

RESEARCH BY SCALEXPERTZ

Case Study Portfolio

Real Campaigns. Real Numbers. Real Growth.

12X

HIGHEST ROAS

11,500+

ORDERS DELIVERED

150+

LEADS / DAY (PEAK)

90%

LOWER CPL VS INDUSTRY

100/100

META OPPORTUNITY SCORE

Performance Marketing · Social Media Growth · SEO · Lead Generation

scalexpertz.com

What's Inside

This report brings together five verified campaign engagements across eCommerce, EV & mobility, and new-brand launches. Every figure — spend, revenue, ROAS, CPL, leads, and reach — is pulled directly from campaign records. Nothing here is projected or rounded up for effect.

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01 Toy eCommerce

Meta Ads · eCommerce · India

“■2.6L in, ■31.2L out — scaling a toy brand to 12X ROAS”

THE PROBLEM

A toy eCommerce brand had a working product but a stalling ad account — spend was capped low because every attempt to scale further killed ROAS. They needed proof the catalog could support serious budget before committing more capital.

HOW WE SOLVED IT

We rebuilt the campaign structure around highly targeted Facebook ad sets, layering in audience segmentation by parent demographics and gifting intent, then used creative testing cycles to isolate winning angles before scaling budget behind them.

KEY RESULTS

5 Months

DURATION

■2.6L

AD SPEND

■31.2L

REVENUE

12X

ROAS

Toy eCommerce — 5 Month Campaign

Revenue Generated

₹31.2L

Ad Spend

₹2.6L

Amount (₹ Lakhs)

Ad spend vs. revenue generated over the 5-month engagement

Want your ad account to scale without ROAS collapsing? Let's audit your account — free.

02 Jewellery eCommerce

Meta Ads · eCommerce · India

“11,500 orders. ₹80L in revenue. One growth engine.”

THE PROBLEM

This jewellery brand needed volume, not just efficiency. The challenge wasn't proving a single campaign could work — it was proving the brand could handle sustained order volume at scale without the ad account or fulfillment funnel breaking down.

HOW WE SOLVED IT

We ran a full-funnel Meta Ads operation with multiple concurrent campaigns across catalog and collection-based targeting, continuously reallocating budget toward the highest-converting SKUs and audiences as data came in.

KEY RESULTS

2.5 Months

DURATION

₹33.7L

AD SPEND

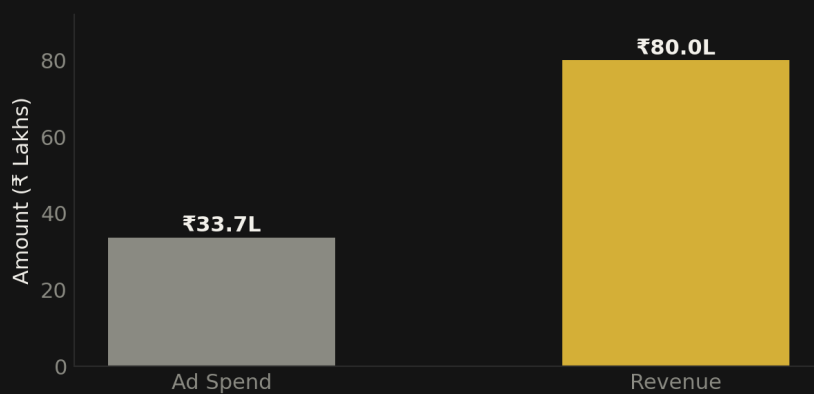
₹80L

REVENUE

11,500+

ORDERS

Jewellery eCommerce — 2.5 Month Campaign



Ad spend vs. revenue generated over the 2.5-month engagement

Building a brand that needs volume, not just ROAS? Let's talk scale.

03 Astrology & Spiritual eCommerce

Meta Ads · eCommerce · India

“How do you sell trust? 6.7X ROAS in a trust-sensitive niche.”

THE PROBLEM

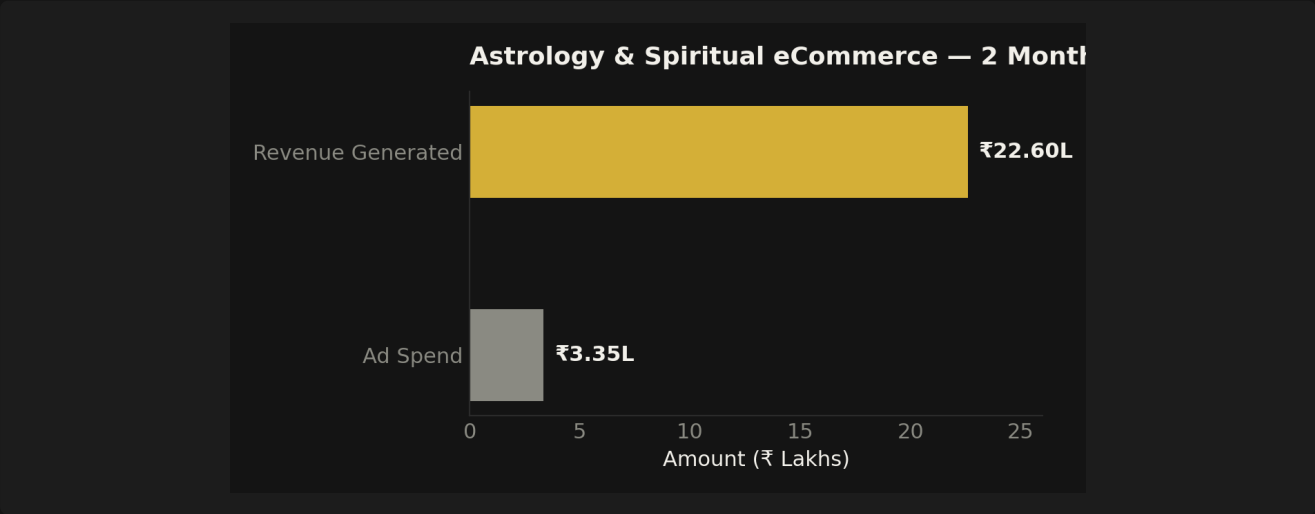
Astrology and spiritual products (gemstones, ratnas, Vastu items) are a high-consideration purchase — customers need to trust the brand before they trust the product. Generic ad creative wasn't converting cold traffic.

HOW WE SOLVED IT

We built creative around credibility signals and outcome-driven messaging rather than product-first ads, paired with tight audience targeting to reach genuinely interested buyers instead of broad spiritual-content audiences.

KEY RESULTS

2 Months	■ 3.35L	■ 22.6L	6.7X
DURATION	AD SPEND	REVENUE	ROAS



Ad spend vs. revenue generated over the 2-month engagement

ing something that needs trust before conversion? We build that into the ad, not just the landing page

04 EV & Mobility Brand

Meta Ads · D2C Lead Generation · EV/Mobility

“150+ leads a day, at a CPL 90% below industry average.”

THE PROBLEM

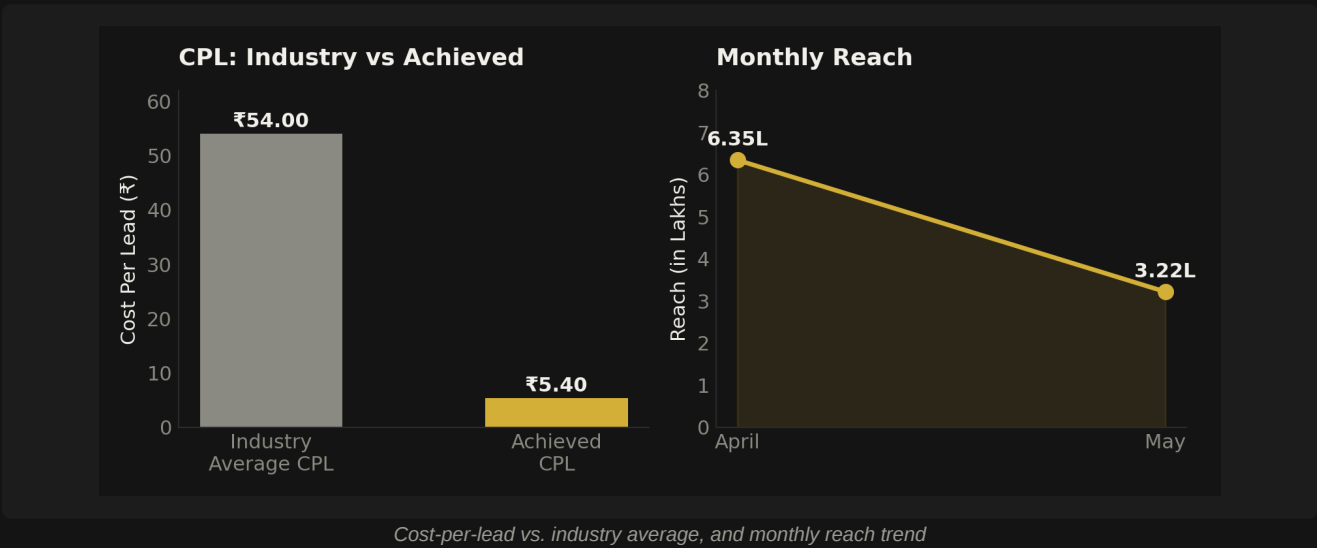
An EV brand running two sister product lines simultaneously needed high-quality D2C leads across multiple cities and audience segments at once — without cost-per-lead spiraling as they scaled, the usual failure point in regional EV lead gen.

HOW WE SOLVED IT

We built and managed 48 concurrent campaigns segmented by influencer angle, geo-specific targeting across four regional markets, and a dedicated B2B stream — using Click-to-WhatsApp campaigns to cut friction, with continuous A/B testing on creative and budget.

KEY RESULTS

48	150+/day	■5.40	90%
CAMPAIGNS	PEAK LEADS	LOWEST CPL	LOWER CPL VS INDUSTRY



ing an EV or mobility brand across multiple cities? Let's build a lead engine that doesn't punish gro

05 Battery-Swap Mobility Startup

Meta Ads · New Brand Launch · Mobility

“Day one, zero history. Month one, a perfect 100/100.”

THE PROBLEM

A brand-new battery-swap startup had zero ad account history and zero brand recognition, and needed to generate both B2B and D2C leads from the very first campaign — with no existing data to work from.

HOW WE SOLVED IT

We built the entire campaign architecture from scratch: a dedicated B2B form-lead stream, a city-specific D2C lead campaign, and a separate awareness push — built to run simultaneously rather than sequentially.

KEY RESULTS

100/100

OPPORTUNITY SCORE

73

B2B LEADS

14.73

B2B CPL

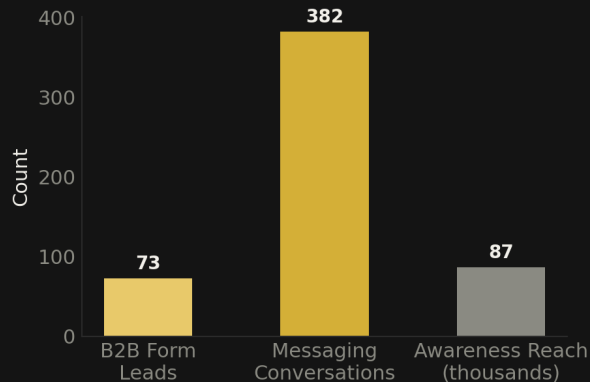
86,779

AWARENESS REACH

Meta Opportunity Score
(Month 1)



Launch Month Funnel

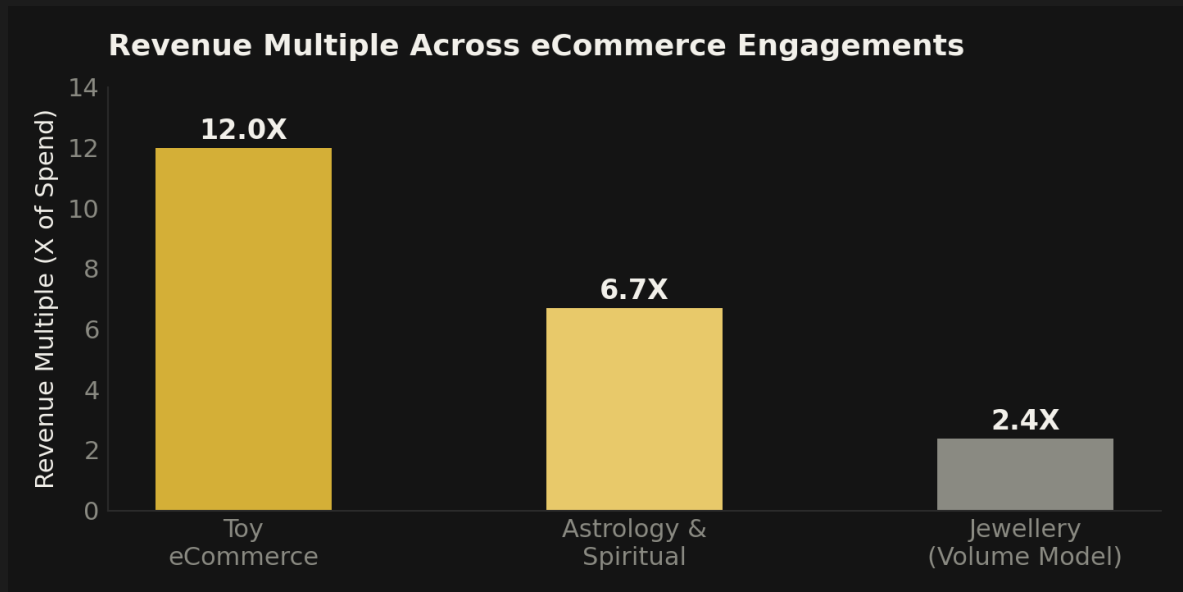


Meta Opportunity Score and launch-month funnel performance

Launching a new brand with zero history? That's exactly the kind of blank slate we like starting from.

The Bigger Picture

Across eCommerce engagements alone, ad spend has translated into revenue multiples ranging from roughly 2X to 12X depending on category and consideration level — proof that the strategy adapts to the product, not the other way around.



Ready to see numbers like these for your brand?

Performance marketing, social growth, SEO, and lead generation — under one roof.

Talk to ScaleXpertz → scalexpertz.com