

PERFORMANCE MARKETING / META ADS

Fewer losses, more *sales*. *Same budget,* **3.62× ROAS.**

How restructuring Idee Eyewear's Meta Ads into a three-stage funnel turned a loss-making account into a profitable one in three months.

7.1×

HIGHER PURCHASE ROAS

-77%

LOWER COST PER PURCHASE

4.1×

MORE PURCHASES

The engagement at a glance

Idee Eyewear is a D2C eyewear brand that sells online through Meta Ads. The account was spending heavily but losing money on every sale. The brief was to rebuild the funnel so the same budget produced profitable purchases.

PURCHASE ROAS

+610%

0.51x → 3.62x

PURCHASES

4.1x

28 → 115 website purchases

COST PER PURCHASE

-77%

₹3,928 → ₹911

CONTEXT

All of the spend sat in a single conversion campaign aimed at cold audiences. People who had never heard of the brand were asked to buy straight away, and very few did.

With no awareness or consideration stage, there was nothing to warm prospects up and no way to bring back people who showed interest. Every extra rupee went into the same cold audience at the same poor return.

The approach was to stop asking strangers for a sale and build a proper funnel: reach new people first, re-engage the interested ones, then convert the high-intent visitors.

CLIENT

Idee Eyewear

INDUSTRY

D2C eyewear

CHANNEL

Meta Ads (Facebook & Instagram)

FOCUS

Website purchases & ROAS

ENGAGEMENT

Full-funnel restructure · 3 months

Spending more, *selling less*

Four problems were eating into the return on every campaign. Together, they meant more budget simply bought more loss.



High cost per purchase

Each sale cost ₹3,928 on average, far too high to be sustainable for an eyewear brand.



Negative return (0.51× ROAS)

Every ₹1 spent on ads brought back about 51 paise. The account was losing money on each sale.



No funnel structure

All traffic went to one conversion campaign. There was no awareness (TOF) or consideration (MOF) stage, so audiences stayed cold.



Low purchase volume

Only 28 purchases from ₹1,09,991 of spend, because of weak targeting and a one-size-fits-all creative approach.

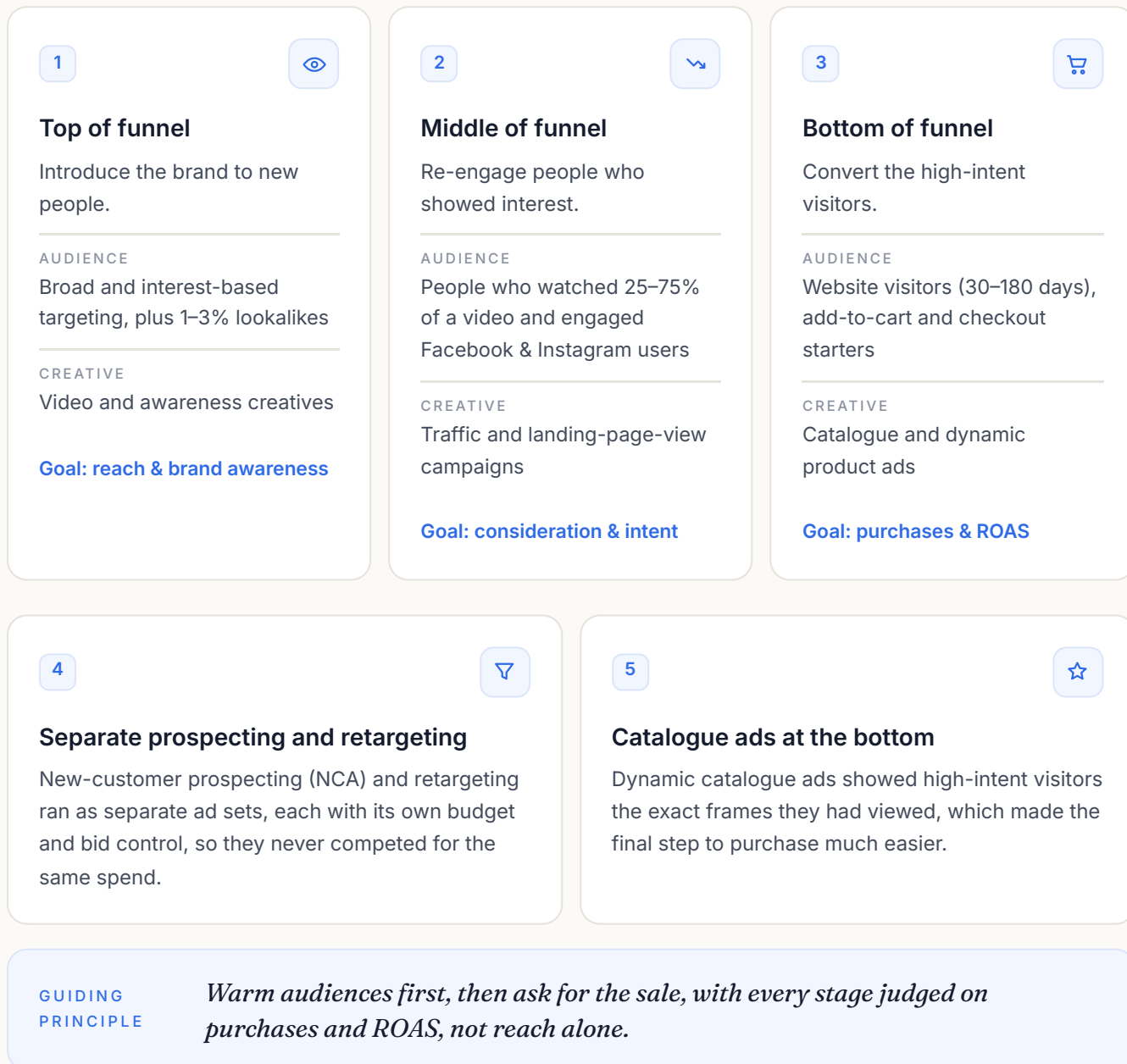
THE CORE QUESTION



How do we turn a loss-making account into a profitable one without spending more?

A three-stage *full-funnel* rebuild

The account was rebuilt around one idea: warm people up before asking for the sale. Each stage had its own audience, creative and goal.



Costs fell, *sales rose*

Once the funnel was in place, every metric that mattered moved the right way. Idee now earns ₹3.62 for every ₹1 spent, on a slightly smaller budget.

COST PER PURCHASE

₹911

down from ₹3,928

WEBSITE PURCHASES

115

up from 28

PURCHASE ROAS

3.62×

up from 0.51×

METRIC	BEFORE	AFTER	CHANGE
Website purchases	28	115	+311%
Purchase ROAS	0.51×	3.62×	+610%
Cost per purchase	₹3,928	₹911	-76.8%
Amount spent	₹1,09,991	₹1,04,750	-4.8%
Funnel	None	TOF + MOF + BOF	

Figures from Meta Ads Manager. After results cover the full-funnel catalogue ad sets over three months.

COST PER PURCHASE

The headline shift

BEFORE ₹3,928

AFTER ₹911

Four times the purchases on a similar budget, with cost per purchase down by more than three-quarters.

The numbers, *as reported*

Screenshots from Meta Ads Manager, before and after the restructure. In the after period, prospecting brought in 70% of purchases, and retargeting earned the highest ROAS at the lowest cost per purchase.

Before

ORIGINAL CAMPAIGN

Delivery	Results	Results ROAS	Cost per result	Amount spent
Completed Ad set	28 [2] Website purchases	0.51 [2] Value, purchase	₹3,928.24 [2] Website purchases	₹109,990.80 Total Spent
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PURCHASES	ROAS	COST / PURCHASE	SPEND
28	0.51×	₹3,928	₹1,09,991

After

FULL-FUNNEL CATALOGUE AD SETS

Ad set name	Delivery	Results	Results ROAS	Cost per result	Amount spent
idee catalogue - NCA	Not delivering Ad set	81 [2] Website purchases	3.53 [2] Value, purchase	₹934.56 [2] Website purchases	₹75,699.70
idee catalogue - Re	Not delivering Ad set	34 [2] Website purchases	3.85 [2] Value, purchase	₹854.41 [2] Website purchases	₹29,049.89
Total results 2/2 rows displayed		115 [2] Website purchases	3.62 [2] Value, purchase	₹910.87 [2] Website purchases	₹104,749.59 Total Spent

PURCHASES	ROAS	COST / PURCHASE	SPEND
115	3.62×	₹911	₹1,04,750

CATALOGUE AD SET	PURCHASES	ROAS	COST / PURCHASE	SPEND
Prospecting (new customers)	81	3.53×	₹935	₹75,700
Retargeting (warm audiences)	34	3.85×	₹854	₹29,050
Total	115	3.62×	₹911	₹1,04,750

When the funnel is right, *sales follow*

The turnaround didn't come from a bigger budget. It came from changing who the account spoke to at each stage, and what it asked them to do.

01 Warm audiences convert

The top of the funnel warmed up prospects before asking for a purchase, which brought cost per purchase down sharply.

02 Separate budgets, tighter control

Splitting prospecting and retargeting into separate ad sets made it possible to control budget and bids for each stage.

03 Catalogue ads close the sale

Dynamic catalogue ads at the bottom of the funnel showed high-intent visitors the products they had already viewed.

04 Less waste, more return

Spending on the right audience at the right stage meant a similar budget produced four times the purchases.

THE TAKEAWAY

When the funnel does the warming up, the same budget sells four times as much, at a profit.

PREPARED BY

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ENGAGEMENT

Meta Ads · Full-funnel restructure

LET'S TALK

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