Primewayz INFOTECH

Technology | Digital | Marketing

Digital Marketing & Growth Services

Data-driven marketing, performance campaigns and customer growth for digital-first businesses.



Build Demand | **Drive Conversions** | **Grow Customer Value**

Our Capabilities

Performance Marketing
Strategy, execution and optimisation

Meta Ads (Facebook & Instagram)
Demand generation and product growth

Google Ads (Search, Shopping, YouTube)
High-intent traffic and sales

E-commerce Marketing
Full-funnel campaigns for D2C and online brands

Conversion Tracking
Pixels, tag management and attribution

Analytics & Reporting
Performance insights and growth opportunities

Creative Support
Ad creatives, product visuals and campaign assets

Marketing Integrations
CRM, e-commerce and data platform integration

CASE STUDY

D2C Handbag Brand, India

Scaled performance marketing with consistent returns on ad spend.



₹9.79L	1,532	₹52.2L	5.33×
Ad spend (≈ €9,400)	Purchases (Meta Ads)	Revenue from purchases	Purchase ROAS

Our Approach

Discover Understand your goals, audience and market.

Plan Define strategy, channels and tracking.

Execute Launch and manage performance campaigns.

Optimise Improve results through testing and insights.

Report Clear, business-focused performance updates.

Engagement Models
Project delivery, ongoing campaign management or dedicated resources.

Integrated Strength
Marketing + technology delivery, including web, e-commerce, CRM and application integration.

Global Delivery
Experienced team supporting businesses across markets and time zones.

Let's Grow Your Business

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In consortium with POPM Consultants.

Proven Performance in D2C Marketing

A closer look at the results from a premium handbag brand campaign in India.



₹9.79L
Ad spend
(≈ €9,400)

1,532
Purchases
(Meta Ads)

₹52.2L
Revenue from purchases

5.33×
Purchase ROAS

Key Performance Metrics

Cost per purchase	₹639
Average order value	₹3,406 (≈ €33)
Reach / impressions	11.2 lakh / 36.6 lakh
CTR (all)	3.37%
Adds to cart	7,220

What This Shows

- Scaled ad spend by about 5× in 14 months.
- Maintained a return on ad spend (ROAS) near 5×.
- Demonstrates end-to-end campaign execution, from launch to scale.

Key Takeaways

- This case is in India, with an average order value of about €33, compared to higher price points in European markets.
- Cost per purchase has increased with higher spend and creative fatigue, which reinforces the need for phased scaling and regular creative refreshes.
- Results are based on Meta Ads (default attribution), before product returns.

How We Create Impact

Audience Understanding
Reach the right customers with the right message.

Continuous Optimisation
Test, learn and scale what works.

Higher Marketing Efficiency
Drive more conversions per unit of spend.

Sustainable Growth
Build long-term demand and customer value.

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