

Scaling E-Commerce with a Meta Ads Performance Funnel Strategy

A data-driven approach to achieving significant growth and optimizing ad spend for an FMCG e-commerce brand.



Ghee Brand's Digital Ascent

Industry & Platform

Our client, a premium **FMCG/Food Product (Ghee Brand)**, operates exclusively on the **Shopify** e-commerce platform. Their primary customer acquisition channel is **Meta Ads** (Facebook & Instagram).

Campaign Objective

The core objective was clear: drive **Website Purchases** through a **Full Funnel Scaling** strategy, encompassing Awareness, Prospecting, and Conversion stages.



BUSINESS CHALLENGE

Overcoming Growth Hurdles

Scalable Acquisition

The brand needed a robust mechanism for **scalable purchase acquisition** to match their growth ambitions.

Cost Optimization

A critical need was to achieve a **lower cost per purchase** while maintaining consistent performance.

Consistent ROAS

They required a strategy to deliver a **higher Return on Ad Spend** consistently across all funnel stages.

Structured Architecture

With multiple ongoing campaigns, there was a clear demand for a more **structured campaign architecture** and refined budget allocation.

STRATEGY IMPLEMENTED

Our 3-Level Funnel Framework

We developed a comprehensive three-tiered funnel to optimize Meta Ads performance, ensuring efficient targeting and conversion at each stage.

1

A. Top of Funnel (Awareness)

Objective: Reach | **Goal:** Large-scale brand visibility. Campaigns like `FS_Awareness_Int_230724` focused on broad audience exposure.

2

B. Middle of Funnel (Prospecting)

Objective: Website Purchases | **Goal:** Convert cold traffic. Key campaigns included `FS_ASC_Con_Ghee_240225` and `VM_Prospect_Ghee`.

3

C. Bottom of Funnel (Conversion)

Objective: Website Purchases | **Goal:** Retarget high-intent users. The primary campaign here was `FS_Con_Prof_Int_300425`.

Key Metrics: Ad Spend & Conversions

Total Ad Spend (Selected Period)

₹14,034,442+

This represents the lifetime view of ad expenditure across all campaigns, demonstrating significant investment in growth.

Performance Snapshot (May-Aug 2025)

- **Conversion Campaign:** 330 Website Purchases (CPAP ₹568.78)
- **ASC Conversion Campaign:** 483 Website Purchases (CPAP ₹600.53)
- **Prospect Campaign:** 272 Website Purchases (CPAP ₹626.62)
- **Awareness Campaign:** 31,227,136 Reach (CPM ₹4.99)

These figures highlight the effectiveness of targeted campaigns in driving purchases at optimized costs.



E-commerce Growth: Last 90 Days

337..

Sessions

High traffic flow driven by Meta Ads scaling strategies.

₹15...

Total Sales

Robust revenue generated directly through e-commerce sales.

4,5...

Orders

Significant volume of transactions completed.

1.2...

Conversion Rate

Healthy conversion rate indicating effective visitor-to-buyer journeys.



Deep Dive into Performance by Stage

Awareness Impact

- **31M+ Reach:** Ensured massive brand visibility and strong recall.
- **Low CPM (₹4.99):** Demonstrated highly efficient audience targeting and budget use.

Prospecting Performance

- **Consistent Purchases:** Achieved stable purchase volumes from new audiences.
- **Optimized CPA:** Cost per purchase maintained between ₹568–₹626, showcasing stable acquisition costs.

Conversion Campaigns

- **High Volume:** Delivered significant purchase volume from high-intent users.
- **Scalable Structure:** Confirmed an optimized cost per purchase within a repeatable framework.

Success Factors in Action

1

Structured Funnel

A well-defined campaign architecture across all funnel stages was foundational.

2

Dedicated Awareness

Specific campaigns for audience warming proved crucial for long-term efficiency.

3

Separate Prospecting & Conversion

Tailoring campaigns to different user intents maximized effectiveness.

4

Budget Distribution

Allocating resources based on real-time performance ensured optimal spend.

5

Continuous Optimization

Ongoing refinement and cost control efforts were key to sustained results.

Refining for Peak Performance

Creative A/B Testing

Regularly testing ad creatives to identify and scale high-performing variations.

Budget Scaling

Dynamically shifting budget towards ad sets demonstrating superior performance.

Funnel Stage Retargeting

Refining retargeting efforts based on user behavior at each funnel stage to maximize conversion.

Audience Segmentation

Dividing target audiences into specific groups for more personalized messaging and targeting.

Manual Bid Adjustments

Strategic manual bidding in specific scenarios to gain a competitive edge.

Unlocking Sustainable E-commerce Growth

Achieved Outcomes

- **₹1.5+ Crore Revenue:** Generated within a 90-day period, demonstrating significant commercial success.
- **Stable Cost Per Purchase:** Maintained consistently under ₹650, highlighting efficient acquisition.
- **Massive Brand Awareness:** Built at an impressively low CPM, strengthening brand equity.
- **Scalable Model:** Established a repeatable framework for sustained future growth.



This case study unequivocally demonstrates how a meticulously structured full-funnel Meta Ads strategy can drive consistent purchase volume, maintain controlled acquisition costs, and scale revenue significantly, while simultaneously building long-term brand equity.