



Growth Partner for

India's Leading
E-Commerce
Brands

20 Cr+ Ad Budget | 80 Cr+ Revenue Generated | 4x Average ROAS

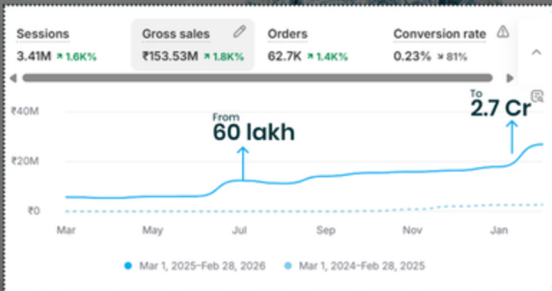
Creative | Media | Technology



Numbers Don't Lie (Scaling Experts)

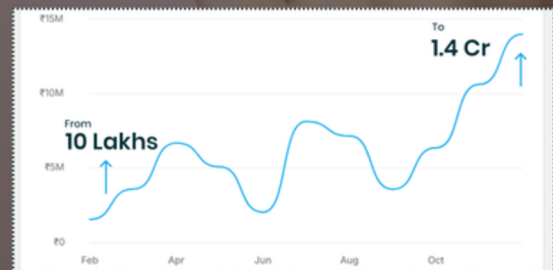
Women APPAREL BRAND

From 60 lakh To 2.7 Cr in 7 Months



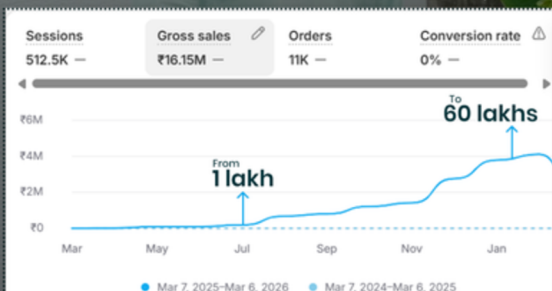
Silver JEWELLRY BRAND

From 10 Lakhs To 1.4 Cr in 12 Months



Men's APPAREL BRAND

From 1 lakh To 60 Lakhs in 7 Months



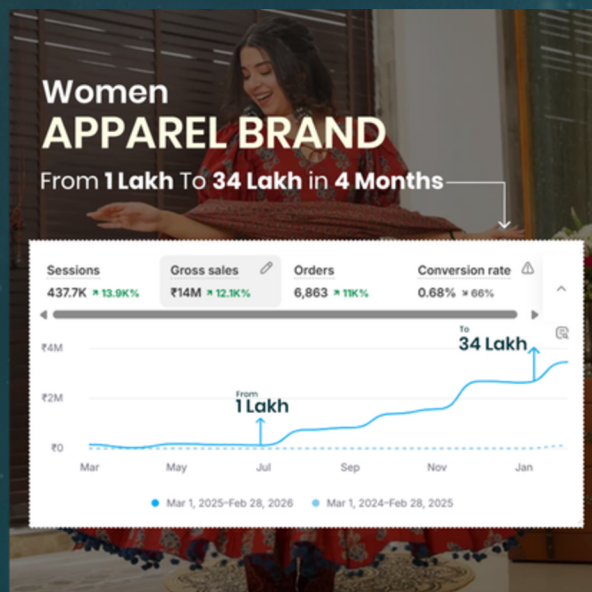
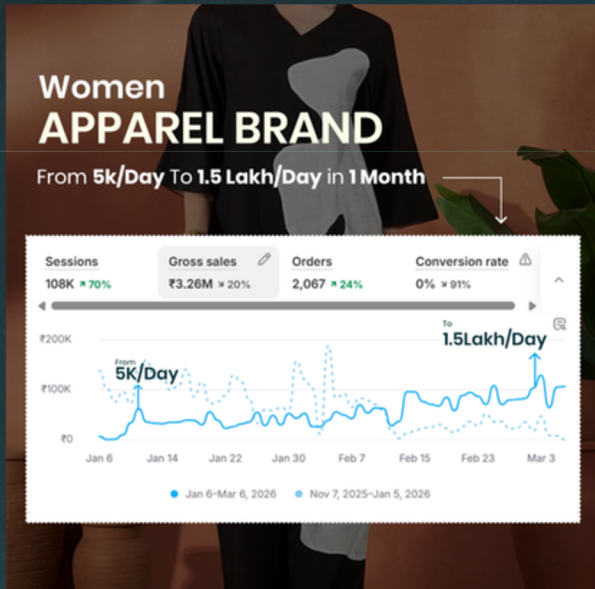
Women APPAREL BRAND

From 20 K To 50 Lakhs in 2 Months





Numbers Don't Lie (Launching Experts)



Our Clients

Alvino

DIRUNO
FASHION

amodini
designer studio

Aruwa
Fashion

THE ECOFIT™

WAGDO
FASHION

ultimats

stotodo

AUTHENTICS

LivVasa

tone & tint

Tushti

UPPER & BOTTOM *
UB
UPPER & BOTTOM *

SANJAY
TEXTILE STORE

Kaashi

Katha
Jaipur

THE
JAIPUR
STUDIO

JKJ
JEWELLERS
ESTABLISHED 1968
Since 1968

SHASAK

PAW
BLAZE

गुलाबी
Trend

घूमर
Trend

SPIRITUAL
SENSES
House of Divine Aura

Direct From Artisan
नित नया

BabymOnk

Suti
HAND CRAFTED
FIT | STYLE | COMFORT

AQUA
ACE HA

Khushbu
JEWELLERS

AMAYU
awaken your senses

That Girl®

रीत Rang

BLBA KURTI

RareBlings

Thakuria®

URBANNAARI

TistaBENE
HOUSE OF FASHION

Cotton
pehno

DHUN
FASHION JAIPUR

varaya

Scintillare
BOOKISH STUDIOS



Paid Ads

Campaign Level										
TC ASC All Product Catalog Sep 15	WK - 2 Sep	WK - 3 Sep	WK - 4 Sep	WK - 5 Sep - WK 1 Oct	WK - 2 Oct	WK - 3 Oct	WK - 4 Oct	WK - 5 Oct - WK 1 Nov		
Amount Spent	109938	141007	148946	121861	168578	49002	59608	52507		
CPM	61	68	71	76	79	91	63	70		
CTR	2.6%	2.5%	2.7%	2.7%	2.9%	3.7%	2.7%	2.8%		
CPC	2.3	2.7	2.7	2.8	2.7	2.5	2.4	2.6		
Link Click	47296	52229	55498	43513	61684	19742	25045	20513		
ATC	5.1%	4.5%	3.8%	4.7%	4.7%	5.4%	3.7%	3.8%		
Results	440	518	363	422	640	139	179	157		
Purchase Conversion Value	752398	940949	658920	746508	1149160	252794	323656	271862		
ROAS	6.8	6.7	4.4	6.1	6.8	5.2	5.4	5.2		

1. Data Driven Approach

(Analyzing Metrics Like CPM, CTR, CPC, ATC%, ROAS for Daily Optimizations)

Off/On ↑↓	Campaign ↑↓	Results ↑↓	Audience segments	Amount spent	CPM (cost per 1,000 impressions)	Link clicks	Frequency
	TC ASC ABO Media (Updated) 07 Oct	170 Website purchases					
	Cogent Custom Event CBO All Products ...	45 Website purchases	New audience ①	₹1,469,783.79	₹211.59	292,534	2.93
	(R) TC Andromeda ASC Sep 25	188 Website purchases	Engaged audience ①	₹601,358.01	₹330.70	125,408	11.63
	Cogent TOF ABO All Products Catalog ...	255 Website purchases	Existing customers ①	₹441,500.68	₹503.11	50,806	55.68
	(R) Cogent ASC Media BPA Aug 27	690 Website purchases	Unknown ①	₹38,195.69	₹22.92	29,232	1.76
	Cogent MOF All Products ABO Catalog ...	634 Website purchases	Total results 4/4 rows displayed	₹2,550,838.17 Total Spent	₹225.56 Per 1,000 Impressions	497,980 Total	3.34 Per Accounts Centre account

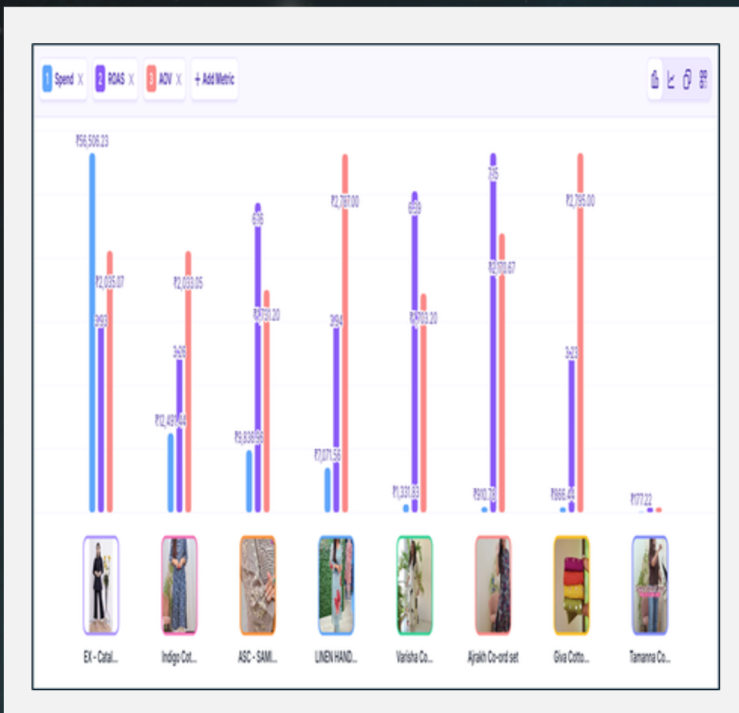
2. Proper Ad Structures

(Proper Ad Structure Based on Meta's recent Developments, With No Overlaps, and right Exclusions)



Media

(Creative is the new Targeting)



1. Ideation and Scripting

(We use a creative analytics tool to benchmark winning hooks and angles of world's best D2C brands. A team of content strategists to conceptualize winning ideas)

2. Work in Progress

(We have an in-house video production, top notch equipment to get the work done)



3. Our Work

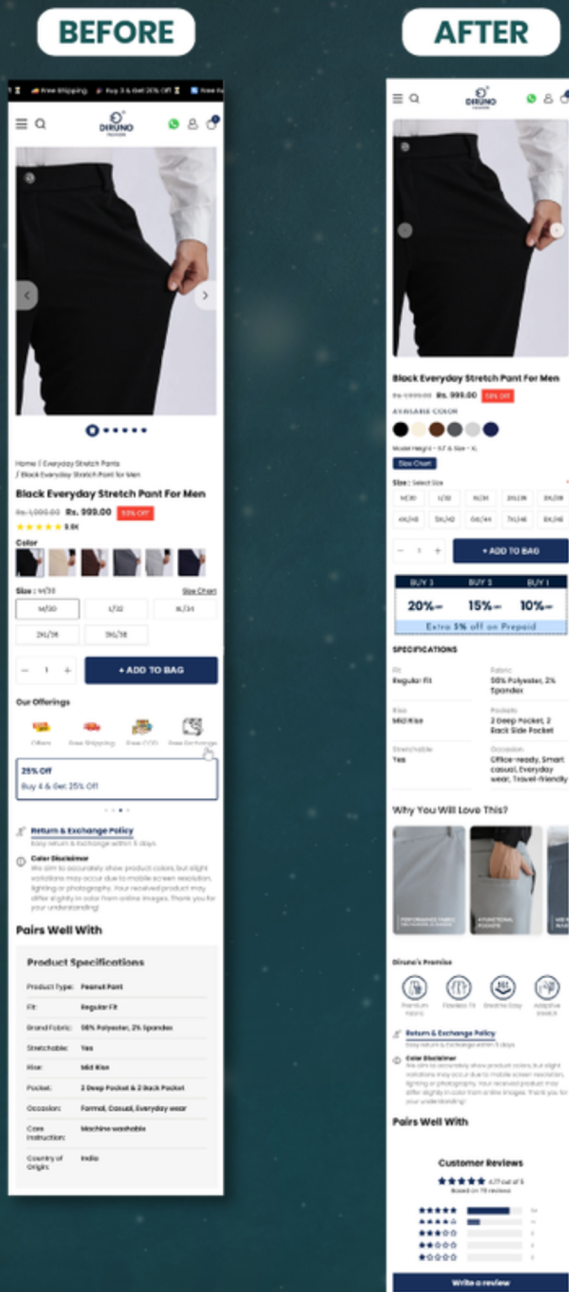
(Here's the sample for some winning Ad Videos, Produced by Us)

[Click Here](#)



Website Development and Conversion Rate Optimization

4 Strategic UI Shifts to Maximize Conversions



ATC increased From **6% To 11%**
Conversion increased by **2%**

Added Sizes upto 8xl

Added Bundling Offers

Added Specification

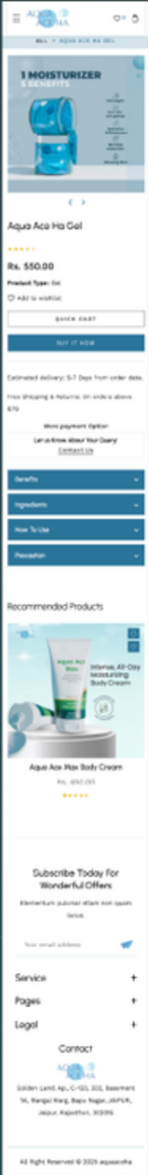
Added Product USPs
(Fabric and fit details)



Website Development and Conversion Rate Optimization

4 Strategic UI Shifts to Maximize Conversions

BEFORE



AFTER



ATC increased From 5% To 12%

Conversion increased by 3%

Highlighted Product Benefits

Added Bundling Offers

Updated Trust Badges & Actives

Updated Key Ingredients



**We are not an
Agency, We're
your Growth
Partner**



Particulars	Amount
AOV	1150
Discounts	50
GST	198
Net Revenue	902
COGS	288
Gross Margin	615
Gross Margin%	75%
Logistics and TC	110
Gross Margin 2	505
Gross Margin 2%	44%
ROAS	3
Ad Spent	383
CM	121

Overall CM	121
Fixed Cost	150000
# of Order to B.E.	1240
Sales to Break Even	1426000

1. Road Map to Profitability

We calculate Unit Economics of Brand (CM1, CM2) and Calculate Breakeven point and ROAS)

2. Supply Chain Management

We help you keep track of your inventory levels with proper dashboards

Title	Inventory Levels	Type
Cotton Lycra Plain Ankle Legging	Greater than 75%	Leggings
Comfort Fit Lycra Yoga Pants	Greater than 75%	Comfort Pant
Cotton Printed Sleeveless Straight Long Kurti	Greater than 75%	Long Kurti
Solid Rayon Palazzo Pants	Greater than 75%	Palazzo
Rayon Linen Long Kurti With Schiffli Embroidery	Less than 25%	long kurti
Cotton Linen Culottes	50%-75%	Culottes
Bandhej Printed A-Line Long Kurti	Greater than 75%	Long Kurti
Sleeveless A-line Cotton Kurti with Khadi Print	Greater than 75%	long kurti
Multi Colour Straight Long Kurti with Embroidery	Greater than 75%	Long Kurti
A-Line Cotton Kurti with Ajrakh Print	25%-50%	long kurti
Suti Women Rayon Floral Printed Long Kurti Embellished With Zari	Greater than 75%	long kurti
SUTI WOMEN PRINTED CO-ORD SET	Greater than 75%	2 PCS CO-ORD SET
Suti Women Cotton Printed Straight Kurti Detailed With Handwork	Greater than 75%	Short Kurti
Mul Cotton High-Low Printed Top	50%-75%	Tops
Floral Printed Rayon Kurta Set	Greater than 75%	2 Pcs Kurta Set
EMBROIDERED STRAIGHT LONG KURTI	Less than 25%	Long Kurti
LINEN BLEND PLACEMENT PRINT KURTA	Greater than 75%	Uncategorized
BANARSI CHANDERI EMBROIDERED PARTY WEAR 2PCS KURTA SET	Greater than 75%	2 Pcs Kurta Set
MIRROR EMBROIDERED A-LINE LONG KURTI WITH HANDWORK	Less than 25%	Long Kurti



States	Orders	Return %
MH	1273	15.0%
WB	1039	31.1%
KL	718	23.4%
KA	651	16.0%
UP	504	24.6%
AS	422	43.4%
TS	414	35.0%
GJ	385	17.9%
DL	330	18.5%
TN	328	15.2%
BR	312	39.4%
RJ	255	36.5%
MP	234	31.6%
Total	8109	26.2%

3. Data-Driven Insights to

Reduce RTO's and Improve
Profitability

4. Increasing AOV:

Data Driven Insights to create
offers and increase AOV

Month	4'2025	5'2025	6'2025	7'2025	8'2025	9'2025
# of Orders	14	83	75	138	457	319
1	11	56	56	95	342	227
>1	3	27	19	43	115	92
>1%	21%	33%	25%	31%	25%	29%

Month	4'2025	5'2025	6'2025	7'2025	8'2025	9'2025
# of Orders	14	83	75	138	457	319
Less than 1K	57%	67%	72%	56%	58%	57%
1K-1.5K	21%	16%	11%	14%	16%	10%
Greater than 1.5K	21%	17%	17%	30%	27%	33%



Our Core Services

- * Performance Marketing
- * Retention Marketing
- * Website Development
- * Conversion Rate Optimization
- * Social Media Management
- * Data Analytics
- * Brand Positioning
- * UGC Videos and Content Creation

Our Ventures



Delivering dedicated digital marketing solutions across 50+ industries including OEM, Real Estate, Healthcare, Education, and more.

Successfully managing and growing the digital presence of 50+ active clients.

Expertise in result-oriented strategies, combining creativity with performance-driven execution.

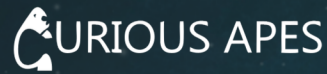


Full-fledged production services designed to tell compelling stories.

Expertise in:

- TVCs (Television Commercials)
- Documentaries
- Podcasts
- Short Films

Blending creativity and professionalism to deliver impactful visual content.



Specialized in Direct-to-Consumer (D2C) digital marketing.

Partnering with 20+ D2C brands to scale their growth.

Providing end-to-end solutions: from UGC creation to e-commerce management, ensuring seamless digital brand building.



100% Practical oriented course

Industry-oriented curriculum with practical, hands-on training

