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Cash Studies & Results

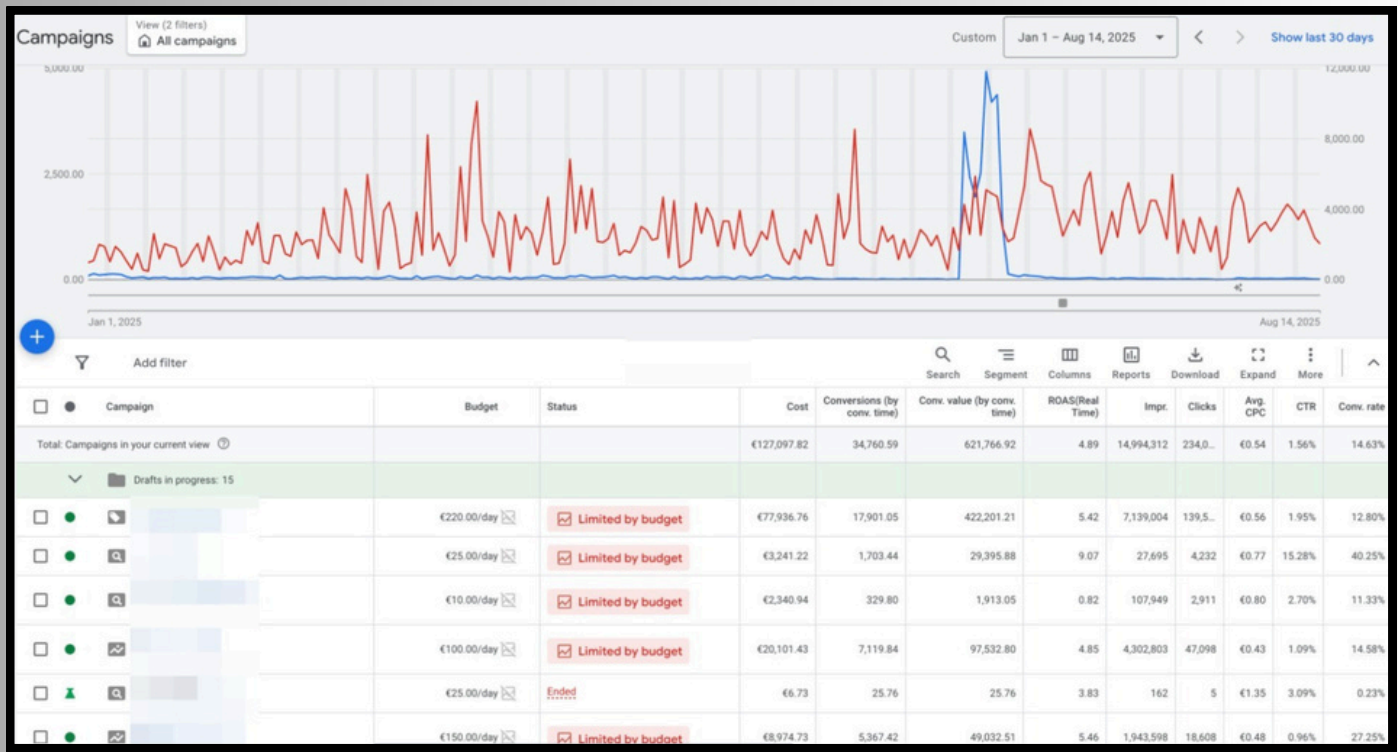
Performance Marketing Portfolio

Scaling Brands with Ads – Portfolio

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Result In Europe Market (Germany)

Google Ads Dashboard – Stable scaling from €300 → €550/day



Sales Dashboard – €964,470 revenue generated

Statistics from: 01/01/2025 to: 14/08/2025 Manual CSV Export Refresh

Navigation	29/07/2025	51	€8,316.85	€7,336.50	87	€143.85	1.71	...
Quick Overview	28/07/2025	29	€4,333.66	€3,849.73	44	€132.75	1.52	...
Favorites	27/07/2025	14	€1,254.81	€1,100.18	24	€78.58	1.71	...
Sales	26/07/2025	12	€2,808.86	€2,616.30	54	€218.03	4.5	...
Orders	25/07/2025	16	€2,117.92	€1,859.05	24	€116.19	1.5	...
Orders (daily)	24/07/2025	38	€4,586.29	€3,991.07	62	€105.03	1.63	...
First Time Orders (daily)	23/07/2025	32	€5,124.64	€4,585.21	54	€143.29	1.69	...
Orders (monthly)	22/07/2025	24	€3,130.64	€2,788.76	42	€116.20	1.75	...
Orders (quarterly)	21/07/2025	54	€5,760.99	€5,025.00	70	€93.06	1.3	...
Orders By Weekday								
Orders By Time Of Day								
Orders By Order Status								
Orders By Transaction Status								
Orders By Delivery Status								
Marketing								
Products								
Sales By Products								
With Low Stock								

Items per page: 25

Sumeries						
Date	Number Of Orders	Sales (gross)	Sales (net)	Number of articles	Ø Sales net	Ø Number of articles
-	6207	€966,470.90	€868,509.91	15047	€139.92	2.42

Help

In calculating revenue, the total prices of the orders are taken into account, including discount vouchers or shipping costs.

Case Study: Electronic Market – Germany

Challenge:

- Client started in 2023, spending €300/day on Google Ads with unstable results (ROAS around 2–2.4).
- Performance was fluctuating heavily and client couldn't scale.
- Tracking setup was incomplete, leading to poor optimization.
- Product management issues – 15 top-performing products went out of stock.

Strategy:

- Conducted a full audit of tracking and Google Ads setup, restructured all tags.
- Analyzed 1000 SKUs, identified 50 consistently performing products, and highlighted 15 high-demand winners.
- Ensured client never runs out of stock for winning products.
- Restructured Google Ads campaigns for better scaling and stability.
- Applied market research + competitor analysis to refine product focus.

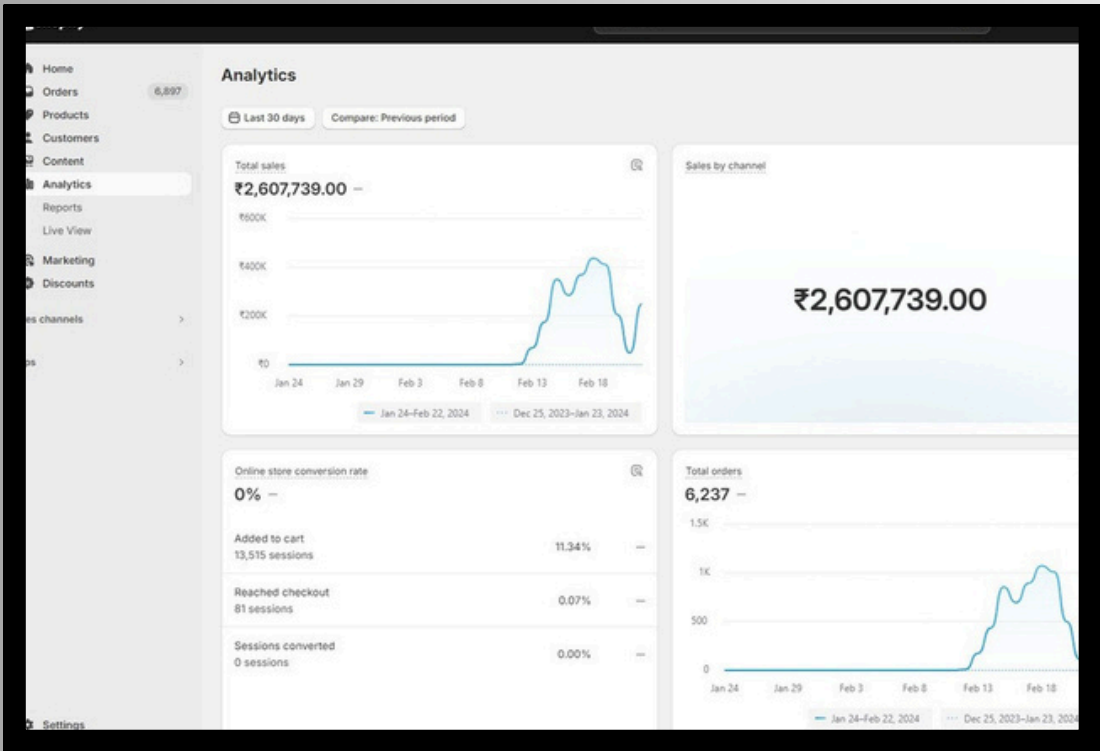
Result:

- Scaled spend from €300/day → €550/day.
- Daily revenue increased to ~€3000/day.
- ROAS stabilized above 3.0+ with consistent profitability.
- Client now aligned on ads + product management, leading to long-term growth.

Key Takeaway:

Performance marketing alone is not enough. Success comes when ads, tracking, and product management are fully aligned.

Dropshipping Result



Shopify Sales

Meta Ads Performance

Ads					
New Setup <input type="radio"/> Columns: Custom Breakdown Reports Export					
Amount spent	Website purchases	Purchase ROAS (return on ad spend)	Cost per landing page view	CPC (all)	CT
₹93,112.11	1,345 [2]	8.51 [2]	₹10.66 [2]	₹3.83	
₹63,132.66	717 [2]	6.63 [2]	₹13.10 [2]	₹4.48	
₹34,202.79	509 [2]	8.76 [2]	₹11.56 [2]	₹4.09	
₹24,546.50	312 [2]	7.48 [2]	₹10.79 [2]	₹4.34	
₹27,846.39	276 [2]	5.76 [2]	₹10.37 [2]	₹3.31	
₹12,539.55	150 [2]	6.97 [2]	₹10.90 [2]	₹4.57	
₹9,406.75	143 [2]	8.87 [2]	₹9.28 [2]	₹4.20	
₹14,925.80	136 [2]	5.43 [2]	₹11.10 [2]	₹4.20	
₹13,317.99	134 [2]	6.03 [2]	₹5.05 [2]	₹1.70	
₹10,811.52	125 [2]	6.81 [2]	₹14.89 [2]	₹6.00	
₹12,693.67	122 [2]	5.75 [2]	₹16.92 [2]	₹7.16	
₹550,891.29 Total Spent	6,106 Total	6.54 Average	₹9.14 Per Action	₹3.33 Per Click	

Case Study: Dropshipping In India

Challenge:

- Faced multiple product failures during testing.
- Tested 20–30 products before finding 2 winners.
- Dozens of creatives tested — image ads didn't work, videos performed better.
- High RTO (Return to Origin) rate, a common dropshipping challenge.

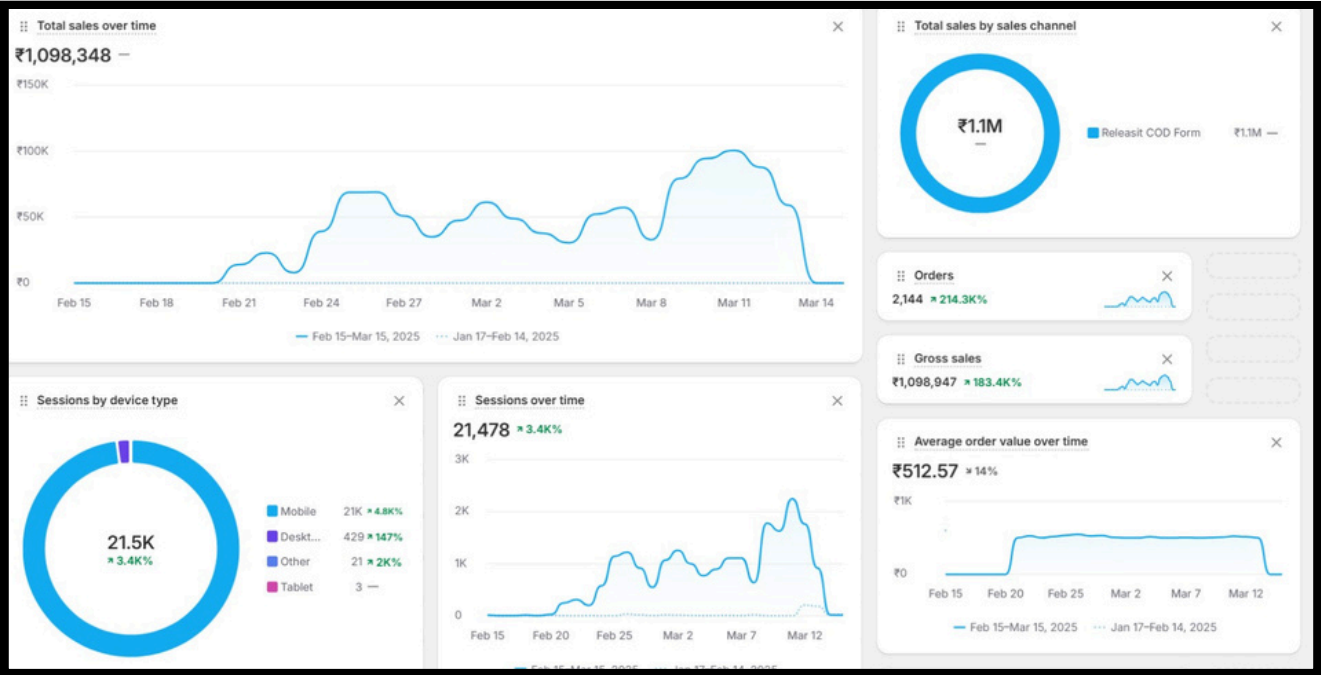
Strategy:

- *Focused on video creatives for better engagement and conversions.*
- *Scaled gradually instead of aggressively, ensuring profitability.*
- *Improved delivery process and customer experience to reduce RTO.*

Result:

- Generated ₹26,07,739 revenue with ₹5,50,891 ad spend.
- Maintained an average ROAS of 6.54.
- Client stayed profitable with controlled RTO.

Dropshipping Result



Ads15 Feb 2025 - 15 Mar 2025

MoreColumns: NP MetrixBreakdownReportsExportCharts

Amount spent	Amount spent...	Purcl R...	Website purcha...	Purchas...	Websit purcha...	Cost per result	CTR (link click-through rate)	CTR (all)
₹1,775.60	—	11.52 [2]	11.52 [2]	.41 [2]	.41 [2]	₹43.31 [2] Per purchase	1.05%	1.35%
₹18,182.93	—	9.58 [2]	9.58 [2]	3.49 [2]	3.49 [2]	₹52.10 [2] Per purchase	1.42%	1.86%
₹19,796.46	—	9.16 [2]	9.16 [2]	3.60 [2]	3.60 [2]	₹54.99 [2] Per purchase	1.39%	1.80%
₹6,498.95	—	8.91 [2]	8.91 [2]	1.16 [2]	1.16 [2]	₹56.03 [2] Per purchase	1.69%	2.15%
₹9,993.12	—	8.14 [2]	8.14 [2]	1.63 [2]	1.63 [2]	₹61.31 [2] Per purchase	1.61%	2.10%
₹6,440.49	—	8.07 [2]	8.07 [2]	1.04 [2]	1.04 [2]	₹61.93 [2] Per purchase	1.32%	1.68%
₹7,100.30	—	7.11 [2]	7.11 [2]	1.01 [2]	1.01 [2]	₹70.36 [2] Per purchase	1.61%	1.75%
₹130,297.71 Total Spent		7.29 [2] Aver...	7.29 [2] Average	1.852 [2] Total	1.852 [2] Total	₹70.36 [2] Per purchase	1.17% Per Impressions	1.65% Per Impressions

Ethnic Brand Result

Ads

This month: 1 Feb 2025 - 27 Feb 2025

MoreColumns: NP MetrixBreakdownReportsExportCharts

Amount spent	Amount spent...	Purchase ROAS (retur...	Website purchase...	Purchases	Website purchases	Cost per result	CTR (link cl through rat
₹538.27	35.88%	6.68 ^[2]	6.68 ^[2]	6 ^[2]	6 ^[2]	₹89.71 ^[2] Per purchase	
₹2,450.93	—	8.55 ^[2]	8.55 ^[2]	42 ^[2]	42 ^[2]	₹58.36 ^[2] Per purchase	
₹9,505.39	—	9.88 ^[2]	9.88 ^[2]	188 ^[2]	188 ^[2]	₹50.56 ^[2] Per purchase	
₹8,770.55	—	4.64 ^[2]	4.64 ^[2]	67 ^[2]	67 ^[2]	₹130.90 ^[2] Per purchase	
₹2,271.03	151.40%	3.69 ^[2]	3.69 ^[2]	14 ^[2]	14 ^[2]	₹162.22 ^[2] Per purchase	
₹3,654.37	243.62%	5.25 ^[2]	5.25 ^[2]	30 ^[2]	30 ^[2]	₹121.81 ^[2] Per purchase	
₹886.51	59.10%	—	—	—	—	— Per purchase	
₹6,101.40	—	5.56 ^[2]	5.56 ^[2]	68 ^[2]	68 ^[2]	₹89.73 ^[2]	
₹34,178.45 Total Spent		6.46 ^[2] Average	6.46 ^[2] Average	415 ^[2] Total	415 ^[2] Total	₹82.36 ^[2] Per purchase	Per Imp

