

Driving 51% Revenue Growth

THROUGH STRATEGIC PERFORMANCE MARKETING CONSULTING



Client Overview

Industry: E-commerce (Luxury Fashion)

Engagement: Performance Marketing Consulting (4 hours per week)

Duration: 2 months

A premium D2C ethnic fashion brand based in India, approached APMAC Consulting to help optimize its marketing performance and unify its digital infrastructure.

The brand had strong potential and customer demand, but its growth was hindered by technical inefficiencies, poor data tracking, and fragmented marketing execution.



The Challenge

When APMAC began consulting, we discovered a complex and misaligned marketing ecosystem.

Multiple advertising and analytics accounts were incorrectly configured, creating inconsistent data and ineffective campaigns.



Key issues included:

- Inaccurate tracking across Google, Meta, and Shopify
- Disconnected Shopify catalog and inactive conversion pixel
- Duplicate tags and unlinked Google Merchant Center accounts
- Lack of structured automation or funnel strategy
- Restricted Google My Business profile preventing updates and engagement

These challenges not only limited visibility into performance but also caused wasted spend and poor ROAS.

APMAC's consulting engagement was structured around a clear three-phase methodology — Audit, Fix, and Scale — executed through focused, high-impact consulting sessions totaling just four hours per week.

1. Technical Audit and Infrastructure Fix

We began with a full diagnostic review of the client's digital ecosystem.

- **Meta (Facebook) Ads:** Fixed broken pixel tracking, reconnected Shopify catalog, and restructured campaign goals to match conversion intent.
- **Google Ads and Merchant Center:** Removed duplicate tags, corrected tracking errors, resolved feed issues, and aligned conversion data.
- **Google Analytics:** Cleaned up duplicate tags and implemented unified data flow for consistent reporting.
- **Google My Business:** Lifted the long-standing restriction, restored publishing rights, and optimized the profile for local SEO visibility.



2. Automation and Funnel Optimization

Once the foundation was stable, we helped the client establish automated marketing systems designed to nurture customers across every stage of the buyer journey.

- Introduced **WhatsApp, email, and web push automation funnels** for retention and engagement.
- Developed **cold, warm, and hot campaign funnels** with personalized offers and creatives.
- Crafted monthly **offer and campaign calendars aligned** with customer behavior and seasonal trends.



3. Business Strategy and Continuous Growth

Beyond campaign execution, APMAC acted as a strategic partner to guide business and marketing decisions.

We advised the brand on influencer collaborations, campaign positioning, and automation-led optimization. Our focus was on delivering measurable outcomes, not vanity metrics — ensuring that every ad dollar generated traceable, profitable growth.



The Results

Within just two months, APMAC Consulting helped the brand to transform its marketing performance and achieve measurable business impact.

- **Total Revenue Growth:** +51% overall
- **ROAS (Shopify-based):** 6.91x
- **ROAS (Ad-tracked):** 4.98x
- **Average Order Value:** ₹17,267 (\$195), up by 3%
- **Cost per Acquisition:** Improved from ₹4,800 (\$54) to ₹3,500 (\$39.45), a 27% reduction
- **Store Visits (Local Campaigns):** Increased by 23%
- **Local SEO Visibility:** Improved from 20% to 35% within two months
- **Data Accuracy:** Achieved 100% unified tracking and reporting



Key Highlights



- Delivered nearly **5x ROAS** and **51% revenue growth** in just 2 months.
- Achieved these results with **only 4 hours per week of consulting**.
- Fully rebuilt digital infrastructure across Meta, Google, and Shopify.
- Improved store visits and strengthened local presence through geo-targeted campaigns.
- Established sustainable automation systems for future scalability.

Conclusion

Through structured strategy, precision-driven execution, and data-backed insights, APMAC Consulting helped a brand to turn a fragmented marketing setup into a unified, high-performing growth engine.

This engagement demonstrates the power of **focused consulting hours**, **data accuracy**, and **strategic optimization** — proving that measurable growth doesn't always require massive budgets, but the right expertise.

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