

Case Study: Liverpool



CLIENT OVERVIEW

Liverpool is a fast-growing men’s fashion brand with over 30 stores across India, especially in Gujarat. The brand is positioned in the affordable fashion category and focuses on premium fabric, lightweight styles, and all-day comfort.

CHALLENGE

Liverpool wanted to scale its online sales through paid advertising while maintaining profitability. The goal was to:

Increase online revenue through
Google Ads, Meta Ads,
and Performance Max campaigns.

Maintain an efficient
Cost Per Acquisition
(CPA).

Strengthen repeat purchases while driving new users.



STRATEGY IMPLEMENTED



1. Multi-Platform PPC Approach

Google Shopping & Search Ads to capture high-intent buyers.

Google Performance Max for broader discovery and optimized conversion campaigns.

Meta Ads (Carousels, Catalog Ads, and Seasonal Offers) for awareness, engagement, and remarketing.



2. Creative Optimization

Carousel ads highlighting USP: Premium fabric, lightweight, all-day comfort.

Seasonal promotions (e.g., Valentine’s offer campaigns).

Dynamic product ads to drive catalog sales.



3. Budget Optimization

Adjusted daily budgets based on performance (higher allocation to high-ROAS campaigns).

Phased investments aligned with sales spikes (Dec–Feb sales campaigns).

KEY RESULTS (NOV 2024 – JUL 2025)

~8,891

Total Orders Generated

8–15%
across
campaigns

Average Conversion Rate

Jan 2025:
₹ 55K
↓
Jul 2025:
₹ 16.9L

Revenue Growth

Peak:
₹ 7.9L
in May 2025

Revenue Growth

Cost per
conversion:
as low as
₹ 215–₹ 338
in peak
months.

Efficiency

ROAS up to
8.5x
on certain
campaigns
(Google
Shopping
Polos).

Efficiency

Overall, Liverpool saw a 13x jump in monthly revenue within 6 months.

HIGHLIGHT CAMPAIGNS



Meta Catalog Sales (Polo):
ROAS consistently above 9.2x in Dec campaigns.



Google Search Polos:
Drove high-value conversions at efficient CPC.



Google Shopping Polo (Pmax):
Achieved 6.5x ROAS in Feb with optimized budget scaling.

CONCLUSION

Through a balanced PPC strategy across Google and Meta, Liverpool transformed from a primarily offline retail brand to a profitable e-commerce player. The campaigns not only boosted new customer acquisitions but also strengthened repeat purchases, making Liverpool a strong player in affordable online fashion.