



CASE STUDY

High-Impact Performance Marketing

For Luxury D2C e-Commerce Brand





Business/Industry Domain

D2C fashion e-store for luxury streetwear & Hustlewear accessories



Business Summary/Context

The Case Study scenario highlights the owner of a premium D2C brand offering fashionable accessories, high-quality Streetwear, Hustlewear & luxury lifestyle products for elite customers. Despite having a strong product position, the business failed to target its 'classy consumers', lacked a good digital presence, suffered from poor audience mapping, and lacked precision targeting strategies. We re-positioned its market value by emotionally connecting the brand with fashion-conscious urban millennials and Gen Z through bold brand messaging and action-driven high-impact captions.

The objective was to bridge the gap between premium products and the elite buyers within 3 months.





Challenges

Despite operating as a premium Shopify store offering a premium range of fashionable tees, convertible cargo pants, bomber jackets, bowling shirts & signature perfume accessories, the brand faced serious challenges due to the following reasons:

- Difficulty in reaching elite buyers for selling an elite range of tees, convertible cargo pants and other fashionable garment
- Stagnated conversion rate below 4.5% per month
- Inferior targeting strategies for pricey luxury products
- Unable to convince buyers due to poor social media engagement on Facebook and Instagram
- Failed to connect buyers through ad impressions due to a lack of proper audience segmentation
- The average customer engagement rate is below 0.7% every month
- Absence of storytelling content, mapping a brand's story via the 3-stages of brand funneling – 'Awareness, Consideration, Conversion'
- High CPC on Meta Ads



Performance Metrics for the Last 3 Months



0.5-0.8%

Decrease in
Conversion

2-3%

Increase in
Instagram followers

2-4%

Below Facebook
Engagement rate

0.4-0.5%

bottlenecked
conversion rate

60%

Reduction in the
CPP rate

0.7-0.8%

ROAS
dropped



Our Solutions – At a Glance

After analysing the performance metrics of the luxury D2C e-Commerce brand for the last 3 months, we sketched the following comprehensive performance marketing plan to rescale and improve its ongoing revenue stream:

1. Ran strategic Meta Ads on Facebook & Instagram

We executed a strategic Meta Ad by using funnel-based campaigns to target premium audiences of luxury tees, convertible cargo pants, bowling shirts, etc., who took interest in fashionable Hustlewear and Streetwear, earlier but abandoned the e-store later. The primary purpose of organising this ad was to:

- Rebuild the connectivity with buyers using funnel-based campaigns.
- Categorise audiences under the following segments.
 - High-income interest clusters.
 - Luxury fashion enthusiasts and buyers.
 - Introduced A/B testing to ensure that each campaign was meant for optimising precision targeting and improved performance outcomes.
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2. Precision Targeting of Premium Buyers

We mapped a precision targeting plan to reach our premium buyers of fashionable luxury garments by :

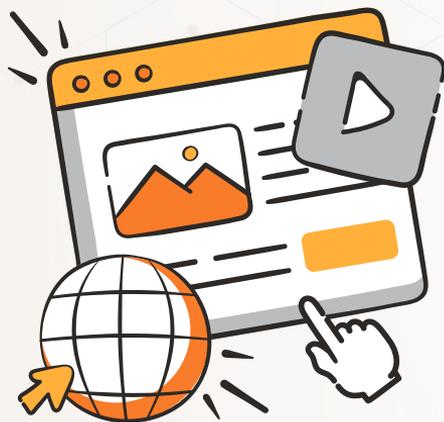
- Eliminating low-intent traffic sources.
- Highlight behaviour-led retargeting strategies.
- Dedicate focus on high-engagement users by using conversion-focused intent to drive conversion from premium purchasers.
- Streamlined traffic quality, maximised relevance by creating an effective path with 8X improvement in conversion rate.
- Ran campaigns by aligning with the expectations of premium buyers.
- Retargeted high engagement-users with conversion-focused creative strategies



3. ROI-Driven Content and Instagram Marketing Strategy

We designed result focused content calendar for content & Instagram marketing with a balanced mix of brand storytelling content that sells, including:

- Lifestyle-related brand stories.
- Impeccable brand narratives for positioning luxury products.
- Valid social proof with community and authority-driven content.
- Optimised reels, carousels and static posts resonating with the brand narrative that targeted audiences can relate to easily.
- Improved 3.5X improvement in social media engagement rate from before.





4. Real-time Growth in Social Media Performance

Our social media optimisation strategy increased the organic content momentum by improving immediate reach and sustained engagement. We also used Meta Ads by implementing the following strategies:

- Used Meta Ads to push high-performing ad content optimised for elite buyers and audiences.
- Maintained tone consistency, visual identity and increased posting frequency on Facebook and Instagram.
- Ensured 70-75% of ad impressions reach premium customers who have shown interest from other existing consumers of the product.
- Strengthened audience resonance by building a scalable foundation for long-term social media growth.
- Implemented a structured ROI-driven content calendar resonating with the product highlights, with data-driven engagement strategies.



5.CPC and Performance Optimisation

- Strategised creative refresh cycles after every 15-20 days.
- Omitted redundant underperforming posts and targeted audiences with aggressive creatives.
- Strategically shifted the budget dynamically to a high-ROAS driven outcome.
- Strengthened audience resonance by building a scalable foundation for long-term social media growth.





Measurable Results (Last 3 Months)

Category	Metric	Final Outcome
Revenue and Sales Performance	Increase in Sales Growth by 35-40%	Improved conversion rate from 0.7-1.6% (+ 2X improvement)
Paid Media Efficiency	Reduction in CPC by 35-40%	<ul style="list-style-type: none"> +3.2X increase in ROAS CPA (Cost Per Acquisition) dropped by 34%
Audience Quality and Targeting	<ul style="list-style-type: none"> Increase in High-Intensity Traffic by 3.2X Repeat customer rate improved from 8.8- 12.3% 	<ul style="list-style-type: none"> Bounce rate dropped, ensuring longer session duration Stronger loyalty and better engagement rate
Brand Visibility & Market Positioning	<ul style="list-style-type: none"> Improvement in brand recall through consistent storytelling Establishing stronger trust signals with credible, authoritative and high-impact content 	<ul style="list-style-type: none"> Stronger recognition Long-term growth-focused readiness Strengthened business reputation on social media

