



Driving Profitable Scale: How Upriver Transformed Performance Marketing Results

A Performance Marketing Case Study



Overview

A traditional Indian wear brand inspired by India's rich heritage, blending timeless craftsmanship with modern design. Focused on quality, inclusivity, and sustainable practices, the brand offers elegant, versatile styles for today's woman.

Partnering with Upriver, the brand aimed to scale its D2C business while keeping the RoAS under control.





INITIAL SITUATION

The brand had strong online visibility but low sales and aimed to improve conversions and increase ROAS, while rapidly scaling up sales through its website.

CHALLENGES

- **Scaling Monthly Purchases:** Increase consistent month-on-month purchase volumes.
- **Revenue Growth:** Drive higher sales through performance-led campaigns.
- **Customer Acquisition:** Rapidly acquire new, high-intent customers.
- **Efficiency Improvement:** Reduce CAC while increasing Average Order Value (AOV).
- **ROAS Optimization:** Optimize ad spends to significantly improve ROAS and overall profitability.

UPRIVER STRATEGY

STRATEGIC AUDIENCE TARGETING

- **Wedding & Bridal Shoppers:** Reached high-intent users actively searching for occasion-led ethnic wear.
- **Luxury Ethnicwear Buyers:** Targeted audiences with a preference for premium, designer-style traditional clothing.
- **Working Professionals:** Engaged career-focused women looking for elegant yet versatile ethnic wear.
- **Festive Shoppers:** Captured demand during peak festive periods to drive higher consideration.
- **Designer Wear Followers:** Tapped into trend-aware audiences for top-of-funnel expansion and consistent traffic.



UPRIVER STRATEGY

STRONG RETARGETING STRATEGY

- Built non-intrusive, personalized retargeting that showed users the exact products they viewed or added to cart.
- Re-engaged warm audiences effectively, driving a significant share of conversions.

CLEAN FULL-FUNNEL STRUCTURE

- **Top of Funnel (TOF):** Awareness and engagement ads to attract new audiences.
- **Middle of Funnel (MOF):** Retargeting users who viewed products or added items to cart.
- **Bottom of Funnel (BOF):** Conversion-focused catalog ads with short retargeting windows (3–7 days).



UPRIVER STRATEGY



STRONG RETENTION STRATEGY

We built a full-funnel retention strategy to engage customers across every stage of their journey, from first purchase to repeat purchase and long-term loyalty.

KEY STRATEGIC ACTIONS:

- **Full-Funnel Retention Approach-** Covered the complete customer journey from first purchase to repeat purchase.
- **Multiple Custom Flows-** Built multiple flows for onboarding, cart recovery, follow-ups, and win-backs.
- **Time-Based Segmentation-** Created festive, wedding season, and occasion-based audience segments.
- **Custom Audience Segments-** Segmented users based on behavior, purchase intent, and engagement.
- **Personalized Creatives & Targeted Ads-** Designed different creatives for different audiences and campaign timings.
- **Repeat Purchase Engine-** Built journeys to drive repeat orders through timely nudges and offers.





UPRIVER STRATEGY

CREATIVE STRATEGY

- **Visual Storytelling Focus:** Built creatives that highlight the emotion, elegance, and detailing essential to ethnic wear.
- **Detail-Driven Imagery:** Used close-up shots to showcase fabric quality, embroidery, and craftsmanship.
- **Try-On & Motion Content:** Tested try-on videos to clearly communicate fit, fall, and real-life wearability.
- **Occasion-Led Edits:** Created wedding and festive edit teasers to align with high-intent shopping moments.
- **Product Highlight Creatives:** Designed visuals focusing on fabric, workmanship, and fit to elevate product perception.



UPRIVER STRATEGY

WEEKLY PERFORMANCE OPTIMIZATION

- **Geo Performance Analysis:** Tracked top-performing states and cities to focus spending on high-converting regions.
- **Audience Insights:** Monitored age groups and gender segments to refine targeting.
- **Placement Optimization:** Evaluated placement-wise performance to reduce waste and improve efficiency.
- **Cost Control:** Regularly reviewed the cost per purchase to maintain profitability.
- **Funnel Drop-Off Analysis:** Identified drop-offs at each funnel stage and optimized accordingly.



PERFORMANCE HIGHLIGHTS

- **Predictable Acquisition System:** Built a scalable and predictable customer acquisition engine while maintaining strong ROAS.
- **Stronger Warm Audiences:** Nurtured high-intent audiences that continued converting consistently month after month.
- **Higher Traffic Quality:** Improved overall website traffic quality, resulting in enhanced landing page engagement.
- **Seasonal Buyer Scaling:** Successfully identified and scaled high-intent festive and wedding-season buyers.
- **Sustained Profitability:** Maintained profitability even while significantly increasing ad budgets.

Result

Revenue (In Lakhs)

October 2025



12

March 2026



56

Average Order Value (AOV)

October 2025



2650

March 2026



3200

Conversion Rate (in %)

October 2025



0.9

March 2026



2.1

ROAS

October 2025



1.8

March 2026



4.27