

FROM ₹1 LAC TO
₹4.50 LAC

Average Monthly Revenue

MEVININE

X

ne8Gain

CASE STUDY

Scaling Premium Women's Apparel Brand

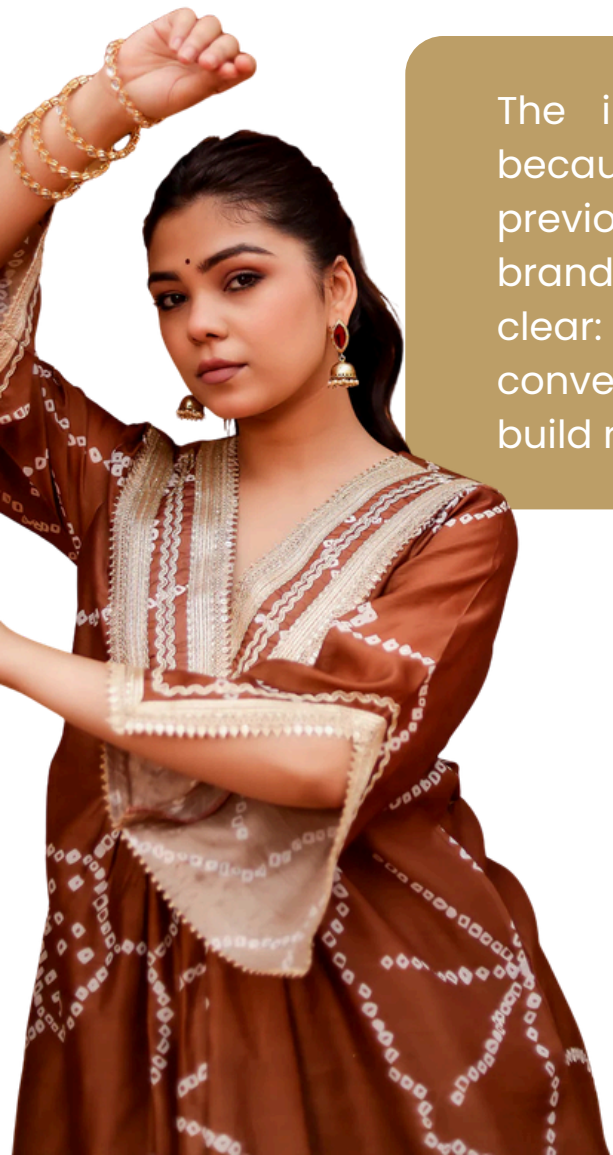


How Ne8gain helped Mevinine Grow Profitably

Mevinine is a premium women's fashion brand based in Jaipur, Rajasthan — a city with deep heritage in textile craftsmanship and a growing export-quality manufacturing ecosystem.

The brand operates in the premium ethnic and contemporary women's apparel segment, with a curated catalogue spanning ethnic wear, co-ord sets, and occasion-ready fashion.

The intent of the brand to scale profitably because they are already getting sales. The previous team was trying to scale it while the brand stays profitable. The strategic goal was clear: drive qualified traffic through Meta ads, convert that traffic into first-time buyers, and build repeat purchase behaviour over time.



The Problem

Before Ne8Gain's intervention, Mevinine was running Meta Ads — but running ads and running a performance marketing system are fundamentally different disciplines. The brand had reached a growth ceiling that ad spend alone could not break.

Ne8Gain's initial diagnostic assessment revealed that Mevinine's Meta advertising activity was campaign-driven rather than system-driven.

The result was predictable: inconsistent returns, rising acquisition costs, and a creative pipeline that exhausted itself faster than it could be replenished.



Key Challenges

High & Rising CPP

Average Cost Per Purchase sat at ₹618.70, reducing margin headroom and limiting the brand's ability to reinvest profits into scaling ad spend.

Inconsistent ROAS

ROAS of 2.60 reflected efficient spending in pockets but lacked consistency across campaigns, product sets, and audience types.

Weak Audience Architecture

No structured segmentation between cold audiences, warm audiences, and remarketing pools. Budget was applied without consideration of funnel stage.

Creative Fatigue

A limited creative testing framework meant that winning creatives were exhausted quickly, causing performance degradation without a replacement pipeline in place.

Underutilised Product Catalogue

Mevinine's product range was not being systematically leveraged in catalogue ads, dynamic retargeting, or collection-based creative strategies.

Poor Campaign Scaling Framework

There was no defined playbook for graduating a performing ad set from testing budget to scaling budget – growth decisions were made reactively, not systematically.

No Predictable Growth Engine

Month-on-month revenue remained inconsistent. There was no structured testing cadence that created compounding performance improvements over time.

Limited Purchase Volume

Low conversion volume restricted Meta's algorithm from optimising effectively, creating a negative feedback loop between spend, data, and performance.

"The most expensive mistake in performance marketing is not a bad creative – it is running without a system"

The Ne8Gain Solutions



Ne8Gain did not approach this engagement as a campaign management assignment. The mandate was to engineer a repeatable, self-improving growth operating system – one that would compound in effectiveness over time rather than delivering one-time performance spikes.

The Ne8Gain framework is structured around a fundamental conviction: profitable D2C growth is an output of systems, not campaigns.

The 8 Growth Strategy

01. Research & Audit

Ne8Gain began with a comprehensive audit of existing campaign data, creative performance history, audience behaviour signals, and competitive benchmarks within the women's apparel segment on Meta.

This established the performance baseline and informed every subsequent strategic decision

02. Creative Intelligence

A creative testing matrix was built from scratch, covering multiple formats (static, carousel, video), multiple hooks (pain-led, aspiration-led, social proof-led), and multiple product focus areas.

Creative velocity — the rate at which new creative hypotheses are tested — was established as a core growth lever.

mevininejaipur
Ad



Shop now



Mevinine

Introducing our NEW ARRIVAL | ...more

Shop now

Ad



Mevinine

Upgrade your wardrobe with ...more

Shop now

03. Audience Architecture

A structured audience stack was built across three funnel stages: cold prospecting (broad and interest-based), warm engagement (video viewers, page engagers, website visitors), and hot remarketing (product viewers, add-to-carts, partial checkout abandonments). Each stage received distinct budgets, creatives, and bid strategies.

04. Campaign Structure

Campaigns were restructured around business objectives rather than ad formats. Awareness, consideration, and conversion campaigns were separated, with distinct success metrics and budget allocation rules governing each stage of the acquisition funnel

05. Testing Protocol

A disciplined creative and audience testing cadence was established, with defined rules for budget allocation, test duration, success criteria, and graduation to scaling.

This eliminated guesswork from performance decisions and accelerated the pace of learning.

[Hide settings](#) ▲

Include these custom audiences ⓘ

View content - 7D, ATC - 30D, ATC - 7D, Checkout - 30D, Checkout - 7D, Most viewed video - 365D, Instagram Engagement - 90D

Age ⓘ

18 - 65+

Gender

All genders

Detailed targeting

All demographics, interests and behaviours

espond.

[Hide settings](#) ▲

Include these custom audiences ⓘ

None

Age ⓘ

18 - 65+

Gender

Women

Your suggestion

Detailed targeting Your suggestion

Inclusion: Interests: Priyanka Chopra, Deepika Padukone or Alia Bhatt, Field of study: Literature, Industry: Administrative services or IT and technical services

Suggest an audience ⓘ

Guide your ads towards the people

[Hide settings](#) ▲

Include these custom audiences ⓘ

None

Age ⓘ

18 - 65+

Gender

Women

Your suggestion

Detailed targeting Your suggestion

Inclusion: Interests: Luxury goods (retail), Behaviours: Frequent travellers, Commuters or Frequent international travellers

Age ⓘ

18 - 65+

Gender

Women

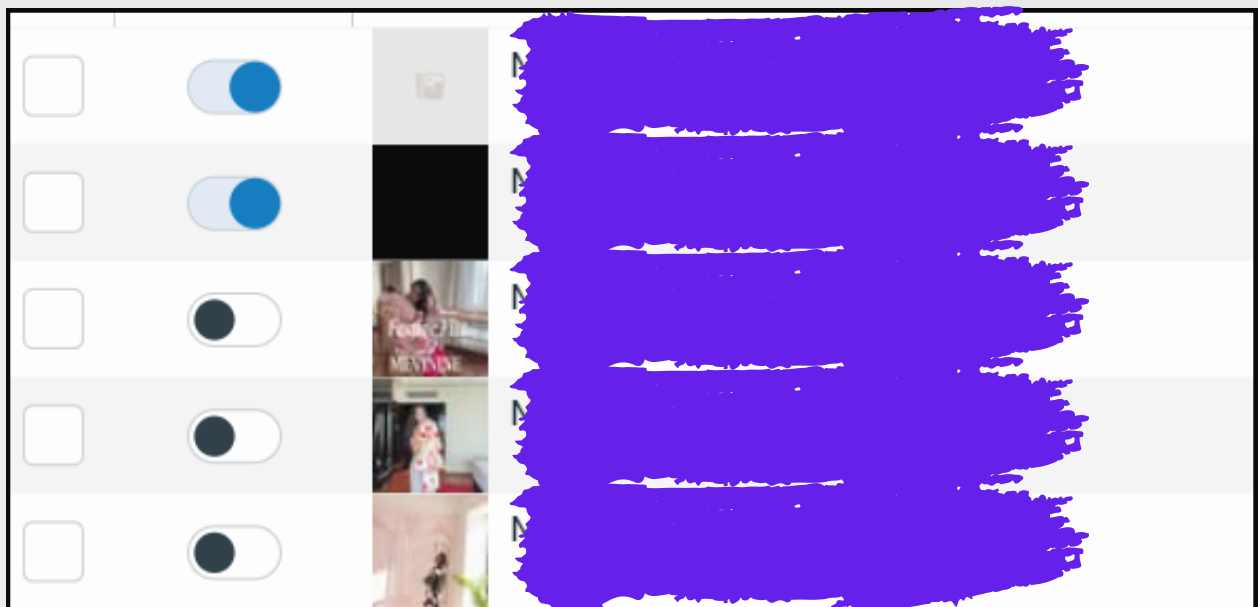
Your suggestion

Detailed targeting Your suggestion

Inclusion: Interests: Outdoor recreation (outdoors activities), Online shopping (retail) or Women's clothing (clothing), Behaviours: Frequent travellers or Engaged shoppers

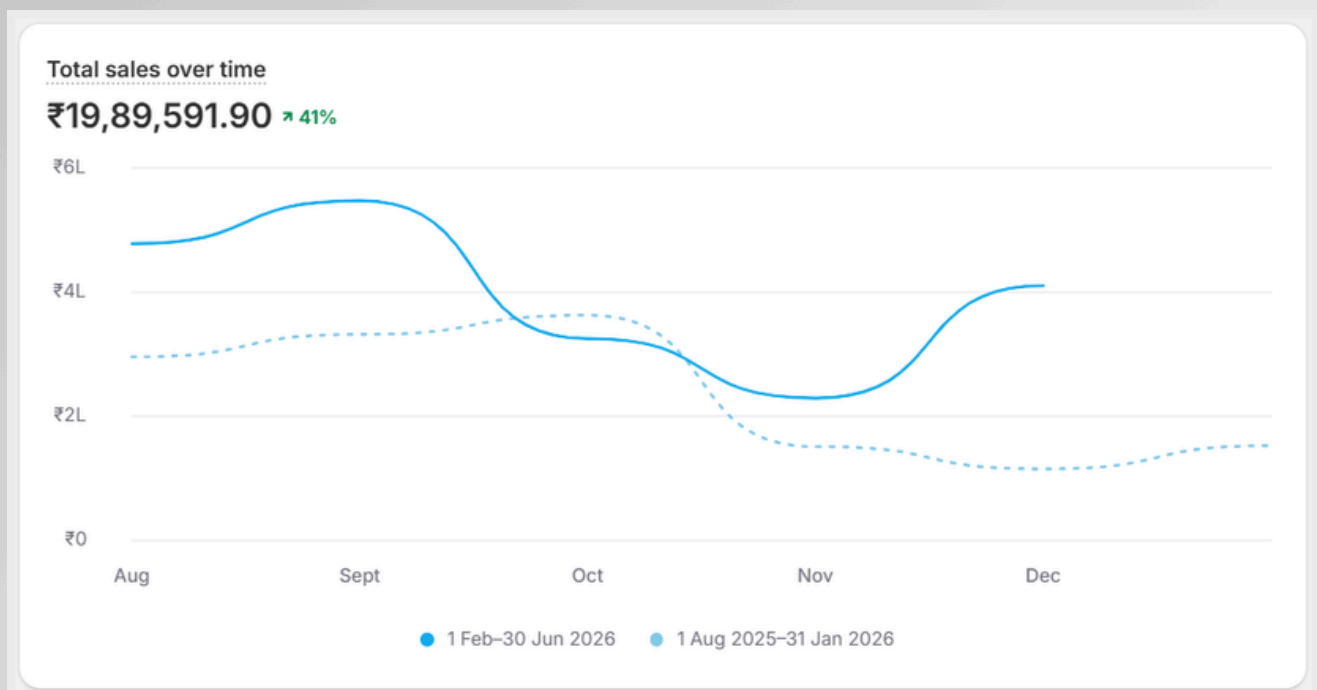
06. Optimisation

Weekly and bi-weekly optimisation cycles were introduced, governed by structured decision rules: which ad sets to scale, pause, or iterate; which audiences to expand or suppress; and which creative variants warranted further investment versus retirement.



07. Scaling

Only campaigns and ad sets that cleared defined performance thresholds were graduated to scaling budgets. Scaling was executed incrementally — typically 20–30% budget increases every 48–72 hours — to preserve campaign learning and avoid algorithmic disruption.



08. Retention

A lightweight retention layer — through remarketing sequences targeting past purchasers — was embedded into the campaign structure to improve repeat purchase rates and increase customer lifetime value, improving the economics of customer acquisition over time.

"Strategy without structure is aspiration. Structure without strategy is activity. Ne8Gain's value lies in the intersection of both."

Comparison: Results

Before v/s After

Achievement	Revenue Generated (Monthly)	ROAS	CPP
Before	₹1,38,000	3.19X	₹515
After	₹4,84,000	4.01X	₹450
Difference	79.32% Growth	25.44% Improved	12.50% Reduceed

Before

Columns: shashi metrics						Breakdown				
Purchase ROAS (retu...	Purchases	Purchases conversion...	Cost per purchase	Amount spent						
—	—	₹0.00	—	₹0.00						
—	—	₹0.00	—	₹0.00						
—	—	₹0.00	—	₹0.00						
—	—	₹0.00	—	₹0.00						
—	—	₹0.00	—	₹0.00						
3.19 Average	84 Total	₹138,273.02 Total	₹515.38 Per Action	₹43,291.83 Total Spent						

After

Columns: shashi metrics						Breakdown				
Purchase ROAS (retu...	Purchases	Purchases conversion...	Cost per purchase	Amount spent						
5.44	80	₹159,129.50	₹365.39	₹29,231.36						
3.34	77	₹117,784.20	₹458.23	₹35,283.77						
3.75	69	₹130,370.90	₹504.06	₹34,779.91						
5.14	25	₹51,113.20	₹397.52	₹9,938.05						
3.52	11	₹15,503.20	₹400.86	₹4,409.43						
4.01 Average	268 Total	₹484,075.95 Total	₹450.85 Per Action	₹120,826.75 Total Spent						