

PERFORMANCE MARKETING / META ADS

A famous face, finally *selling*. *A third of the* budget.

How pairing brand ambassador Kartik Aaryan with a full-funnel Meta Ads structure made IRUS Eyewear profitable, on a third of the previous budget.

9.9×

HIGHER PURCHASE ROAS

-91%

LOWER COST PER PURCHASE

1/3

OF THE ORIGINAL BUDGET

The engagement at a glance

IRUS Eyewear is a premium Indian eyewear brand with Bollywood actor Kartik Aaryan as its ambassador. Despite the star power, its Meta Ads were losing money. The brief was to build a real brand presence online and turn it into profitable sales.

PURCHASE ROAS

+892%

0.51x → 5.06x

PURCHASES

3.6x

28 → 100 website purchases

AD SPEND

-67%

₹1,09,991 → ₹36,672

CONTEXT

IRUS had the ingredients most brands want: a premium product and a well-known Bollywood actor. But online, audiences didn't know who the brand was.

All of the spend went into cold conversion campaigns, and Kartik Aaryan's creatives were used in generic sales ads rather than to build awareness. There was no retargeting to bring back people who showed interest.

The approach had two parts: make the ambassador the face of awareness campaigns, and build a full funnel to turn that attention into purchases.

CLIENT

IRUS Eyewear

INDUSTRY

Premium eyewear

CHANNEL

Meta Ads (Facebook & Instagram)

AMBASSADOR

Kartik Aaryan

ENGAGEMENT

Brand + full-funnel · 6 months

A premium brand *without* a digital identity

IRUS needed people to recognise the brand before asking them to buy from it. The ambassador was the fastest way to do that.

THE BRAND

IRUS Eyewear is a premium Indian eyewear brand offering frames, sunglasses and optical wear for fashion-forward urban consumers.

THE GOAL

Build a strong brand identity in a competitive market, create awareness among style-conscious millennials, and turn high-intent audiences into buyers.

THE OPPORTUNITY

Kartik Aaryan as brand ambassador. His reach and youthful, aspirational image fit IRUS's premium positioning.

BRAND AMBASSADOR

Kartik
Aaryan

Moved from generic sales ads to the face of the awareness campaigns, where his reach could do the most work.

A celebrity in the ads, *and still no sales*

The ambassador was there, but the account wasn't built to use him. Four problems kept IRUS losing money on every campaign.



No brand identity online

Despite a premium product and a celebrity ambassador, IRUS had no structured digital presence, and audiences didn't know the brand.



High cost per purchase: ₹3,928

With no funnel, all spend went into cold conversion campaigns.



Ambassador underused

Kartik Aaryan creatives appeared in generic bottom-of-funnel ads instead of building awareness and trust at the top.



Negative return (0.51× ROAS)

The account was losing money on each sale, with no retargeting stage to bring back warm audiences.

THE CORE QUESTION



How do we turn a famous face into profitable sales instead of expensive impressions?

Two pillars: *brand* and full funnel

The ambassador would build awareness and trust at the top. A full-funnel structure would carry that attention through to a purchase.

1



The ambassador as the face

Top-of-funnel video ads built on Kartik Aaryan's campaign visuals

His fan base used for fast reach and brand recall

Aspirational content that matched IRUS's premium tone

Celebrity creatives adapted for Stories, Reels and Feed

Trust built through association with a familiar face

2



A full-funnel structure

TOF · TOP OF FUNNEL

Kartik creatives, broad and lookalike audiences, brand video for reach

MOF · MIDDLE OF FUNNEL

Retargeting 25–75% video viewers and page engagers with a consideration objective

BOF · BOTTOM OF FUNNEL

Website visitors and add-to-cart abandoners, served catalogue and dynamic ads optimised for purchases

GUIDING PRINCIPLE

Use the famous face to earn attention and trust, then let the funnel turn that warmth into purchases.

Less budget, *better results*

With the ambassador at the top and a proper funnel underneath, IRUS became profitable on a fraction of the previous spend. It now earns ₹5.06 for every ₹1 spent.

COST PER PURCHASE

₹367

down from ₹3,928

WEBSITE PURCHASES

100

up from 28

AMOUNT SPENT

₹36,672

down from ₹1,09,991

METRIC	BEFORE	AFTER	CHANGE
Website purchases	28	100	+257%
Purchase ROAS	0.51×	5.06×	+892%
Cost per purchase	₹3,928	₹367	-90.7%
Amount spent	₹1,09,991	₹36,672	-66.7%
Ambassador	Sales ads	Face of TOF	

COST PER PURCHASE

The headline shift

BEFORE ₹3,928



AFTER ₹367

3.6× the purchases on a third of the budget, with cost per purchase down by more than 90%.

Figures from Meta Ads Manager. After results cover the full-funnel catalogue campaign over six months.

The numbers, *as reported*

Screenshots from Meta Ads Manager: the original campaign, and the catalogue campaign that ran inside the full funnel.

Before

ORIGINAL CAMPAIGN

Pivot Table ▼ Group Breakdowns					
Ad set name ▼	Delivery ▼	Results ▼	Results ROAS ▼	Cost per result ▼	Amount ↓ ▼
IRUS Jan	Completed Ad set	28 [2] Website purchases	0.51 [2] Value, purchase	₹3,928.24 [2] Website purchases	₹109,990.80
Total results 1/1 row display		28 [2] Website purchases	0.51 [2] Value, purchase	₹3,928.24 [2] Website purchases	₹109,990.80 Total Spent

PURCHASES	ROAS	COST / PURCHASE	SPEND
28	0.51×	₹3,928	₹1,09,991

After

FULL-FUNNEL CATALOGUE

Pivot Table ▼ Group Breakdowns					
Ad set name ▼	Delivery ▼	Results ▼	Results ROAS ▼	Cost per result ▼	Amount spent ↓ ▼
IRUS catalogue	Not delivering Ad set	100 [2] Website purchases	5.06 [2] Value, purchase	₹366.72 [2] Website purchases	₹36,671.67
Total results 1/1 row displayed		100 [2] Website purchases	5.06 [2] Value, purchase	₹366.72 [2] Website purchases	₹36,671.67 Total Spent

PURCHASES	ROAS	COST / PURCHASE	SPEND
100	5.06×	₹367	₹36,672

Brand and funnel, *working together*

The turnaround didn't come from more budget. It came from putting the ambassador where he could build trust, and giving that trust a path to purchase.

01 Celebrity equity builds trust

People who first saw Kartik Aaryan's creatives at the top were warmer by the time they were retargeted.

02 Awareness first, sales second

Building recognition before asking for a purchase led to a much lower cost per purchase and a higher ROAS.

03 Segmentation cut waste

Separating cold prospecting from warm retargeting, each with the right objective, brought cost per purchase down by 91%.

04 Strategy over budget

With ₹36,672, a third of the original spend, IRUS got 100 purchases instead of 28.

THE TAKEAWAY

A famous face gets attention. A full funnel turns that attention into sales, at a third of the cost.

PREPARED BY

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ENGAGEMENT

Meta Ads · Brand + full funnel

LET'S TALK

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