studios

CASE STUDY PORTFOLIO

Measured Growth. Built for Brands.

Selected performance marketing and growth results from Brandpillars Studios.

SELECTED RESULTS

Delhi Footwear
Hospital - Gastroenterology & Orthopedics
Local Garment Business

Portfolio Overview

A consolidated, branded selection of supplied campaign case studies.

01	Delhi Footwear	Meta Ads	Online sales	~7X ROAS
02	Hospital	Meta Ads	Patient footfall & enquiries	22.5X / 9X ROAS
03	Local Garment Business	Meta + WhatsApp	Enquiries & daily sales	6.67X ROAS

All figures and campaign descriptions in this document are based on the supplied case-study material. Approximate metrics remain identified as approximate.

01 | DELHI FOOTWEAR

Industry: Footwear **Platform:** Meta Ads

Objective

Generate consistent footwear sales through Meta Ads while maintaining strong advertising efficiency. The campaign was built around one core metric: **purchase**, instead of likes, reach or engagement.

The Approach

The strategy focused on product-focused creatives, conversion-focused campaigns, relevant audience targeting, continuous creative optimization, budget monitoring and performance analysis. Different strategies and ad campaigns were tested to identify what generated actual purchases.

Performance Snapshot

■3,000	■999	~21	~■21K	≈7X
Daily ad spend	Average selling price	Daily sales	Daily revenue	ROAS

The Outcome

With a controlled ■3,000/day advertising budget, the campaign generated approximately 21 footwear sales per day at an average selling price of ■999. The source calculates daily revenue of ■20,979 and ROAS of 6.99X, approximately 7X.

The focus was not just getting traffic. It was turning ad spend into measurable sales.

Delhi Footwear | Campaign Detail

Performance calculation from the supplied case study

~21 pairs	■20,979	6.99X	≈7X
Daily sales	Daily revenue	Calculated ROAS	Rounded ROAS

Metric	Source figure
Daily Ad Spend	■3,000
Average Selling Price	■999
Daily Sales	~21 pairs
Daily Revenue	■999 × 21 = ■20,979
ROAS	■20,979 ÷ ■3,000 = 6.99X ≈ 7X

Campaign Principle

The campaign was designed around actual purchases and measurable sales rather than vanity metrics. Budget allocation and optimization were tied to what generated purchases.

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02 | HOSPITAL

Objective: Increase patient footfall for the Gastroenterology and Orthopedics departments through Meta awareness campaigns while improving OPD consultations.

Platform: Meta Ads (Facebook & Instagram) **Campaign Objective:** Brand Awareness & Patient Enquiries

Gastroenterology Department

50	8	■9L	16%	22.5X
OPD patients	IPD admissions	Total revenue	OPD → IPD conversion	ROAS

Revenue breakdown

OPD Revenue = 50 × ■2,000 = ■1,00,000
IPD Revenue = 8 × ■1,00,000 = ■8,00,000
Total Revenue = ■9,00,000

Orthopaedics Department

30	6	■3.6L	20%	9X
OPD patients	IPD admissions	Total revenue	OPD → IPD conversion	ROAS

Revenue breakdown

OPD Revenue = 30 × ■2,000 = ■60,000
IPD Revenue = 6 × ■50,000 = ■3,00,000
Total Revenue = ■3,60,000

Hospital | Strategy & Patient Journey

Strategy

The awareness campaign focused on educating patients, building trust in specialist doctors, and increasing OPD consultations. Patients requiring advanced treatment were admitted to the IPD after medical evaluation.

The campaign generated qualified OPD consultations while driving high-value IPD admissions, creating a measurable return on advertising investment.

Department Snapshot

Department	Ad Spend	OPD	IPD	Conversion	ROAS
Gastroenterology	■40,000	50	8	16%	22.5X
Orthopaedics	■40,000	30	6	20%	9X

Customer / Patient Flow

Meta awareness → increased OPD consultations → medical evaluation → IPD admissions where advanced treatment was required.

03 | LOCAL GARMENT BUSINESS

Objective: Increase product enquiries and drive consistent daily sales using Meta Ads and WhatsApp Marketing.

Platform: Meta Ads (Facebook & Instagram) **Campaign Duration:** 30 Days

Campaign Setup

■1,500	■300/day	■900/day	■300/day
Daily ad spend	Awareness	WhatsApp leads	Retargeting

Customer Journey

Meta Ads → Product Checks → WhatsApp Leads → Sales

Performance

490-530	50-60	5	■300	6.67X
Product checks	WhatsApp leads	Daily sales	Cost per sale	ROAS

Revenue

Average Order Value: **■2,000**
Daily Revenue: **■10,000**

Local Garment Business | Creative & Strategy

Winning Ad Creatives

- Offer & Discount Campaigns
- New Collection Launch
- Product Carousel Ads

Strategy

The campaign was designed to first build local awareness, then generate qualified WhatsApp enquiries, and finally convert interested buyers through personalized conversations.

Instead of sending users to a website, customers were directed to WhatsApp, where they explored the latest collection, received pricing and size details, and completed their purchase.

This simple funnel helped the store generate consistent daily orders while keeping customer acquisition costs low. The source states the result was achieved after 2 months of testing different ad campaigns and Meta training.

Funnel

LOCAL AWARENESS → PRODUCT INTEREST → WHATSAPP ENQUIRY → PERSONALIZED CONVERSATION → PURCHASE

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