

**From 9.79X →
To 26.34X**

How Ne8Gain Built a Scalable Meta
Performance Marketing System for
RachnaGoyal.com

Ne8Gain × Rachna Goyal

- 26.34X ROAS
- ₹14.87 Lakh Monthly Revenue
- 59.02% Lower Cost Per Purchase
- Fresh Meta Ad Account → Predictable Growth Engine

Meta Performance Marketing

Case Study



About RachnaGoyal.com

RachnaGoyal.com is a premium fashion jewellery brand offering elegant jewellery for modern women.

The brand's goal wasn't just to increase online sales—it wanted to build a predictable customer acquisition system that could scale profitably.

Business Objective

- Generate profitable sales
- Build a scalable Meta Ads system
- Reduce Cost Per Purchase
- Increase Return on Ad Spend
- Improve customer trust & retention

Why This Was Challenging?

Premium fashion jewellery has a longer buying journey than impulse products.

Performance marketing succeeds when advertising, operations, and customer experience work together.

Initial challenges

- **Fresh Meta Ad Account**

Meta had no customer intelligence to optimise campaigns.

- **Unstructured Campaign Setup**

Frequent learning resets and inconsistent performance.

- **Inventory Bottlenecks**

Lost revenue and interrupted campaign learning.

- **Prepaid-Only Checkout**

Reduced conversion rate despite strong traffic.

- **Weak Customer Communication**

Poor communication with customers led to lower sales.

Ne8Gain's Growth Strategy

Rather than optimising individual campaigns, Ne8Gain rebuilt the entire customer acquisition system.

Every decision was focused on improving Meta's learning, reducing acquisition costs, and creating sustainable growth.



1) Campaign Restructuring

The existing scattered campaign setup was redesigned into a structured funnel.

- Improvements
- Clear campaign objectives
- Reduced audience overlap
- Better budget allocation
- Stable learning phase
- Easier campaign scaling

Result

A cleaner campaign structure enabled Meta to optimise delivery more efficiently.

2) Audience Segmentation

We segmented the target audience based on:

- Locations: High-paying metro cities
- Demographic: Focused on women's age above 22+ years
- Profession: Women in white collar job, traveling a lot, love fashion shows, etc.
- Custom audience: Website & Instagram visitors, engaged with our videos, etc.

Result

Higher relevance led to stronger engagement and improved ROAS.

3) Creative Testing Framework

Instead of relying on a few creatives, multiple ad variations were tested continuously.

- Creatives based on customer pain points
- Creatives based on trends
- Creatives that define the company's moto.
- Customers testimonials, review videos, influencers marketing, etc.

Result

Winning creatives were identified faster while reducing creative fatigue.

4) Scaling Framework

Winning campaigns weren't scaled randomly.
Scaling decisions were based on:

- ROAS (Return On Ad Spend)
- CPP (Cost Per Purchase)
- Purchase volume
- Frequency
- CTR
- Inventory availability

Result

Higher ad spend without disrupting Meta's learning phase.

Include people who match

[Demographics](#) > [Parents](#) > [All parents](#)

Parents (All)

Q Add demographics, interests or behaviours Browse

and must also match

[Interests](#) > [Entertainment \(leisure\)](#) > [Live events \(entertainment\)](#)

Parties (event)

[Behaviours](#) > [Mobile Device User](#) > [All Mobile Devices by Operating System](#)

Facebook access (mobile): Apple (iOS) devices

Q Add demographics, interests or behaviours Browse

[Behaviours](#) > [Consumer classification](#) > [India](#)

People in India who prefer high-value goods

[Behaviours](#) > [Mobile Device User](#) > [All Mobile Devices by Operating System](#)

Facebook access (mobile): Apple (iOS) devices

[Behaviours](#) > [Purchase behaviour](#)

Engaged shoppers

[Behaviours](#) > [Travel](#)

[Demographics](#) > [Work](#) > [Job titles](#)

Founder

Gynecologist

[Demographics](#) > [Work](#) > [Job titles](#) > [Advocate](#)

Advocate

[Demographics](#) > [Work](#) > [Job titles](#) > [Architectural designer](#)

Architectural designer

[Demographics](#) > [Work](#) > [Job titles](#) > [Dermatologist](#)

Dermatologist

[Demographics](#) > [Work](#) > [Job titles](#) > [Doctor](#)

Doctor

[Demographics](#) > [Work](#) > [Job titles](#) > [Doctor \(Dr\)](#)

Doctor (Dr)

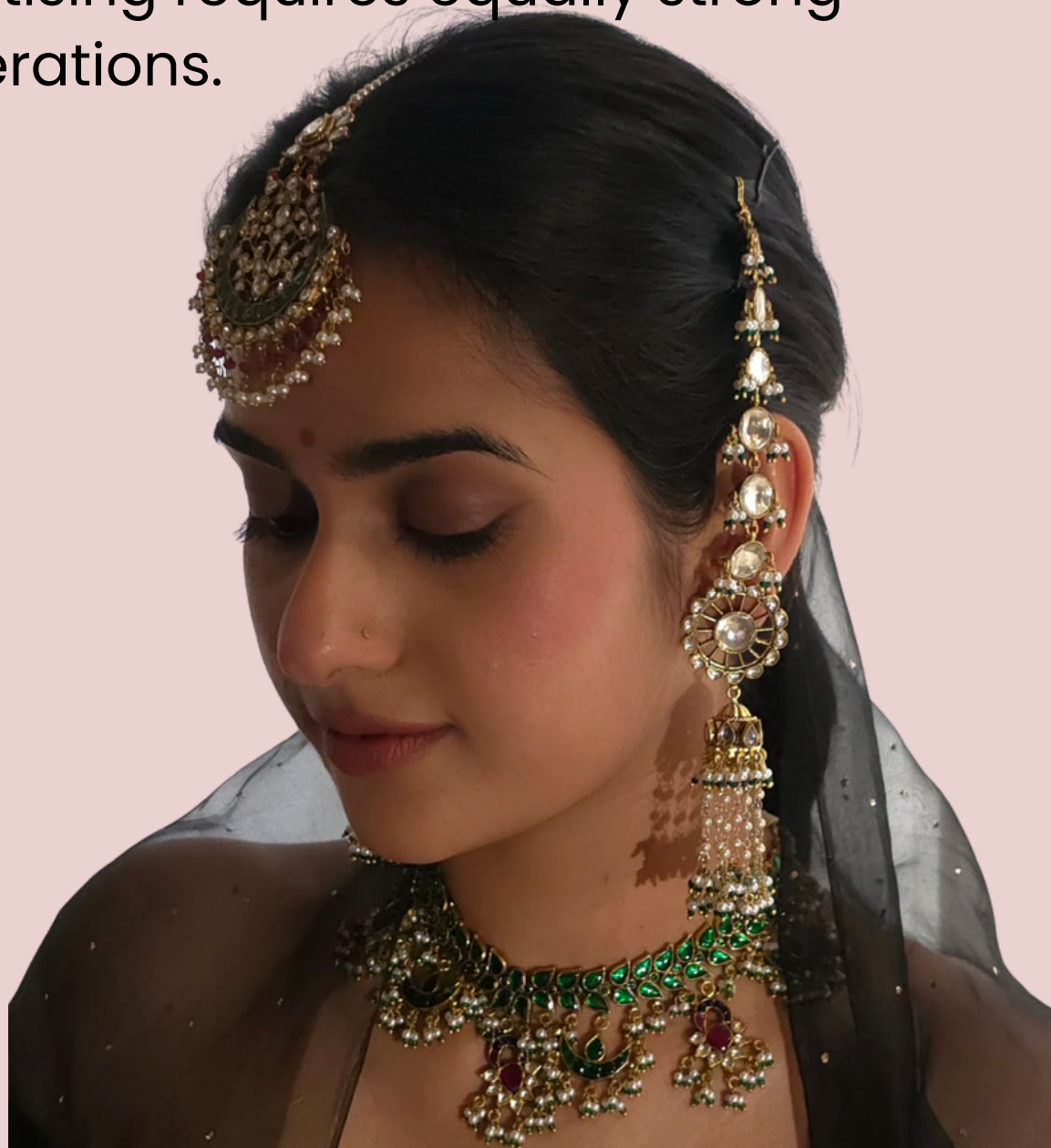
[Demographics](#) > [Work](#) > [Job titles](#) > [Fashion Consultant](#)

Fashion Consultant

Operational Improvements Beyond Meta Ads

Meta Ads alone cannot generate sustainable growth.

Strong advertising requires equally strong business operations.



1. Inventory Planning

Ne8Gain worked closely with the brand to ensure top-selling products remained available.

Focus Areas

- Stock planning
- Bestseller forecasting
- Category prioritisation
- Inventory aligned with campaign demand

Result

Winning campaigns continued running without interruption.

2. WhatsApp Automation

Customer communication was automated to improve trust and reduce uncertainty.

Automated Messages

- Order Confirmation
- Shipping Updates
- Delivery Notifications
- Abandoned Cart Reminders

Result

Better customer experience, higher purchase confidence, reduced support queries.

3. Customer Retention

Growth didn't stop after the first purchase.

Existing customers received personalised WhatsApp campaigns featuring:

Personalised WhatsApp

- New arrivals
- Latest collections
- Product recommendations
- Exclusive updates

Result

Higher repeat purchases and improved customer lifetime value.

Why This Worked

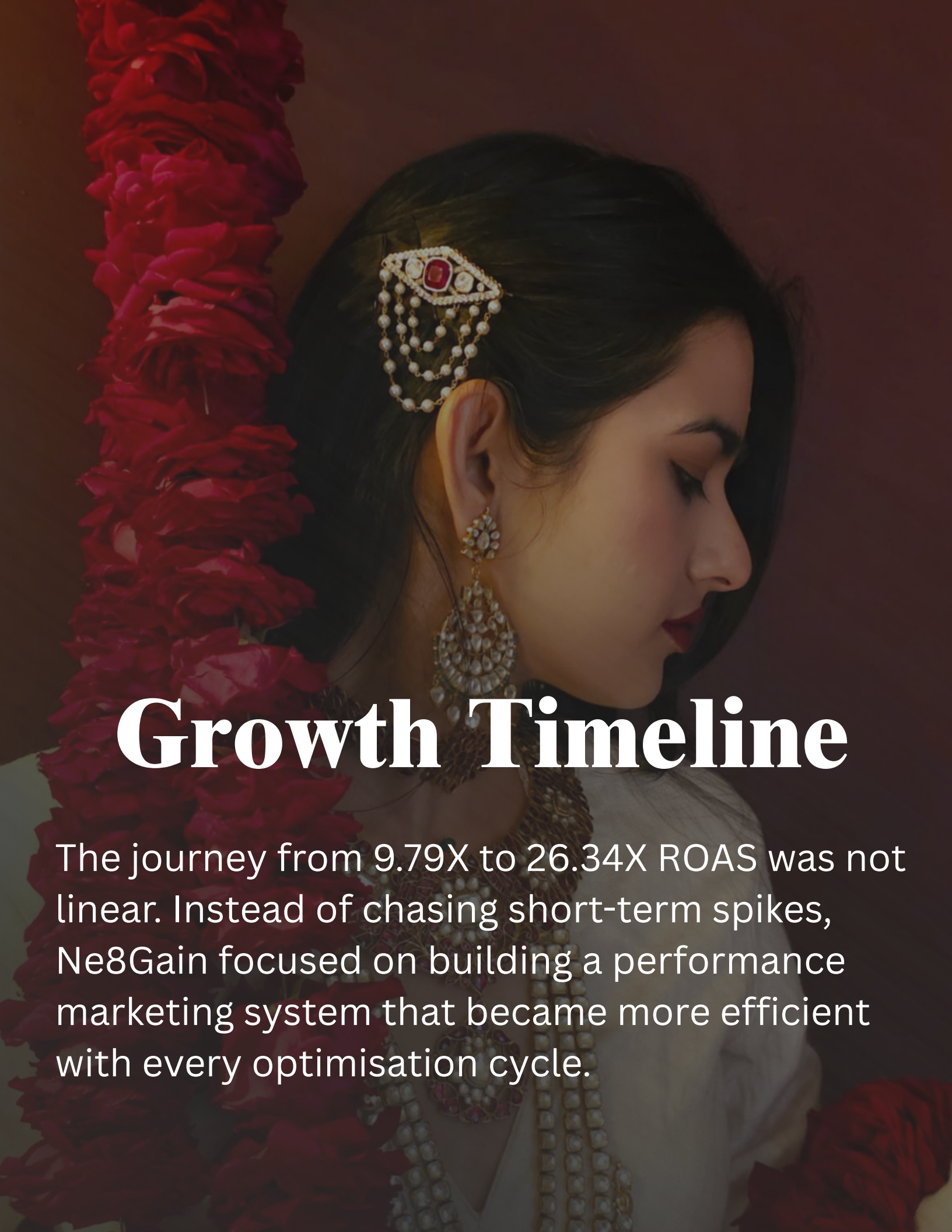
The improvement wasn't driven by advertising alone.

It came from aligning:

- ✓ Meta Ads
- ✓ Inventory
- ✓ Customer communication
- ✓ Remarketing
- ✓ Business Operations

into one unified growth system.

"Advertising creates demand. Operational excellence converts that demand into profitable, repeatable revenue."

A woman with dark hair, wearing a white sari with a gold border and a large, ornate gold earring with a red gemstone. She is looking down and to the right. A thick garland of red roses is draped over her shoulder and head. The background is a soft, out-of-focus brown.

Growth Timeline

The journey from 9.79X to 26.34X ROAS was not linear. Instead of chasing short-term spikes, Ne8Gain focused on building a performance marketing system that became more efficient with every optimisation cycle.

Month	Ad Spend	Revenue	ROAS	CPP
Mar'25	₹26,475	₹2,59,300	9.79X	₹854
Apr'25	₹40,560	₹4,22,400	10.42X	₹827
May'25	₹39,000	₹4,09,500	10.48X	₹930
Jun'25	₹29,000	₹2,25,700	7.76X	₹1,450
Jul'25	₹32,000	₹2,55,000	7.93X	₹975
Aug'25	₹40,000	₹4,49,100	11.25X	₹831
Sep'25	₹58,200	₹9,42,400	16.19X	₹606
Oct'25	₹37,200	₹8,62,200	23.17X	₹380
Nov'25	₹56,500	₹14,87,400	26.34X	₹350

Business Results

ROAS Growth

9.79X → 26.34X

169.05% Improvement

Revenue Growth

₹2.59 Lakh → ₹14.87 Lakh

473.70% Growth

CPP

₹854 → ₹350

59.02% Reduction

Ad Sepnd

₹26,475 → ₹56,500

59.02% Reduction

A woman is shown from the chest down, wearing a beige top with puffed sleeves, a black leather jacket, and blue jeans. She is holding a glass of red wine in her right hand, which has a ring on the ring finger. She is wearing a black belt with silver studs and a necklace with green, white, and red beads. The background is a warm, golden-brown color.

"The objective wasn't to create a few high-performing campaigns. It was to build a performance marketing system that could scale profitably, adapt continuously, and deliver predictable business growth."