

## 1. Matina's Fashion Trunk

### Client Background

A premium ethnic-fashion brand selling high-value Pakistani suits across India with **no prior online presence**.

### Objective

Build digital presence from scratch and scale consistent online sales.

### My Role

End-to-end setup of **Meta Ads, pixel/analytics tracking**, and campaign structure.

### Approach

- Launched initial campaigns with broad targeting to collect data.
- Identified drop in sales after week 1 → deep-dived into audience behaviour.
- Refined targeting to **working women, mid-aged buyers, and high-income segments** aligned with the brand's ₹5,000 AOV.
- Optimized creatives, retargeting layers, and conversion tracking for stability.

### Results

- Budget scaled from ₹500/day → ₹10,000/day.
- Achieved a stable **5x ROAS** after audience refinement.
- Built their **complete digital presence** and delivered predictable daily sales.

## 2. USA Furniture Brand (Dropshipping)

**Objective:** Scale revenue through paid acquisition (Google + Meta) for a furniture brand that previously relied only on SEO.

**Platforms:** Google Shopping, Performance Max, Meta Ads

**Budget:** ~\$1,000/day (Google)

### Key Actions

- Set up Google Merchant Center and launched Shopping + PMax campaigns.
- Identified poor product metadata; rewrote product titles & descriptions with high-intent keywords.
- Ran Meta Catalogue + Carousel campaigns for festive & seasonal events (e.g., Black Friday).

### Outcome

- Improved product feed quality leading to consistent sales from Google Shopping.
- Seasonal Meta campaigns drove strong revenue lifts and expanded customer acquisition.
- Built a multi-channel paid strategy that complemented SEO and stabilized daily sales flow.