



DIGITAL MARKETING



ABOUT US

Digital making is a performance marketing agency dedicated to driving measurable results for **D2C brands**. We specialize in managing Facebook, Instagram, Snapchat, Google, and Taboola Ads, along with WhatsApp automation, to create impactful campaigns that deliver high ROI. Our data-driven strategies focus on optimizing critical metrics such as **Conversion Rate Optimization (CRO)**, **Lifetime Value (LTV)**, **Average Order Value (AOV)**, and other key performance indicators to ensure business growth.

With a results-oriented approach, we combine advanced analytics with creative execution to craft campaigns that resonate with audiences and drive revenue. At **Digital making**, we partner with brands to unlock their full potential, scaling their performance and fostering sustainable success in competitive markets.

SERVICES

Facebook Ads

Google Ads

Instagram Ads

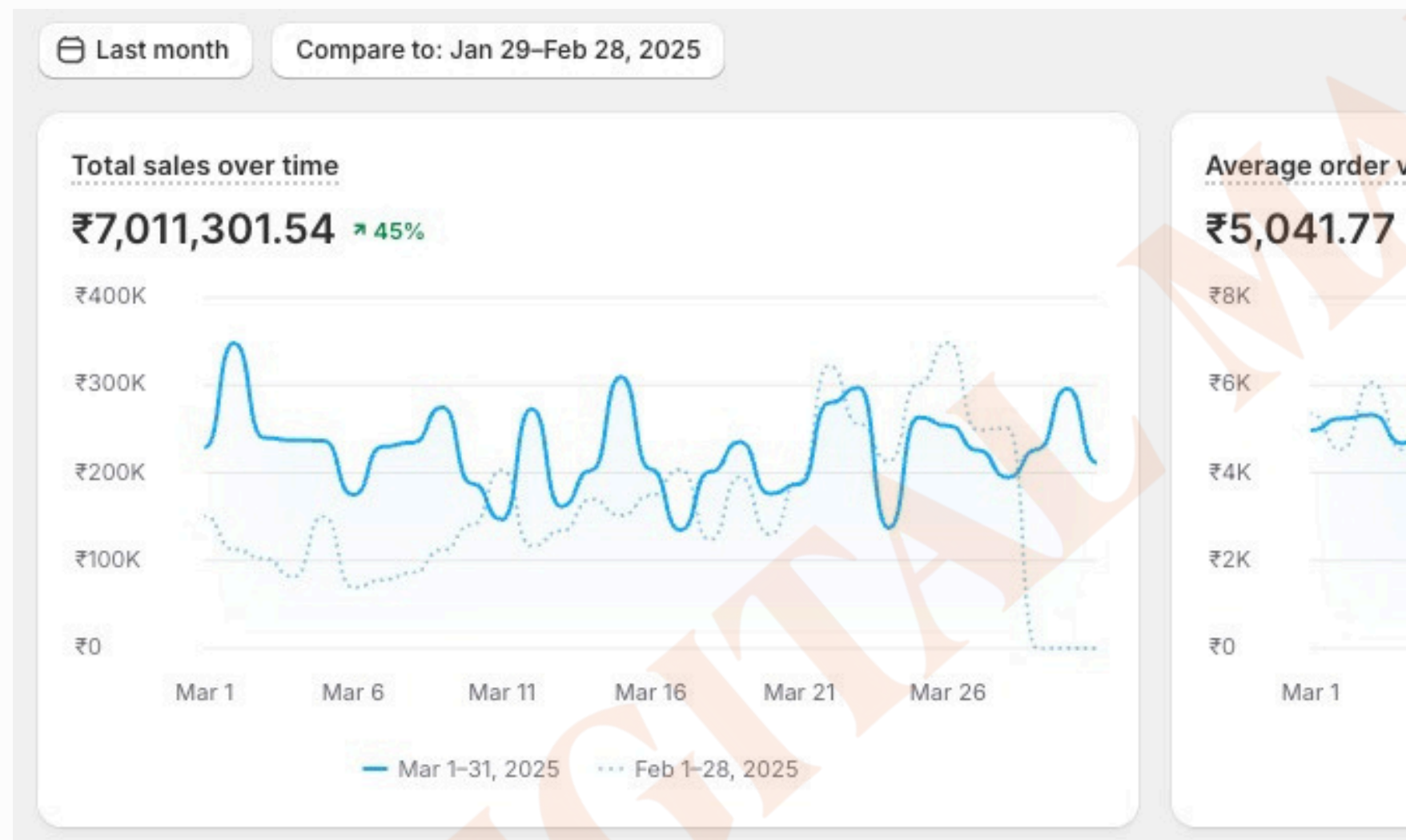
Whatsapp Automation

Snapchat Ads

Taboola Ads

Brand: D2C Women's Apparel

₹ 70 Lakhs Revenue | AOV 5K | 100% Prepaid Orders

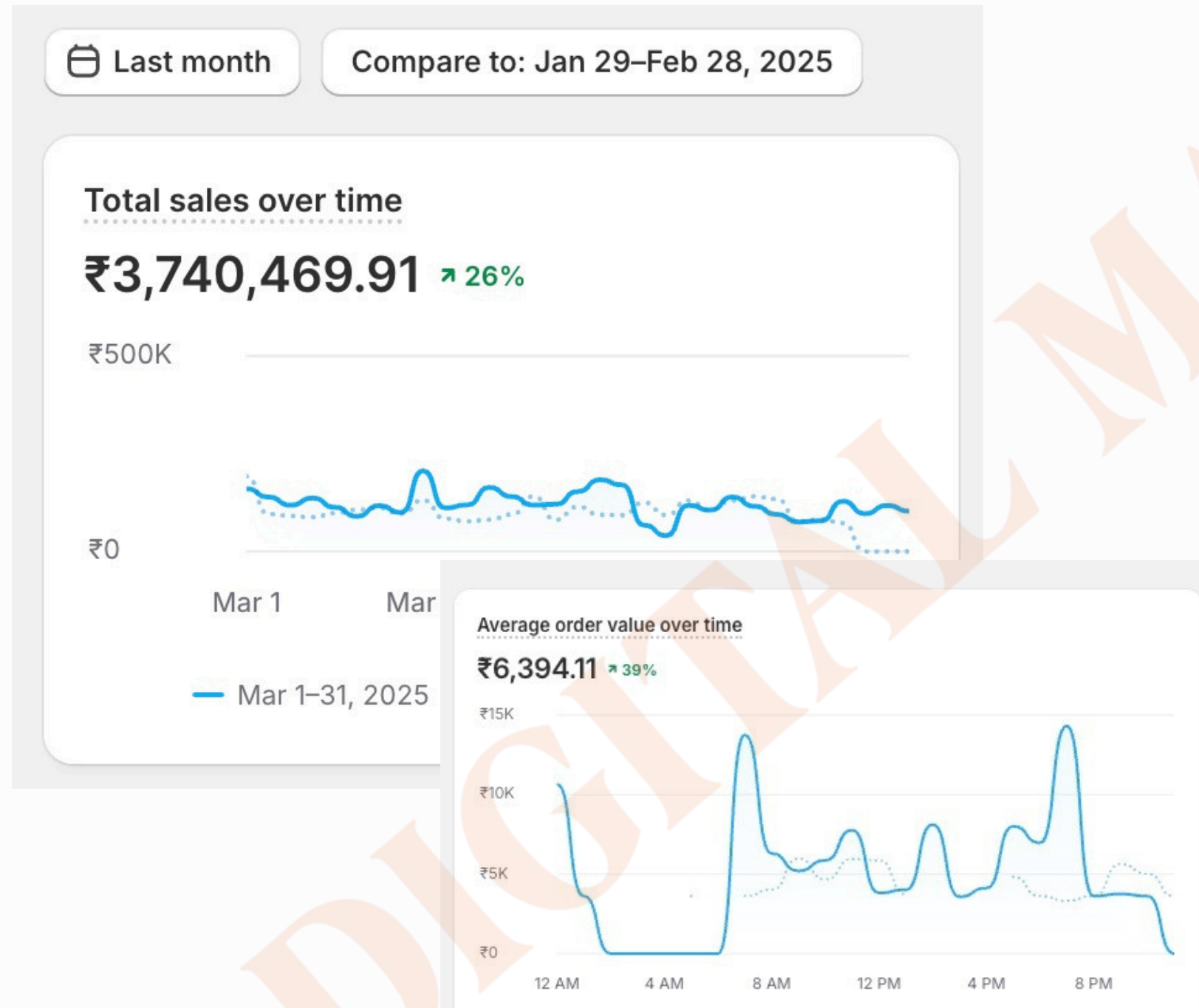


This women's wear apparel brand, with an ASP of ₹5K–₹7K, struggled to scale due to limited trend-led collections, poor inventory planning, and the absence of a proper funnel structure to maximize conversions and reduce CAC. We optimized assortments using data, stabilized ad campaigns through strategic budget allocation, and rolled out a robust content strategy featuring high-quality visuals, UGC, and influencer-led storytelling tailored to premium audiences.

In parallel, we built a strong retention engine using WhatsApp automation for abandoned cart recovery, back-in-stock alerts, and personalized offer journeys, significantly improving repeat purchases. By refining targeting, enhancing CRO through iterative landing pages, and increasing LTV and AOV with tailored offers, we achieved a consistent ROAS of 4.5 and scaled MRR to ₹1.5CR.

Brand: Luxury Perfume D2C Brand

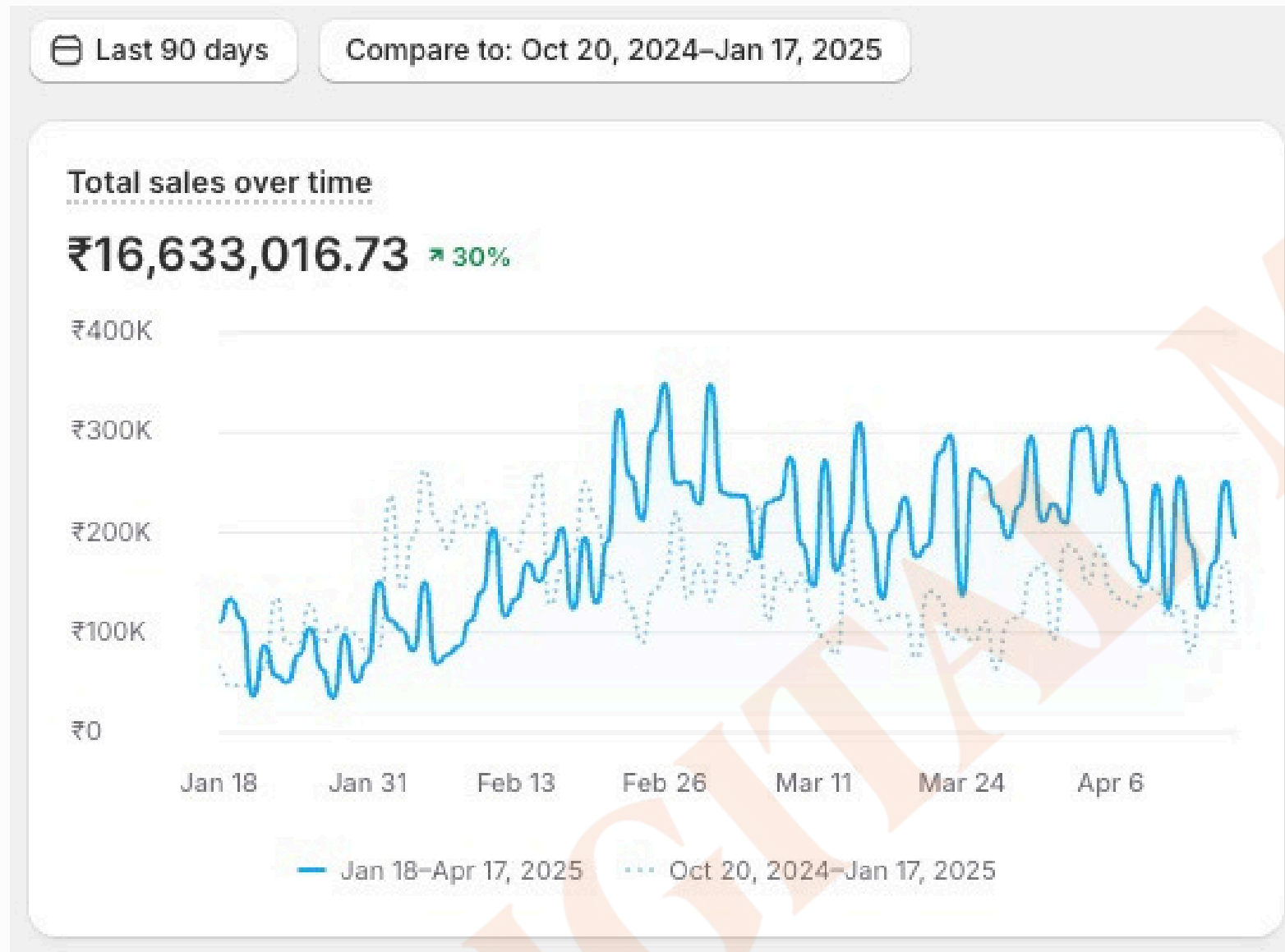
AOV 6K | Partial COD | 78% Prepaid Orders



This luxury perfume brand, positioned with an ASP of ₹5K–₹7K, faced challenges in scaling due to limited storytelling content, suboptimal funnel structure, and inconsistent campaign performance. The absence of a clear narrative and lack of user-driven content made it difficult to connect with high-intent premium audiences. We redefined the brand's approach by introducing a robust content engine built around high-quality UGC, influencer-led storytelling, and mood-driven visual assets that resonated with fragrance enthusiasts. By tapping into real customer experiences and leveraging scent-as-a-memory storytelling, we created thumb-stopping creatives that built trust and desire. Simultaneously, we stabilized acquisition through Creative testing, refined targeting, and budget reallocation across funnel stages.

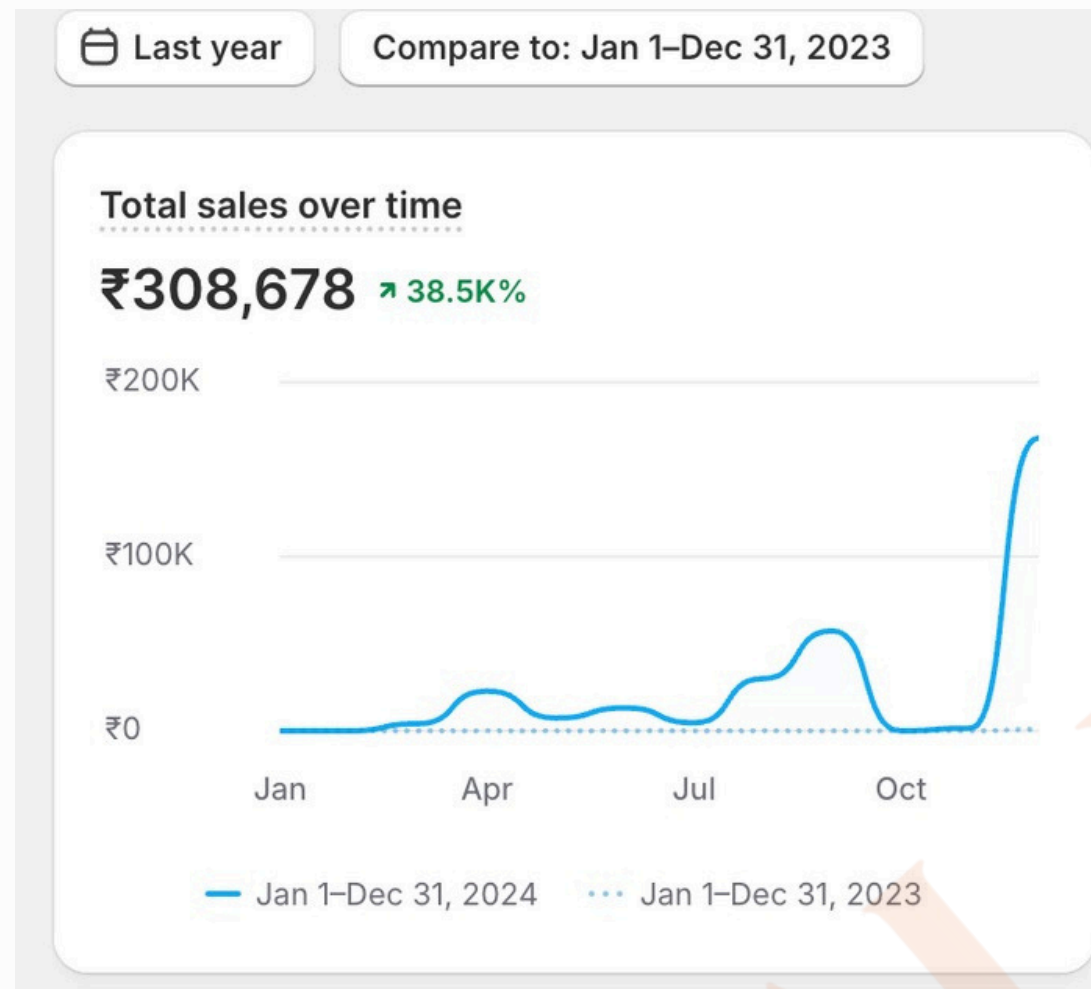
Brand: D2C Premium Apparel Brand

₹ 1.6 Crore Revenue in 90 Days

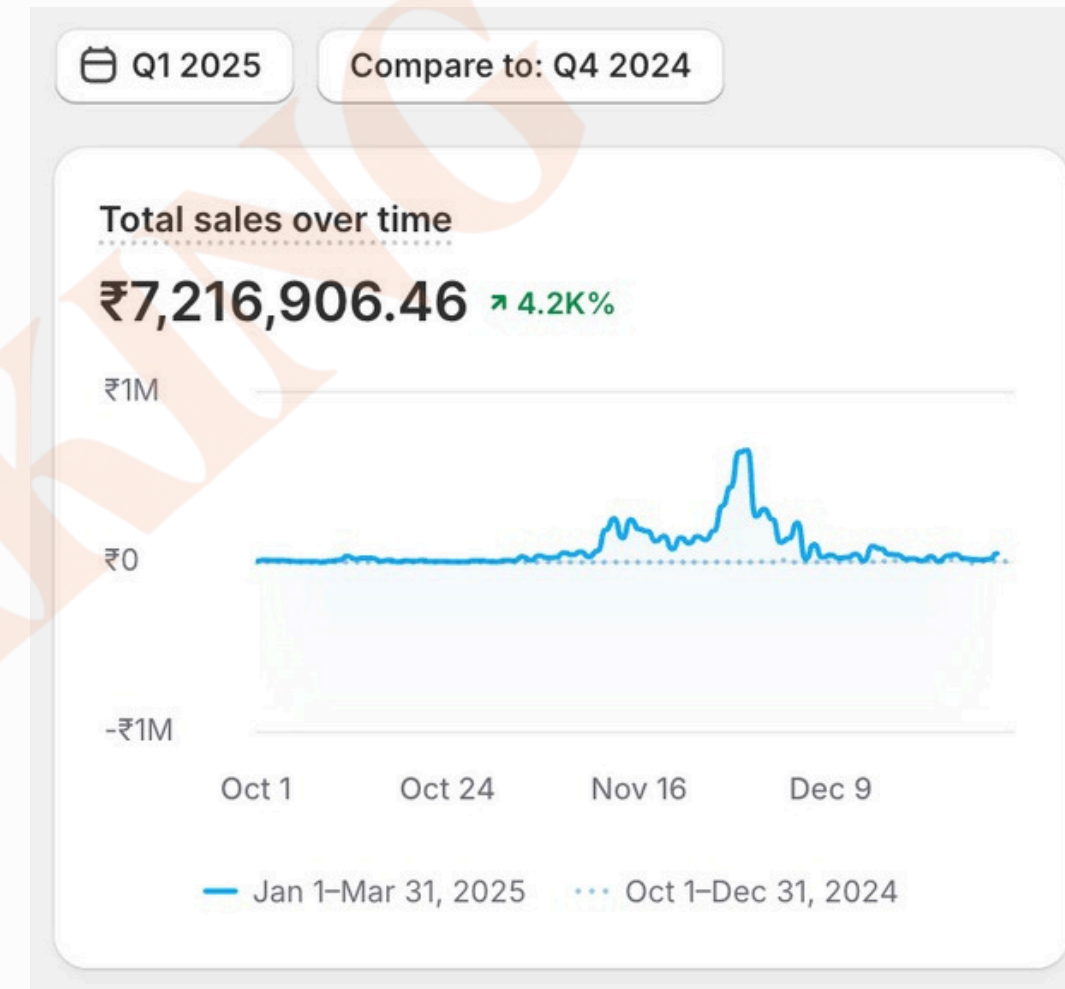


This premium apparel brand faced inconsistent growth due to limited product discoverability, inventory inefficiencies, and high return rates. Digital Making partnered with the founders to streamline the product mix, identify high-performing SKUs, and optimize RTO through data-driven insights and predictive analytics. We executed tailored campaigns, dynamic remarketing funnels, and WhatsApp automation for retention, including personalized post-purchase journeys and abandoned cart recovery. With a consistent 6X ROAS and strategic budget allocation, we scaled the brand's MRR from ₹7L to ₹60L, driving profitability and sustainable growth.

Brand: D2C Kids Apparel Brand



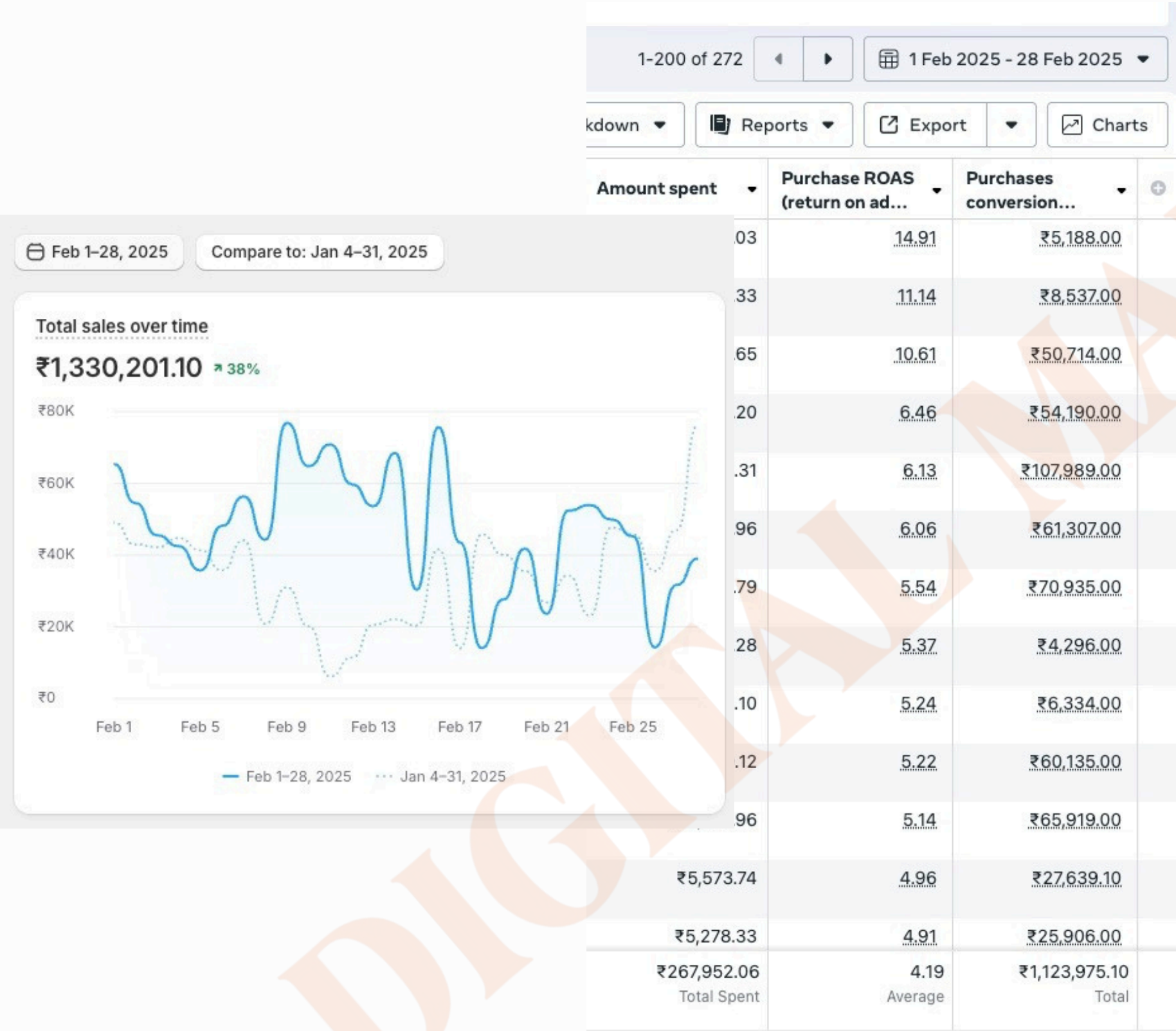
BEFORE



AFTER

This kidswear brand was struggling to scale, with a high CAC of ₹400, low ROAS of 2.8X, and an annual turnover stuck at ₹3L. Digital Making restructured the funnel with data-led optimization, implemented high-converting creatives, and launched full-funnel ad campaigns. UGC Content with real mom and kids was the major key to win Trust and optimise AOV thus ROAS. Within one quarter, CAC dropped to ₹150, ROAS scaled to 5.5X, and revenue skyrocketed from ₹3L to ₹70L+. Strategic retargeting, influencer-driven content, and WhatsApp automation fueled both conversions and repeat purchases—driving sustainable, scalable growth.

Brand: Perfume D2C Brand



This premium fragrance brand (₹2,000-₹3,000 ASP) struggled to scale due to weak storytelling, a broken funnel, and inconsistent campaigns. Lack of authentic content made it hard to engage high-intent audiences. We overhauled the approach with UGC, influencer-led narratives, and mood-rich visuals rooted in scent-as-memory.

A founder-led video added authenticity, highlighting the product story and ingredient quality. With refined targeting, creative testing, and smart budget allocation, we stabilized performance—achieving a 5X ROAS and setting the brand up for scalable growth.

Brand: D2C Womens Apparel Brand

1 Dec 2024 - 31 Dec 2024			
Amount spent	Cost per result	Purchase ROAS (return on ad...)	Purchases conversion...
₹15,041.66	₹417.82 Per purchase	6.83	₹102,678.00
₹14,995.51	₹749.78 Per purchase	3.64	₹54,557.00
₹2,397.40	₹1,198.70 Per purchase	2.69	₹6,449.00
₹3,891.89	₹1,297.30 Per purchase	2.28	₹8,875.00
₹864.95	₹216.24 Per purchase	1.99	₹1,720.00
₹2,403.33	₹2,403.33 Per purchase	1.62	₹3,899.00
₹4,293.09	₹2,146.55 Per purchase	1.56	₹6,698.00
₹4,168.35	₹2,084.18 Per purchase	1.55	₹6,450.00
₹61,779.16 Total Spent	₹846.29 Per purchase	3.19 Average	₹197,174.00 Total

BEFORE

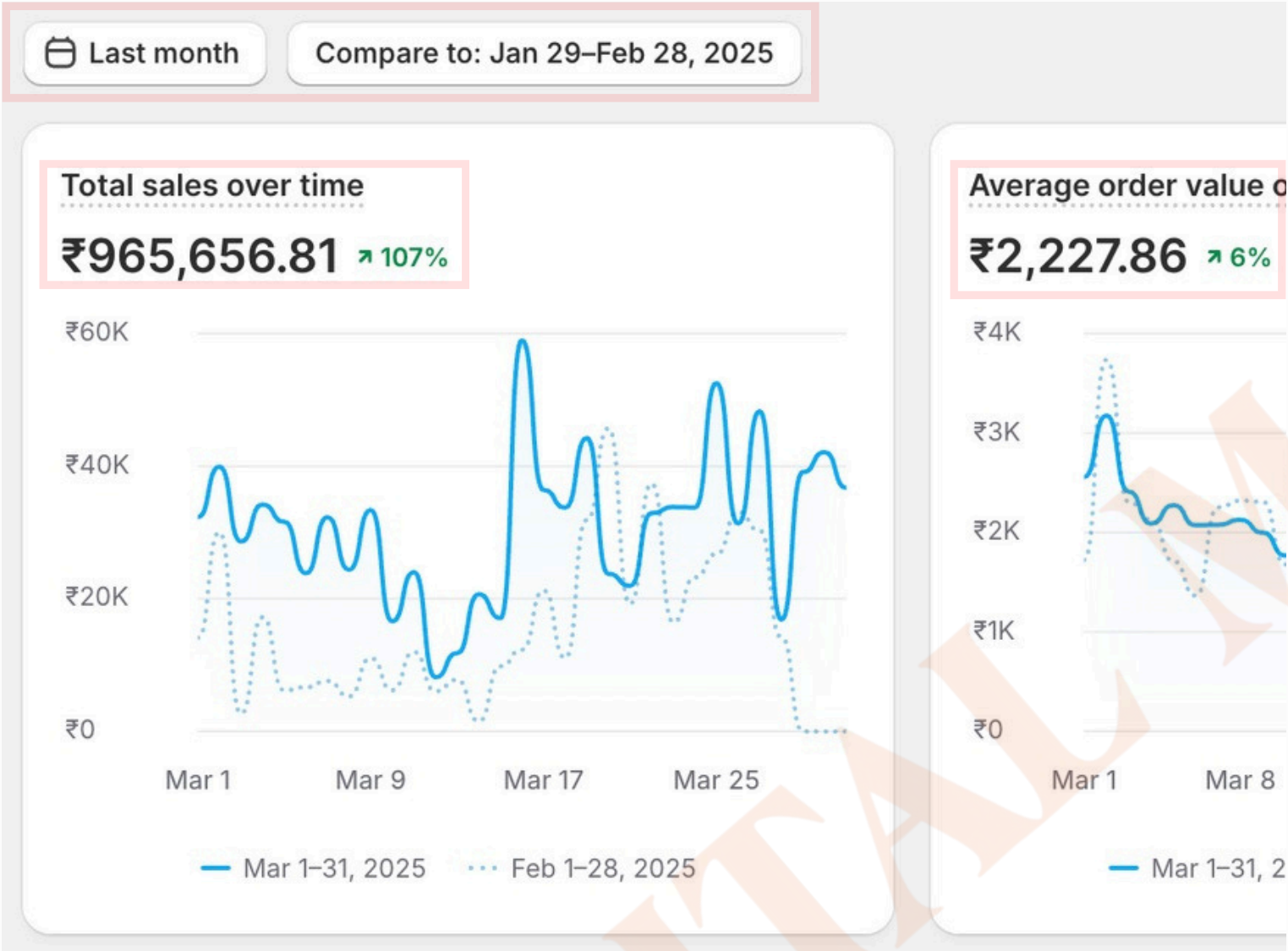
1 Jan 2025 - 31 Jan 2025			
Amount spent	Cost per result	Purchase ROAS (return on ad...)	Purchases conversion...
₹6,414.79	₹246.72 Per purchase	10.86	₹69,675.15
₹46,069.04	₹338.74 Per purchase	10.47	₹482,315.90
₹15,016.79	₹455.05 Per purchase	8.58	₹128,854.50
₹9,368.92	₹302.22 Per purchase	8.35	₹78,216.40
₹31,179.93	₹556.78 Per purchase	5.85	₹182,445.90
₹5,169.44	₹369.25 Per purchase	1.93	₹9,952.00
₹0.00	— Per purchase	—	₹0.00
₹0.00	— Per purchase	—	₹0.00
₹113,218.91 Total Spent	₹382.50 Per purchase	8.40 Average	₹951,459.85 Total

AFTER

This premium women’s apparel brand was struggling to scale, facing challenges in achieving consistent ROAS, reducing CAC, and lacking structured funnels. Digital Making implemented a data-driven funnel structure that optimized the customer journey, scaling ROAS from 3.19 to 8.40 and reducing CAC from ₹846 to ₹382 in just one month. A targeted content strategy featuring high-quality creatives boosted both conversion rates and AOV. Over time, we used retargeting with Middle-of-Funnel (MOF) and Bottom-of-Funnel (BOF) strategies and retention marketing journeys via WhatsApp and email, ultimately increasing LTV and ensuring long-term growth.

Brand: D2C Women's Apparel

9.7 ROAS | AOV 2K | 100% Prepaid Orders



9.7 ROAS
as per shopify

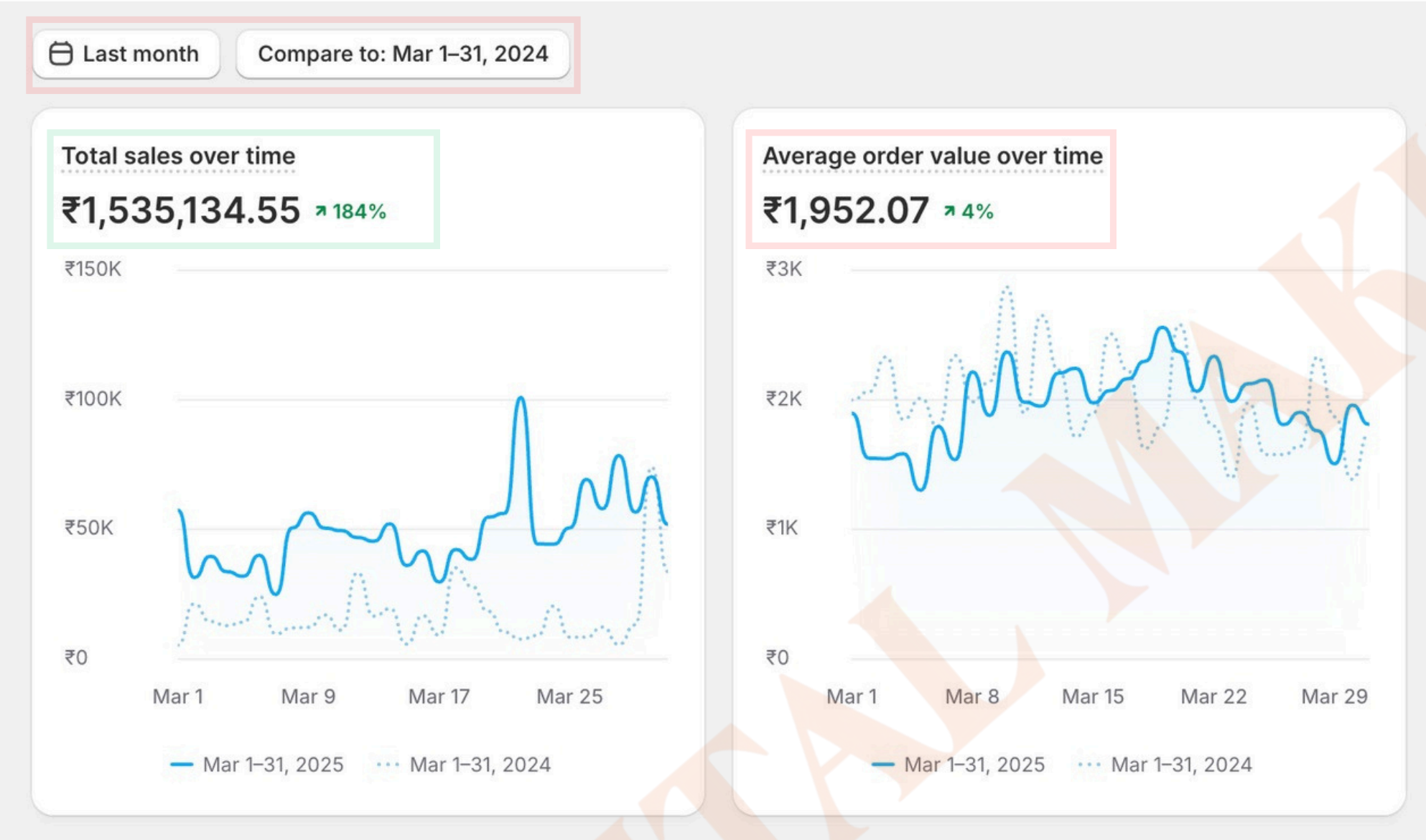
This women's wear brand, with an AOV of ₹2.3K, struggled to scale due to poor inventory planning, limited trend-led collections, and lack of a structured funnel and lifecycle. With refined targeting, CRO-focused landing pages, and strategic offers, the brand achieved a 9.7X ROAS and drove consistent, scalable growth.

📅 Last month: 1 Mar 2025 - 31 Mar 2025

Breakdown Reports Charts

Amount spent	Purchase ROAS (retur...	Purchases conversion...	Rea
₹24,803.51	6.37	₹158,079.30	
₹24,762.52	7.25	₹179,490.30	
₹24,748.15	7.42	₹183,554.10	
₹24,762.45	5.99	₹148,429.45	
₹0.00	—	₹0.00	
₹0.00	—	₹0.00	
₹0.00	—	₹0.00	
₹0.00	—	₹0.00	
₹99,076.63 Total Spent	6.76 Average	₹669,553.15 Total	Acc

Brand: D2C Kids Apparel Brand



This kidswear label was struggling to scale, with a high customer acquisition cost of ₹400 and a low ROAS of 2.8X. Digital Making overhauled the ad strategy with a robust full-funnel ads. Replacing model shoots with authentic, product-focused UGC helped establish trust and drove higher AOV. Within 90 days, CAC dropped to ₹150, ROAS climbed to 5.5X.

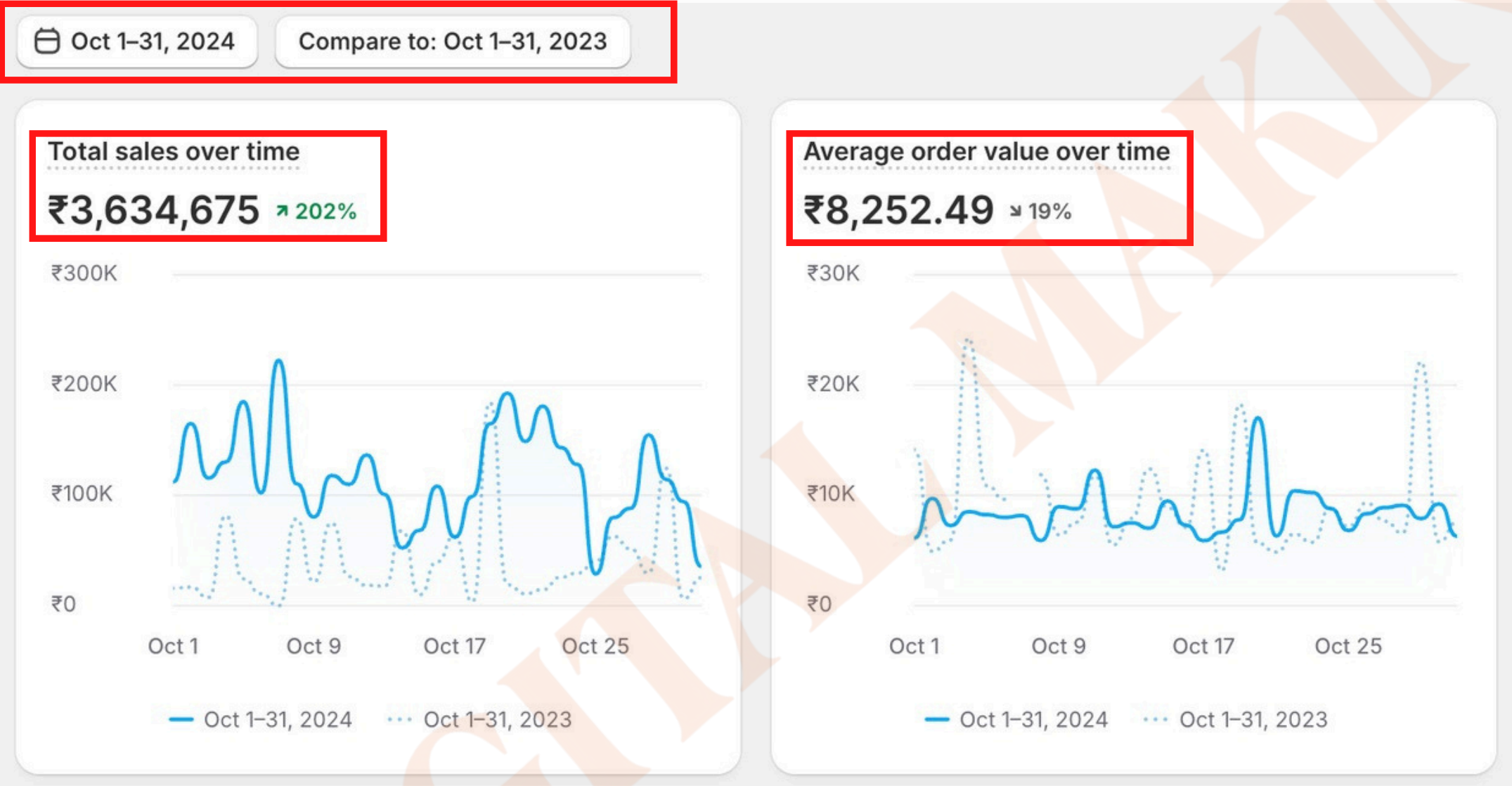
1-200 of 263 📅 1 Mar 2025 - 31 Mar 2025

down 📄 Reports 📄 Export 📊 Charts

	Amount spent	Purchase ROAS (return on ad...)	Purchases conversion...
	₹5,068.59	10.65	₹53,979.25
	₹3,349.31	9.11	₹30,514.00
	₹5,011.47	8.24	₹41,312.00
	₹24,887.60	7.51	₹186,887.00
	₹16,933.78	6.97	₹117,975.00
	₹11,375.00	6.08	₹69,114.00
	₹19,703.41	5.88	₹115,787.00
	₹9,012.83	5.80	₹52,263.00
—	₹234,847.07 Total Spent	5.35 Average	₹1,257,276.25 Total

Brand: D2C Ethnic Apparel

₹ 36.3 Lakhs Revenue | AOV 8K | 80% Prepaid Orders



1-200 of 486

1 Oct 2024 - 31 Oct 2024

Reports

Export

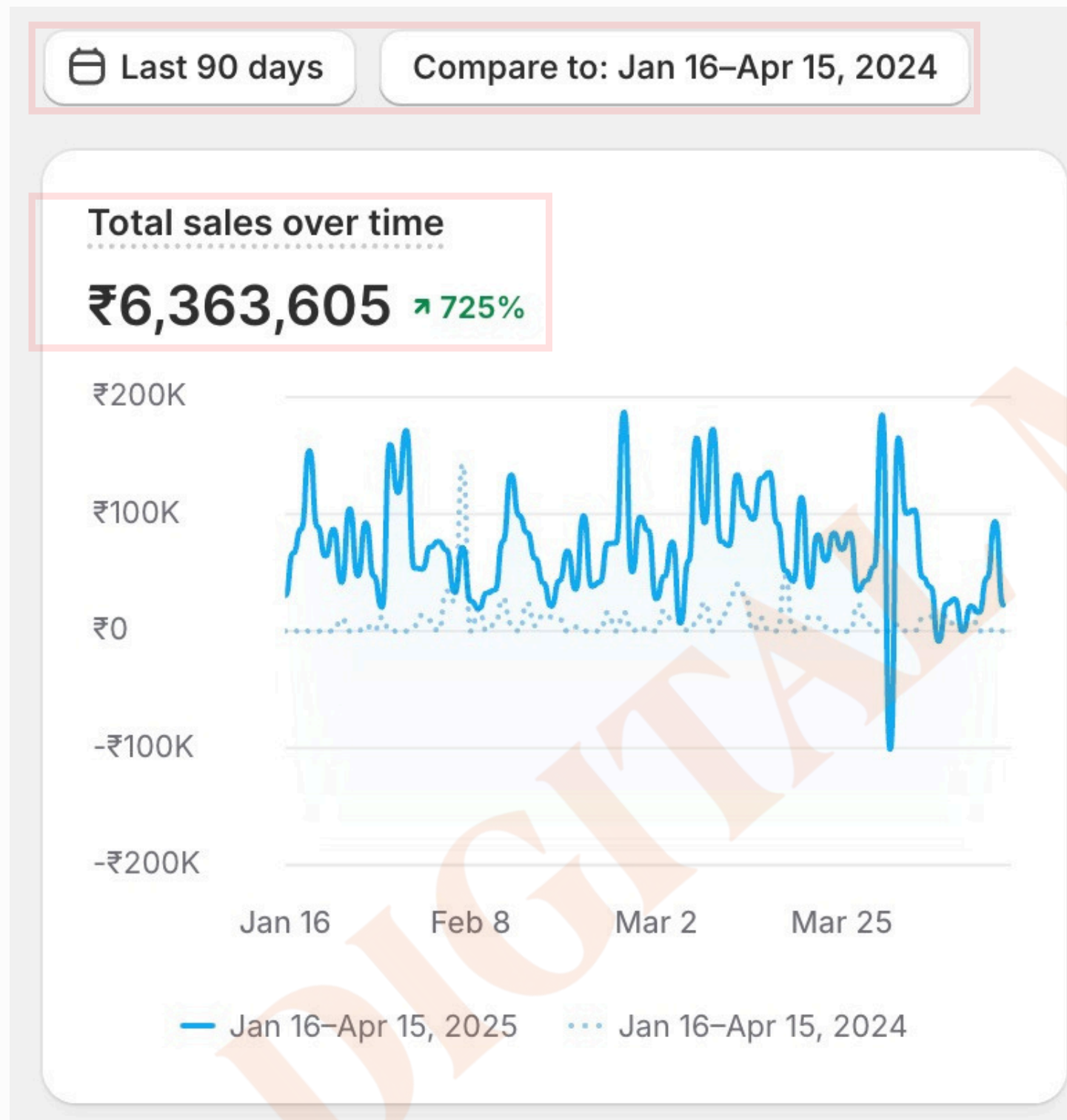
Charts

Amount spent	Purchase ROAS (retur...	Purchases conversion...	Rea
₹5,486.25	6.27	₹34,400.00	
₹52,033.16	6.12	₹318,655.00	
₹2,041.18	5.73	₹11,700.00	
₹12,366.96	5.60	₹69,315.00	
₹5,789.33	5.51	₹31,900.00	
₹16,020.07	5.05	₹80,935.00	
₹89,989.23	4.94	₹444,615.00	
₹60,896.52	4.94	₹300,730.00	
₹522,943.03 Total Spent	4.54 Average	₹2,375,206.00 Total	Acc

Whatsapp Retention + META Ads

Brand: D2C Women's Apparel

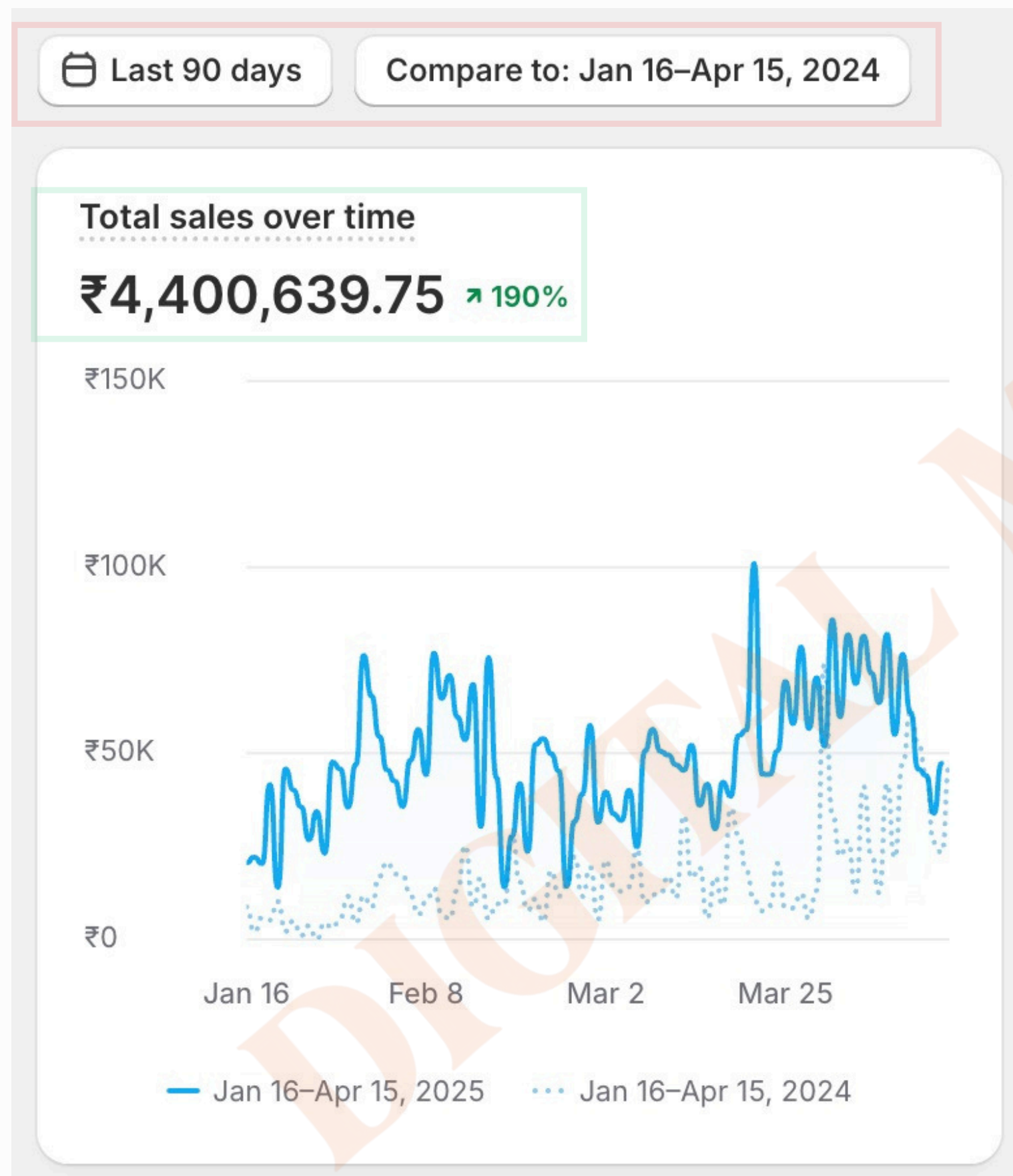
₹ 63 Lakhs Revenue | AOV 2K | 100% Prepaid Orders



META Ads & Google Ads

This women's wear brand, with an average order value of ₹2K, unlocked ₹63 lakhs in revenue by leveraging a strong UGC-first strategy. Instead of polished studio shoots, Digital Making focused on authentic, relatable content featuring real customers to build trust and drive purchase intent. This content became the foundation of a full-funnel campaign that resonated with the brand's premium audience. UGC-powered Performance Max and YouTube campaigns improved ad relevance, trust, and engagement—driving stronger click-through and conversion rates.

Brand: D2C Babywear Product



This babywear brand, specializing in newborn apparel, faced a low ROAS of 1.5X and a high CAC of ₹300. Digital Making revamped the ad strategy by focusing on authentic, product-driven UGC tailored for the target market of parents and gift-givers. This approach built trust and highlighted the quality of the babywear, resonating deeply with the audience. By implementing a full-funnel campaign structure, Digital Making optimized ads at each stage of the customer journey, significantly reducing CAC to ₹130 and increasing ROAS to 6X.

In just 90 days, the brand generated ₹44 lakhs in revenue, driven by high-converting creatives and a strategic, data-backed approach. This turnaround demonstrated how a tailored, performance-driven strategy could dramatically boost results for the brand.

Brand: D2C Women's Apparel

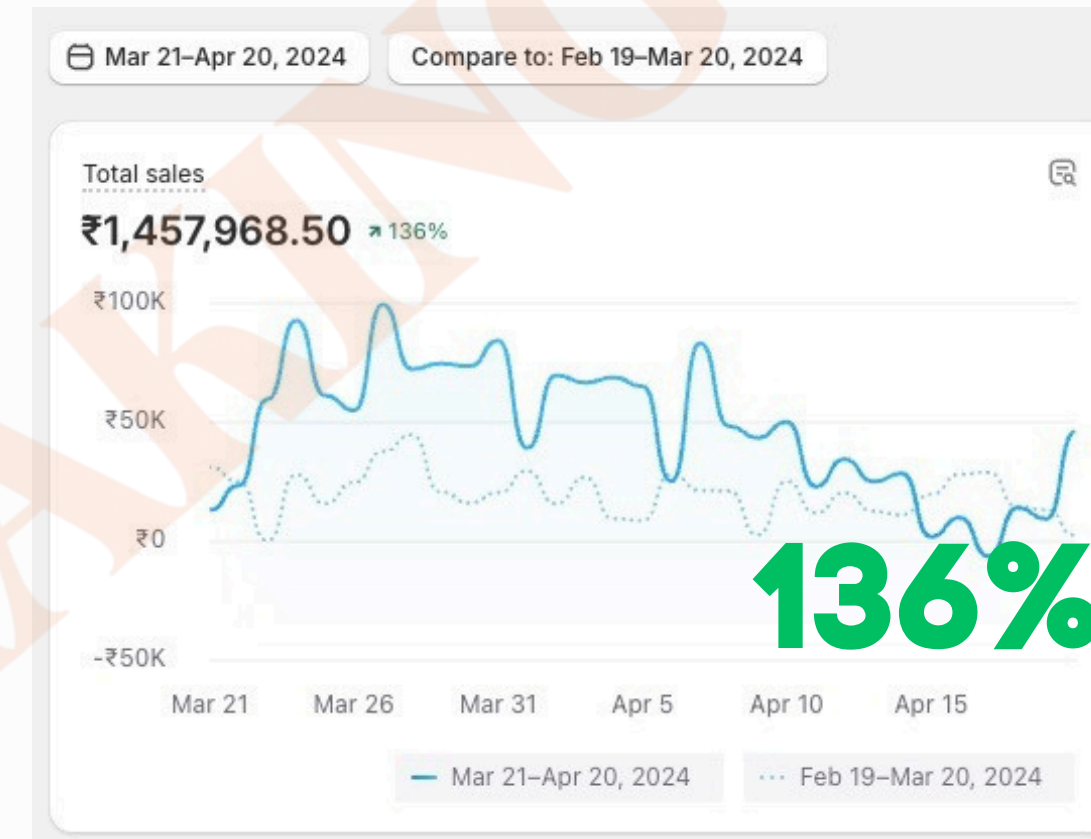
₹ 9X ROAS | AOV 2.7 K

1-200 of 272			1 May 2024 - 30 Nov 2024		
down			Reports		
			Export		
			Charts		
Amount spent	Purchase ROAS (return on ad...	Purchases conversion...			
₹21,933.20	15.95	₹349,736.00			
₹5,713.80	11.59	₹66,244.10			
₹57,835.90	10.38	₹600,611.00			
₹19,868.23	10.19	₹202,511.00			
₹3,736.59	10.18	₹38,041.00			
₹172,027.85	10.04	₹1,727,300.06			
₹69,746.72	10.01	₹698,392.10			
₹1,510.83	9.53	₹14,402.00			
₹70,292.54	9.19	₹646,156.10			
₹77,485.00	8.91	₹690,568.60			
₹75,685.89	8.89	₹672,853.05			
₹6,744.85	8.88	₹59,878.00			
₹780,022.93	9.21	₹7,180,323.51			
Total Spent	Average	Total			

META Ads & Google Ads

This women's wear brand, with an average order value of ₹2K, unlocked ₹63 lakhs in revenue by leveraging a strong UGC-first strategy. Instead of polished studio shoots, Digital Making focused on authentic, relatable content featuring real customers to build trust and drive purchase intent. This content became the foundation of a full-funnel campaign that resonated with the brand's premium audience. UGC-powered Performance Max and YouTube campaigns improved ad relevance, trust, and engagement—driving stronger click-through and conversion rates.

Brand: D2C Premium Womens' HandBags



This premium handbag brand faced a 0.95X ROAS under their previous XYZ agency before partnering with Digital Making. Seeing their strong product-market fit, we identified gaps in connecting their offerings with modern women's preferences. By conducting a detailed product review, competitor analysis, and strategic testing, we reduced CAC and elevated ROAS to 3.8X—all while spending less than XYZ agency. Currently, Digital Making collaborates with the brand on inventory planning, creative development, and content strategies, achieving a ₹4K AOV and setting the foundation for sustained growth.

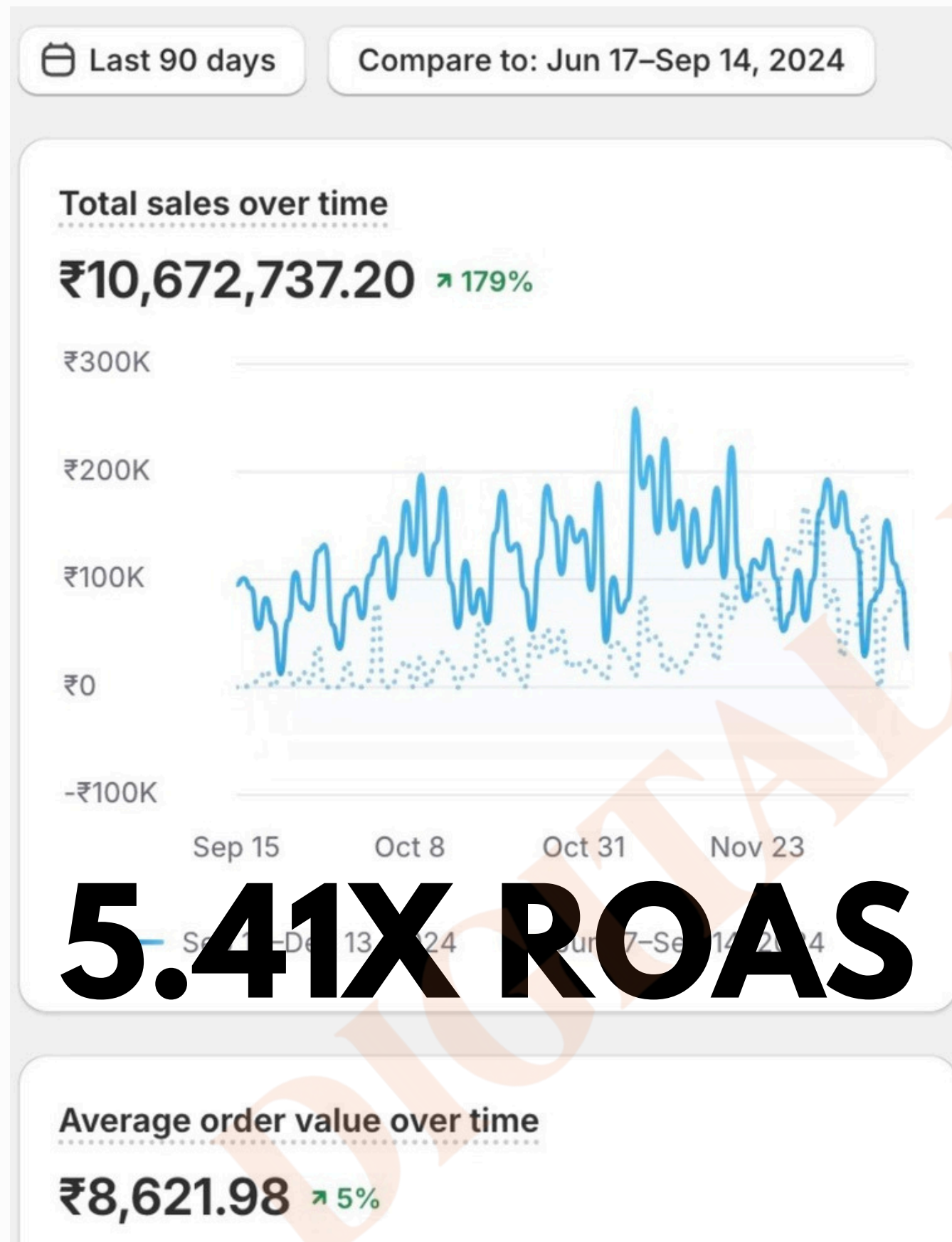
Brand: D2C Men's Apparel

Ad Spends: Rs 93,653.19 | **ROAS:** 14.53 | **Revenue:** Rs 13,60,792.60

	Purchase ROAS (return on ad spend)	Website purchase ROAS (return on...	Results	Cost per result	Amount spent	Purchases Conversion Value
1%	8.43 [2]	8.43 [2]	10 [2] Website purchases	₹101.76 [2] Per Purchase	₹1,017.55	₹8,582.00 [2]
Week Friday	14.09 [2]	14.09 [2]	97 [2] Website purchases	₹73.92 [2] Per Purchase	₹7,170.61	₹101,044.20 [2]
Single Image Buy3Get1	19.96 [2]	19.96 [2]	98 [2] Website purchases	₹57.75 [2] Per Purchase	₹5,659.31	₹112,956.00 [2]
Campaign 1-NI	6.30 [2]	6.30 [2]	17 [2] Website purchases	₹133.51 [2] Per Purchase	₹2,269.66	₹14,294.00 [2]
	14.25 [2]	14.25 [2]	47 [2] Website purchases	₹65.78 [2] Per Purchase	₹3,091.56	₹44,058.00 [2]
M-18-64 NI	11.99 [2]	11.99 [2]	213 [2] Website purchases	₹79.38 [2] Per Purchase	₹16,907.24	₹202,673.00 [2]
Testing	15.20 [2]	15.20 [2]	542 [2] Website purchases	₹74.27 [2] Per Purchase	₹40,255.03	₹611,709.00 [2]
Campaign	15.36 [2]	15.36 [2]	246 [2] Website purchases	₹70.25 [2] Per Purchase	₹17,282.23	₹265,476.40 [2]
From 8 campaigns ⓘ	14.53 [2] Average	14.53 [2] Average	1,270 [2] Website purchases	₹73.74 [2] Per Purchase	₹93,653.19 Total Spent	₹1,360,792.60 [2] Total

14X ROAS

Brand: D2C - Artificial Jewellery



Digital Making partnered with a premium artificial jewellery brand to elevate its marketing performance. Through comprehensive product analysis and competitor Research, we identified the most promising collections for testing, ensuring alignment with the brand's key performance indicators (KPIs). After analyzing the initial campaign results, we devised a customized strategy to achieve the brand's growth objectives. A major challenge was reducing the high customer acquisition cost (CAC). By implementing data-driven optimizations, we significantly improved the return on ad spend (ROAS) from 1.5X to an impressive 5.41X. Today, Digital Making continues to work closely with the brand on inventory planning, creative strategy, and content development, achieving an exceptional average order value (AOV) of ₹8000.

Brand: D2C Men's Apparel

Shark Tank – Debut Brand

Client's Objectives: This menswear brand was struggling with seasonality in their knitwear products, leading to inconsistent sales. Digital Making advised them to diversify their product range and streamline their collections for better discoverability. We worked closely with the founder to identify high-potential products and maintain consistent inventory. Campaigns were tailored based on product type and landing pages, while a dynamic remarketing strategy helped stabilize ROAS. Budget allocation was optimized through regular account reviews, allowing us to scale up or down based on performance. This approach led to consistent profitability and a clear path to long-term growth for the brand.



Brand: D2C Women's Handbags

₹ 1.6 Crore Revenue in just 12 Months

Objectives: Working with a manufacturer gave us the advantage of replicating and improving competitor products for more value. Digital Making conducted thorough R&D before launching ads, identifying winning products and refining their design. We launched 30+ SKUs, ensuring production aligned with KPIs, and implemented a strategy focused on photoshoots, content, and creative angles to elevate the brand's premium image. With competitive pricing, retargeting, and WhatsApp automation for retention marketing, we kept CAC low and met ROAS expectations. We also optimized CRO and enhanced LTV. This approach helped the brand scale to ₹1.6Cr in the first year, with positive ROI and MRR of ₹20+ Lakhs this fiscal.



Brand: D2C Skincare



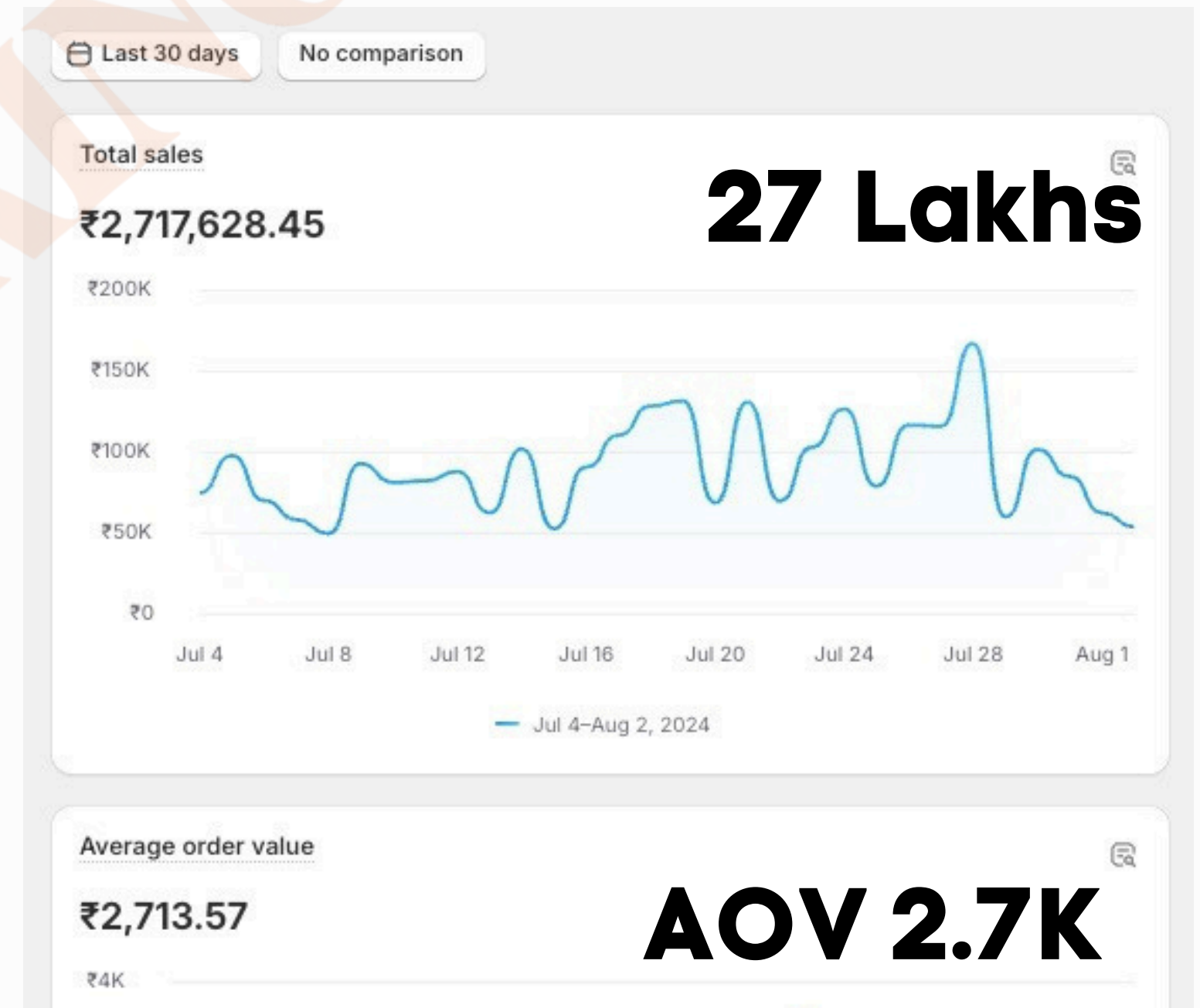
3.39X ROAS

Digital Making partnered with a premium skincare brand to enhance its marketing performance. Through an in-depth product analysis and competitor benchmarking, we identified the top-performing products for testing, ensuring alignment with key performance indicators (KPIs). After reviewing the initial results, we developed a tailored strategy to meet the brand’s goals effectively. One of the key challenges was addressing the high customer acquisition cost (CAC). By optimizing campaigns, we successfully increased the return on ad spend (ROAS) from 1.5X to 3.5X. Today, Digital Making continues to collaborate with the brand on inventory management, creative strategy, and content development, achieving an average order value (AOV) of ₹1200.

Brand: D2C Home Decor Essentials

Product comes with Single SKU

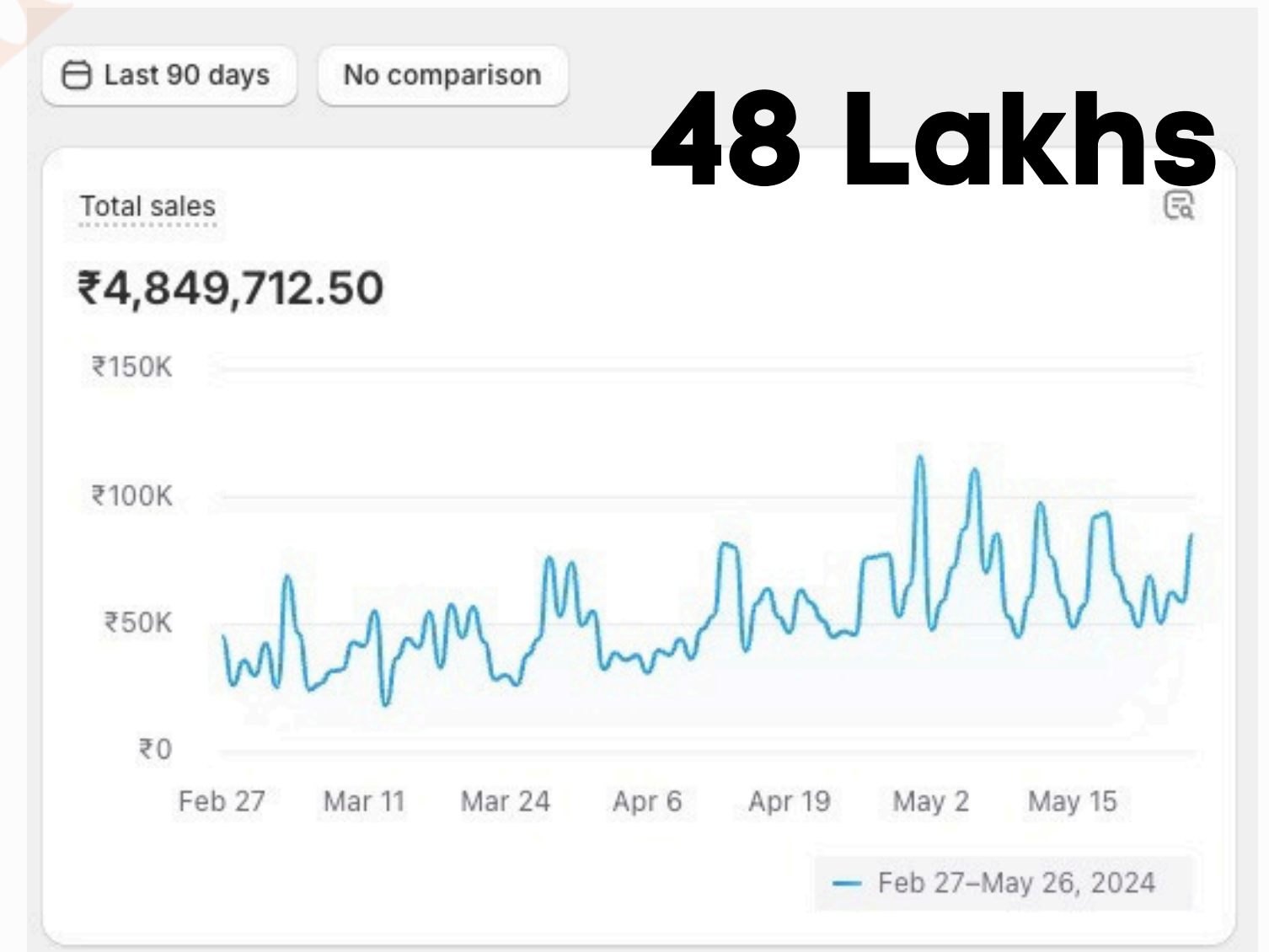
This home decor brand, India's first to elevate fragrances at home, was facing a high burn rate and skyrocketing CAC when Digital Making onboarded them. Creative lag was a major issue, leading to ineffective ad performance. We provided clear guidance on product shoots, video content, and the product lineup to focus on, ensuring that their messaging resonated with the target audience. By refining their creatives and maintaining consistent, high-quality content, we helped stabilize CAC and improve ROI. As a result, the brand is now clocking MRR of ₹27+ Lakhs, demonstrating that success is achieved through strategic commitment and optimized ads.



Brand: D2C Home Decor

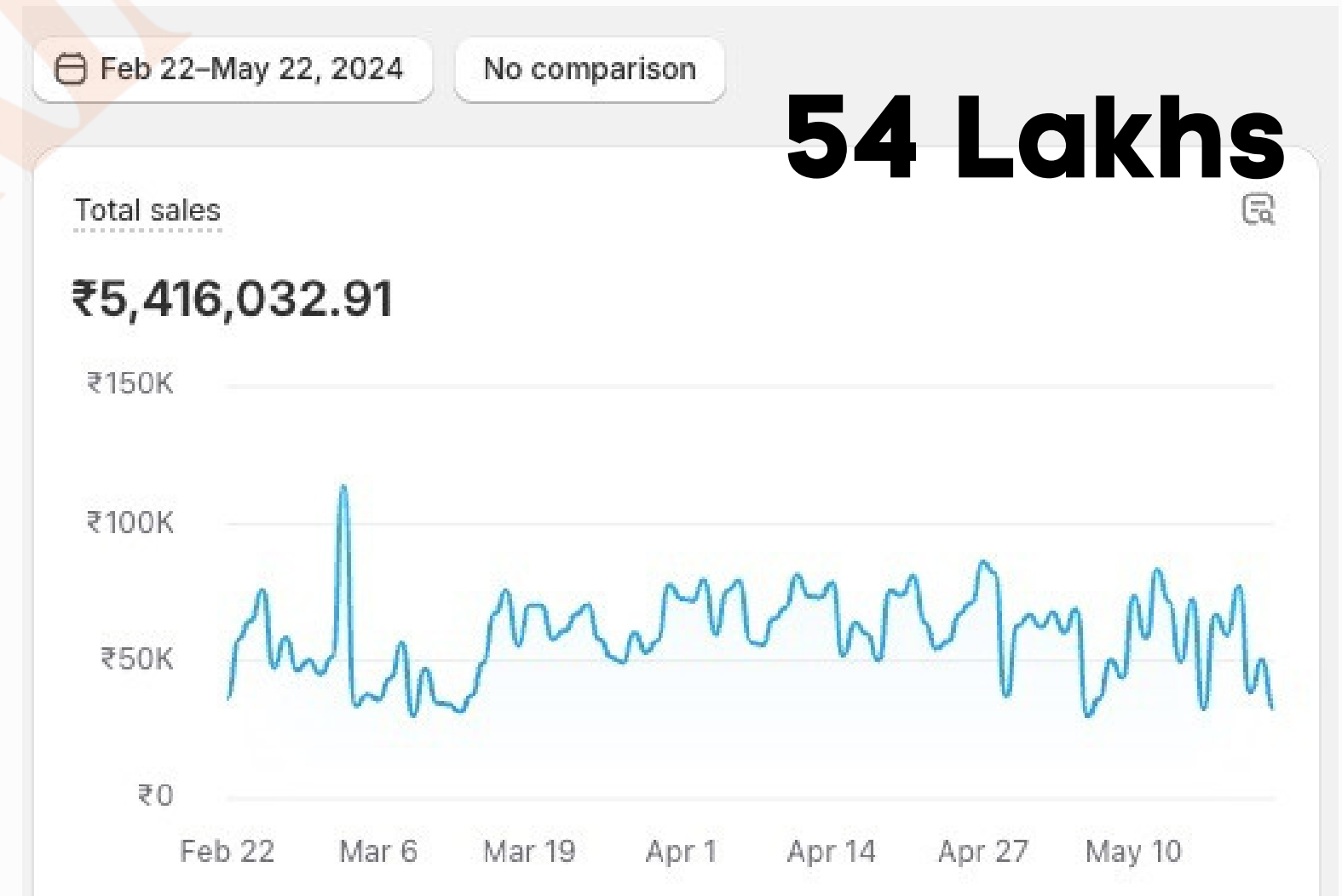
Curtains & Cushion Covers

Client's Objectives: The brand came to Digital Making with poorly optimized landing pages and less than 1 ROAS. Their marketing spend matched the revenue, with high CAC and pricing strategy issues. Products were being sold at a loss due to B2G1 strategies, creating a perception of low-quality offerings. Digital Making revamped their landing pages, pricing, and user experience, which directly boosted AOV and ROAS. We made price corrections, implemented cross-sell tools, and cut CAC by half. After identifying key products and planning inventory, we scaled consistently, ensuring winning campaigns ran smoothly without stockouts, resulting in sustained growth.



Brand: D2C Home Decor - Premium Cushion Covers

Digital Making partnered with a luxury cushion cover brand to improve its marketing performance. After conducting a detailed product analysis and competitor comparison, we identified the best products for testing, ensuring key performance indicators (KPIs) were met. We reviewed the results and developed a production strategy to align with the brand's goals. One of the main challenges was reducing the high customer acquisition cost (CAC), which we addressed, increasing the return on ad spend (ROAS) from 1.5X to 4.5X. Now, Digital Making continues to work with the brand on inventory, creative strategy, and content, achieving an impressive AOV of ₹4500.

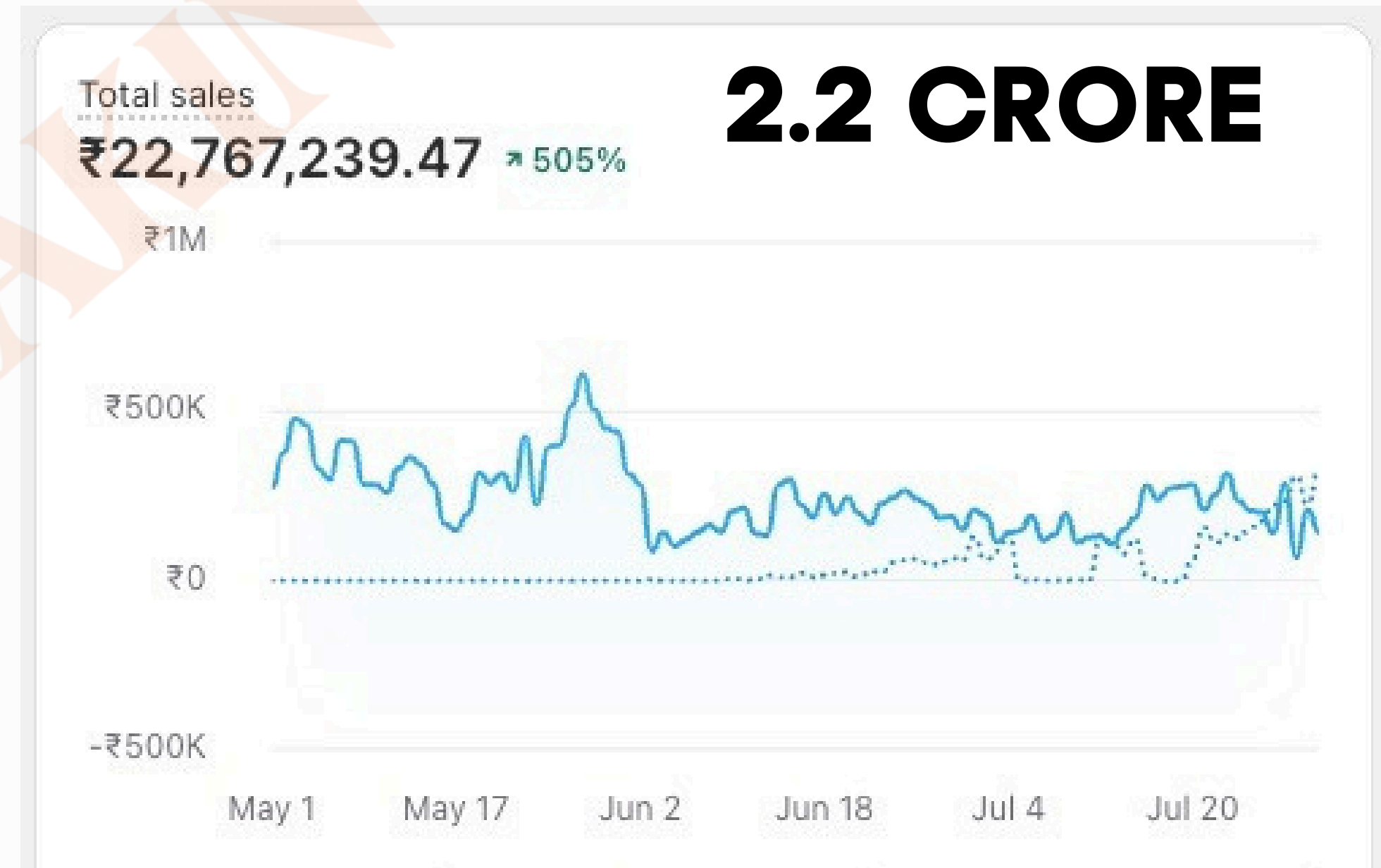


Brand: D2C Apparels

This menswear and womenswear brand faced challenges with restrictions, poor creatives, and lack of inventory planning, limiting their revenue to ₹10L/month.

Specializing in T-shirts, shirts, maxi dresses, Kurtis, and jeans.

We optimized landing pages and launched high-CTR, conversion-driven campaigns. By stabilizing ROAS and integrating WhatsApp for abandoned cart recovery, profitability surged. The brand now boasts an MRR of ₹50 Lakhs.



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