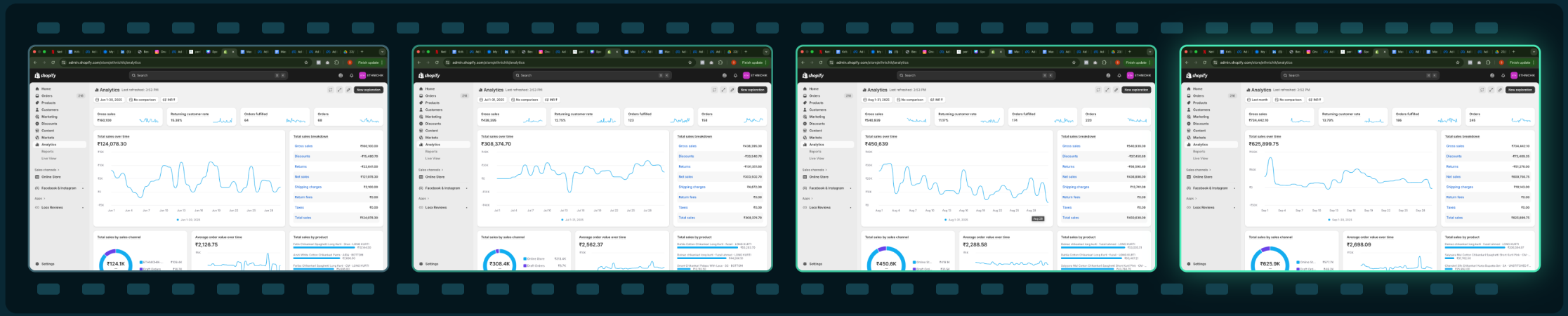
₹1.24L TO ₹6.26L A MONTH IN 90 DAYS

JUN 2025 · 68 ORDERS
₹1.24L

JUL 2025 · 158 ORDERS
₹3.08L

AUG 2025 · 220 ORDERS
₹4.51L

SEP 2025 · 245 ORDERS
₹6.26L



5X
monthly sales, June to September

245
orders in September, from 68

₹2,698
average order value, from ₹2,127

Source: Shopify Analytics, original screenshots

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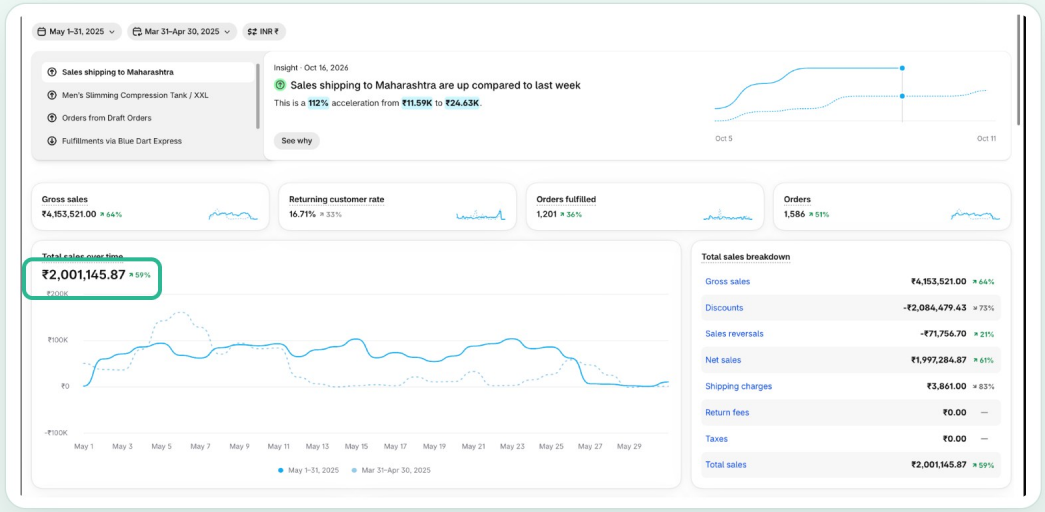
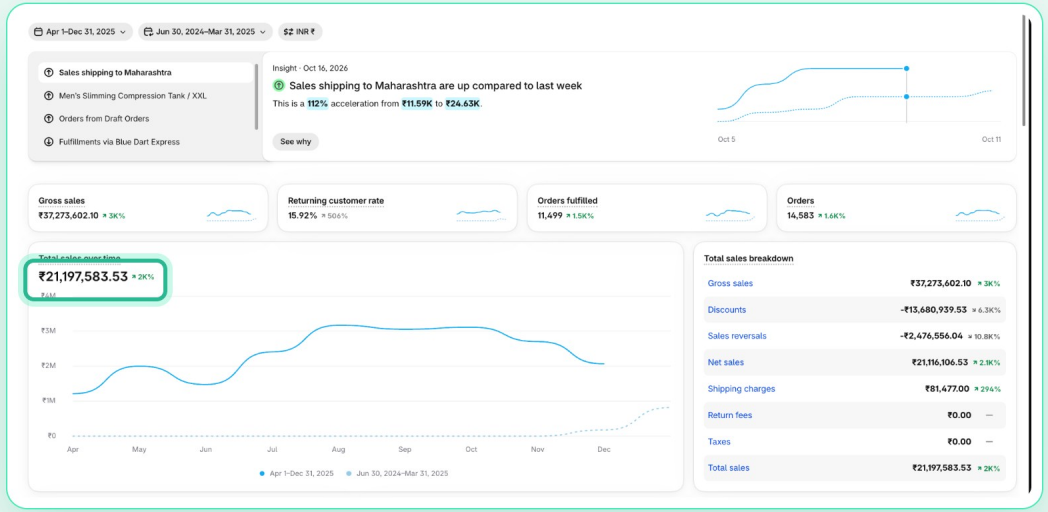
CASE 07 · MEN'S SHAPEWEAR BRAND

₹2.12 CR IN NINE MONTHS

ONE MONTH · MAY 2025



NINE MONTHS · APR–DEC 2025



₹2.12 CR

total sales, April–December 2025

+2K%

versus the previous nine months

14,583

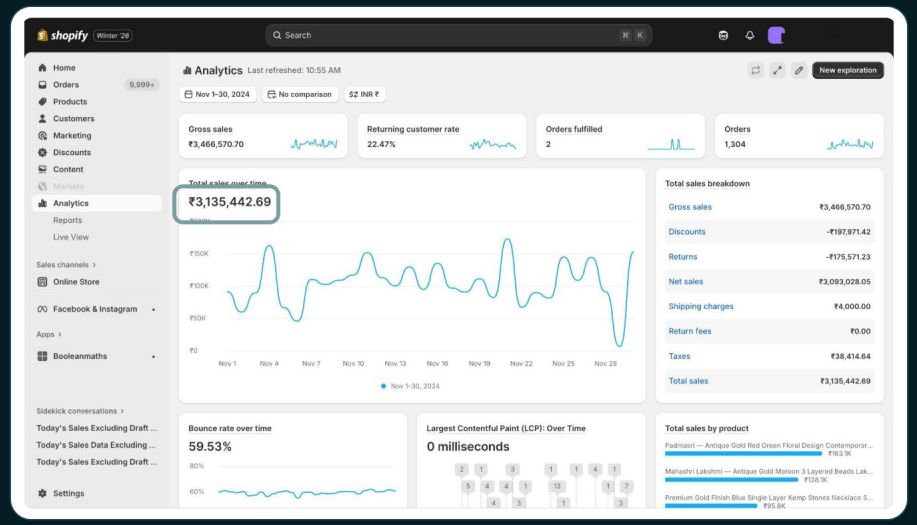
orders in nine months, up 1.6K%

Source: Shopify Analytics, original screenshots

CASE 08 · TEMPLE & ANTIQUE JEWELLERY · SCALE

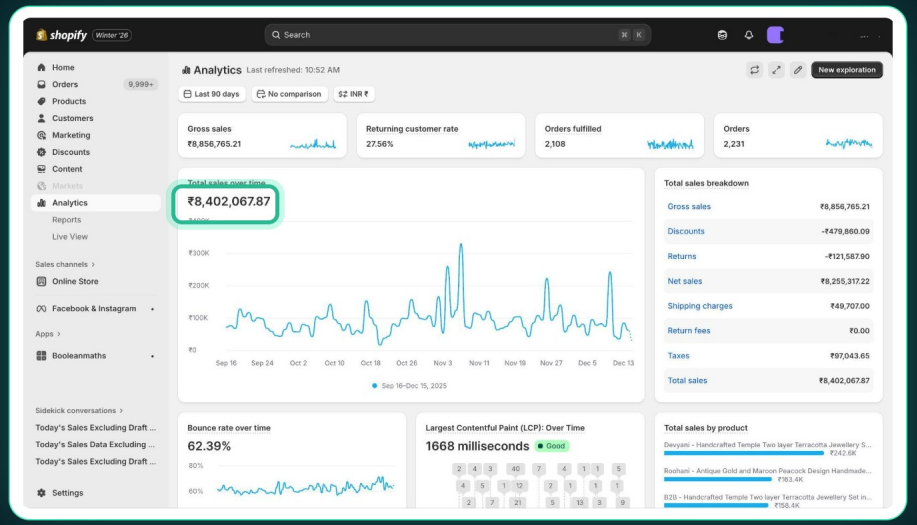
₹84L IN SALES IN 90 DAYS

ONE MONTH · NOV 2024



A YEAR LATER

90 DAYS · SEP 16 – DEC 15, 2025



₹84L

in 90 days, from 2,231 orders

₹31.4L

in Nov 2024 alone, 1,304 orders

27.6%

returning customers, Sep–Dec 2025

Source: Shopify Analytics, original screenshots

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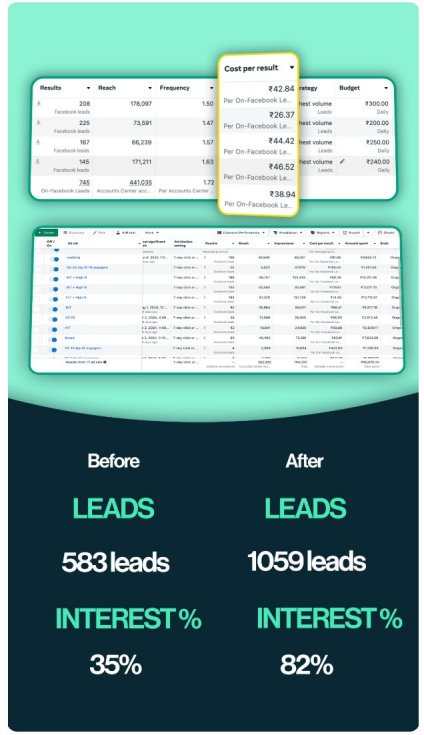
BONUS FEATURE · LEAD GENERATION

LEAD GENERATION THAT SCALES TOO

LEAD-GEN ACCOUNT



REAL ESTATE · 57 CAMPAIGNS

Campaigns | Ad sets | Ads

+ Create | Duplicate | Edit | A/B test | More | Columns: Custom | Breakdown

Off / On	Campaign	Results	Reach	Impressions
	Open-Plots	413 Meta leads	18,847	53,916
	Karjat Plot A+ Campaign	402 Meta leads	32,401	64,840
	Open-Plots-Marathi	361 Meta leads	41,938	119,888
	Karjat Plot ABO | Broad Conv	268 Meta leads	14,875	28,254
	Open-Plots-Hindi	228 Meta leads	29,680	70,744
	lodha premier | ABO conv	195 Meta leads	353,453	534,762
	Sai Gold Plot	137 Meta leads	12,860	25,808
	Arihant Amisha Campaign	110 Meta leads	22,662	44,603
	Sai Gold new	108 Meta leads	16,047	31,904
	Results from 57 campaigns (Excludes deleted items)	— Multiple conversions	1,424,839 Accounts Center acco...	3,175,530 Total

1,059

leads after the rebuild, up from 583

82%

of leads interested, up from 35%

2,222

leads from the top nine real-estate campaigns

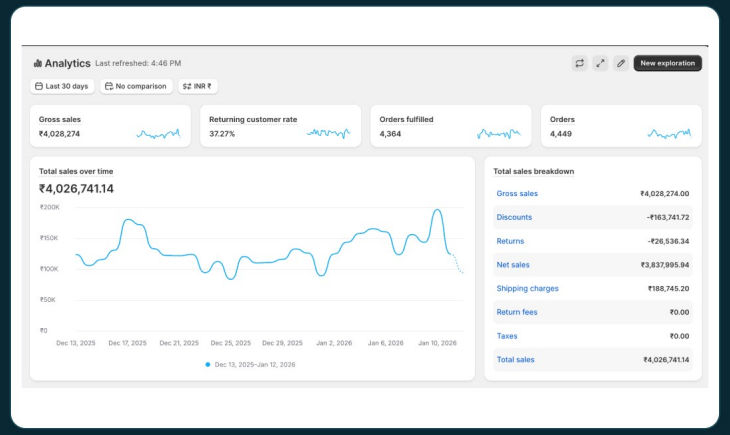
1.42M

people reached across 57 campaigns

Source: Meta Ads Manager, original screenshots

THE HIGHLIGHT WALL · 1 OF 3

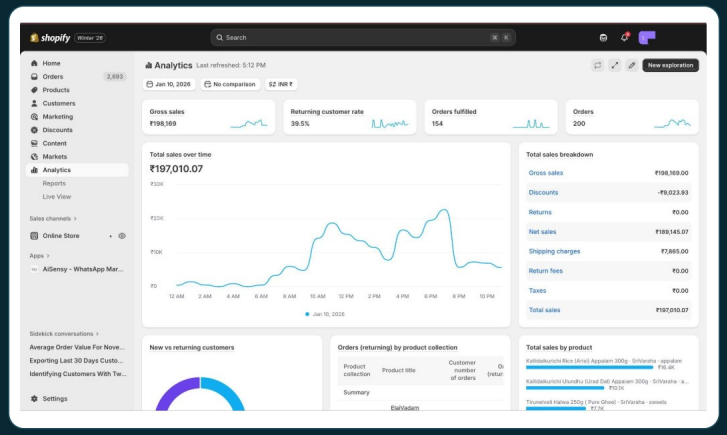
MORE RESULTS FROM THE REEL



D2C BRAND · 30 DAYS

₹40.3L

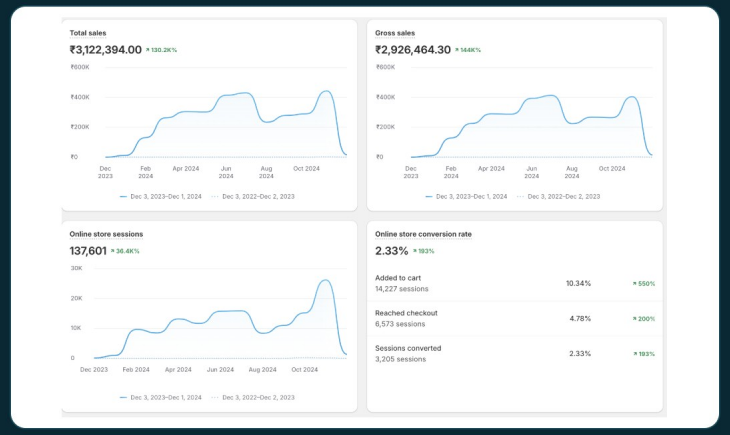
from 4,449 orders, with 37% returning customers



FOOD BRAND · ONE DAY

₹1.97L

in a single day, from 200 orders



₹349 PRODUCTS · YEAR ONE

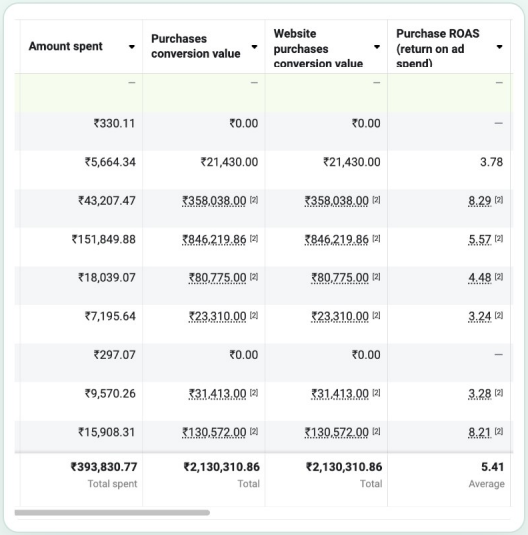
₹31.2L

in first-year sales, from 137,601 sessions

Source: Shopify Analytics, original screenshots

THE HIGHLIGHT WALL · 2 OF 3

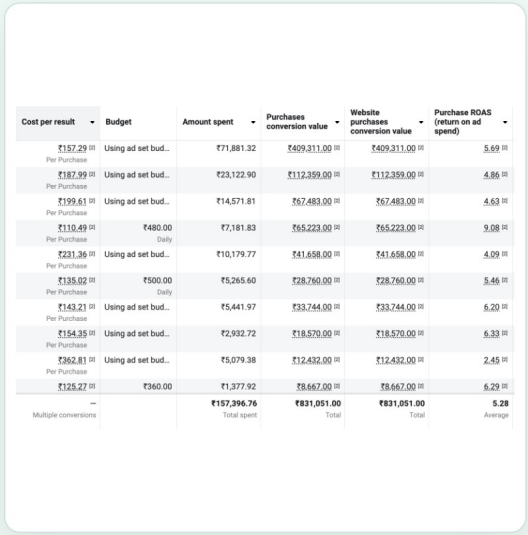
ROAS RECEIPTS FROM LIVE AD ACCOUNTS



Amount spent	Purchases conversion value	Website purchases conversion value	Purchase ROAS (return on ad spend)
–	–	–	–
₹330.11	₹0.00	₹0.00	–
₹5,664.34	₹21,430.00	₹21,430.00	3.78
₹43,207.47	₹358,038.00 [2]	₹358,038.00 [2]	8.29 [2]
₹151,849.88	₹846,219.86 [2]	₹846,219.86 [2]	5.57 [2]
₹18,039.07	₹80,775.00 [2]	₹80,775.00 [2]	4.48 [2]
₹7,195.64	₹23,310.00 [2]	₹23,310.00 [2]	3.24 [2]
₹297.07	₹0.00	₹0.00	–
₹9,570.26	₹31,413.00 [2]	₹31,413.00 [2]	3.28 [2]
₹15,908.31	₹130,572.00 [2]	₹130,572.00 [2]	8.21 [2]
₹393,830.77 Total spent	**₹2,130,310.86** Total	**₹2,130,310.86** Total	**5.41** Average

5.41

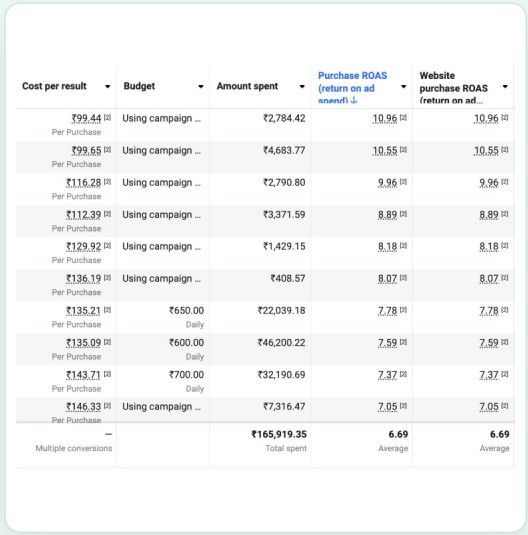
ROAS: ₹3.94L spent, ₹21.3L back



Cost per result	Budget	Amount spent	Purchases conversion value	Website purchases conversion value	Purchase ROAS (return on ad spend)
₹157.29 [2] Per Purchase	Using ad set bud...	₹71,881.32	₹409,311.00 [2]	₹409,311.00 [2]	5.69 [2]
₹187.99 [2] Per Purchase	Using ad set bud...	₹23,122.90	₹112,359.00 [2]	₹112,359.00 [2]	4.86 [2]
₹199.61 [2] Per Purchase	Using ad set bud...	₹14,571.81	₹67,483.00 [2]	₹67,483.00 [2]	4.63 [2]
₹110.49 [2] Per Purchase	₹480.00 Daily	₹7,181.83	₹65,223.00 [2]	₹65,223.00 [2]	9.08 [2]
₹231.36 [2] Per Purchase	Using ad set bud...	₹10,179.77	₹41,658.00 [2]	₹41,658.00 [2]	4.09 [2]
₹135.02 [2] Per Purchase	₹500.00 Daily	₹5,265.60	₹28,760.00 [2]	₹28,760.00 [2]	5.46 [2]
₹143.21 [2] Per Purchase	Using ad set bud...	₹5,441.97	₹33,744.00 [2]	₹33,744.00 [2]	6.20 [2]
₹154.35 [2] Per Purchase	Using ad set bud...	₹2,932.72	₹18,570.00 [2]	₹18,570.00 [2]	6.33 [2]
₹362.81 [2] Per Purchase	Using ad set bud...	₹5,079.38	₹12,432.00 [2]	₹12,432.00 [2]	2.45 [2]
₹125.27 [2]	₹360.00	₹1,377.92	₹8,667.00 [2]	₹8,667.00 [2]	6.29 [2]
– Multiple conversions		**₹157,396.76** Total spent	**₹831,051.00** Total	**₹831,051.00** Total	**5.28** Average

5.28

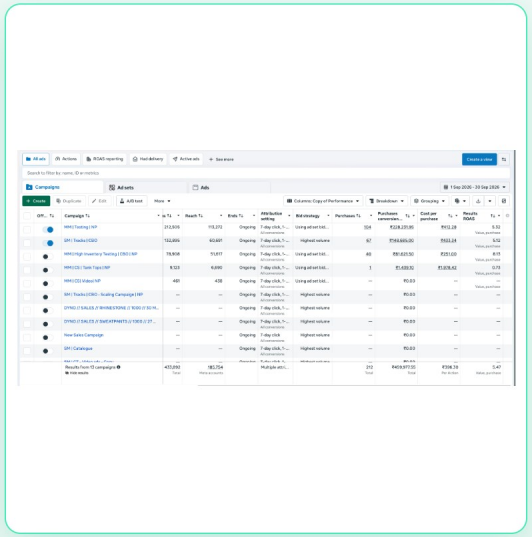
ROAS: ₹1.57L spent, ₹8.31L back



Cost per result	Budget	Amount spent	Purchase ROAS (return on ad spend) ↓	Website purchase ROAS (return on ad...
₹99.44 [2] Per Purchase	Using campaign ...	₹2,784.42	10.96 [2]	10.96 [2]
₹99.65 [2] Per Purchase	Using campaign ...	₹4,683.77	10.55 [2]	10.55 [2]
₹116.28 [2] Per Purchase	Using campaign ...	₹2,790.80	9.96 [2]	9.96 [2]
₹112.39 [2] Per Purchase	Using campaign ...	₹3,371.59	8.89 [2]	8.89 [2]
₹129.92 [2] Per Purchase	Using campaign ...	₹1,429.15	8.18 [2]	8.18 [2]
₹136.19 [2] Per Purchase	Using campaign ...	₹408.57	8.07 [2]	8.07 [2]
₹135.21 [2] Per Purchase	₹650.00 Daily	₹22,039.18	7.78 [2]	7.78 [2]
₹135.09 [2] Per Purchase	₹600.00 Daily	₹46,200.22	7.59 [2]	7.59 [2]
₹143.71 [2] Per Purchase	₹700.00 Daily	₹32,190.69	7.37 [2]	7.37 [2]
₹146.33 [2] Per Purchase	Using campaign ...	₹7,316.47	7.05 [2]	7.05 [2]
– Multiple conversions		**₹165,919.35** Total spent	**6.69** Average	**6.69** Average

6.69

ROAS across ₹1.66L of spend



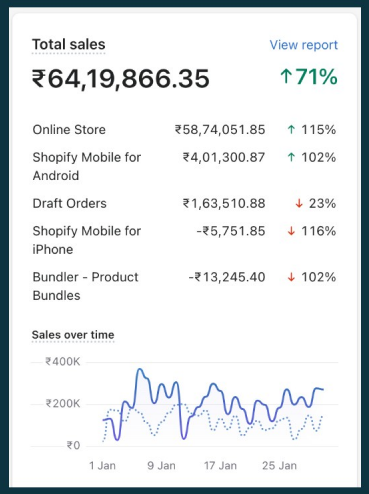
5.47

ROAS in Sep 2026, 212 purchases

Source: Meta Ads Manager, original screenshots

THE HIGHLIGHT WALL · 3 OF 3

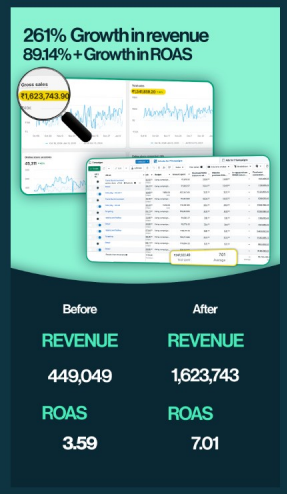
MORE BEFORE-AND-AFTER SNAPSHOTS



D2C BRAND · ONE MONTH

₹64.2L

in total sales in a month, up 71%



D2C FASHION · 90 DAYS

+261%

revenue growth, with ROAS from 3.59 to 7.01



CASE 04 BRAND · 46 DAYS

₹21.7L

and 1,750 orders, up 399%

Source: Shopify Analytics & Meta Ads Manager, original screenshots

THE COMMON THREAD

WHAT EVERY STORY HAS IN COMMON

01

Find what already works

A category, hero product or creative angle with early traction becomes the centre of the plan.

SEEN IN: WOMEN'S CLOTHING, CELORIVA

02

Test before you scale

Separate testing campaigns pick the real winners, so budget only flows to proven ads.

SEEN IN: EVERY SM VELOCITY ACCOUNT

03

Fix the store, not just the ads

Landing pages, AI-led photoshoots and size guides lift conversion, so every click is worth more.

SEEN IN: JAIPUR TRENDZ, CELORIVA

NEXT FEATURE

YOUR BRAND COULD BE THE NEXT FEATURE

Let’s map your first 30 days: the hero product, the creative angles and the SM Velocity plan to scale them.

MAALVIYA MARKETING LAB.