PARTSPICK · MOBILE CASES & ACCESSORIES

₹22.5L in Meta spend. ₹1.19 Cr in gross sales.

How a phone-case D2C brand was scaled on Meta Ads with a disciplined test-and-scale system, while keeping RTO in single digits and two-thirds of orders prepaid.

4.93x	5.28x	14,764	5–10%
META PURCHASE ROAS	BLENDED MER (GROSS)	SHOPIFY ORDERS	RTO

Period: 1 Jan – 30 Oct 2026 · Source: Meta Ads Manager & Shopify Analytics

Test. Scale. Repeat.

THE SNAPSHOT

Ten months. One ad account. A brand that pays for its own growth.

Partspick sells premium phone cases and accessories to Indian D2C shoppers at an AOV of ~₹760–890. Low-ticket accessories are one of the hardest categories to make profitable on paid social: thin margins, COD-heavy buyers, and high RTO risk. Here is what the account delivered.

₹22.49L
META AD SPEND
1 Jan – 30 Oct 2026

4.93x
PURCHASE ROAS (META)
≈ ₹1.11 Cr attributed revenue

₹1.19 Cr
GROSS SALES (SHOPIFY)
₹1,18,73,133

13,146
META-ATTRIBUTED PURCHASES
14,764 total Shopify orders

₹171
COST PER PURCHASE (CPA)
Blended CAC ₹152 / order

5.28x
BLENDED MER
Gross sales ÷ ad spend

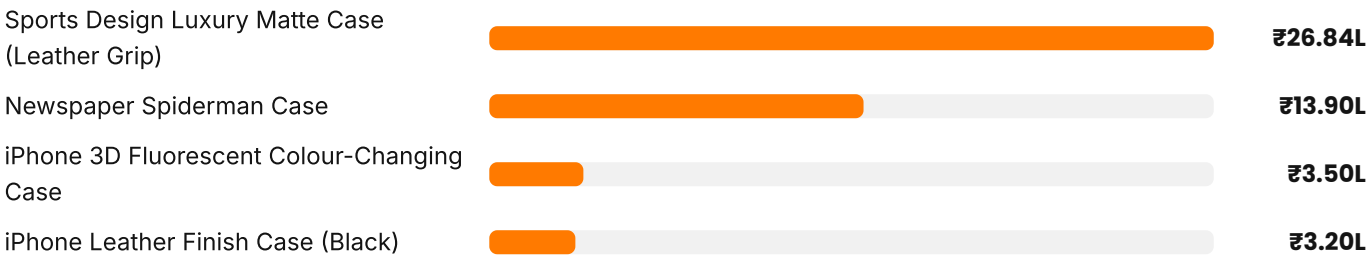
₹37.59
CPM
Efficient reach at scale

1.45%
LINK CTR
CPC ₹2.59

762
AVERAGE ORDER VALUE (₹)
Meta avg purchase value ₹843.86

Why this matters for a founder: every ₹1 put into Meta returned **₹5.28 in gross sales** and **₹3.93 in net sales** after discounts, cancellations and returns. We report the business on **net revenue and backend metrics**, not just the ROAS number in Ads Manager.

Hero products the ads were built around

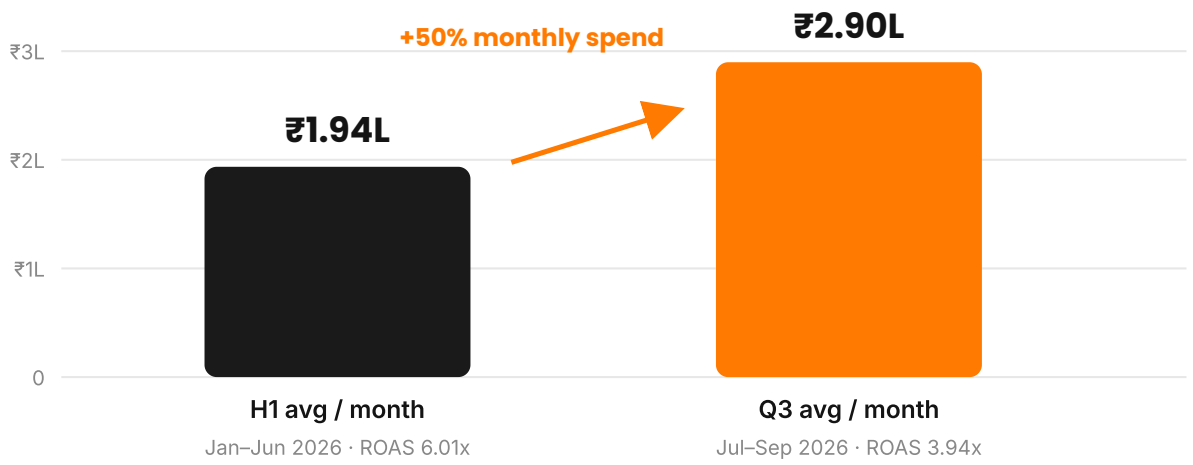


Gross sales by product, Shopify Analytics, 1 Jan – 30 Oct 2026.

SCALING SPEND

Monthly spend up 50%, ROAS held near 4x.

Once the winning products and creative angles were proven in H1, budget was pushed hard in Q3. Average monthly spend went from ₹1.94L to ₹2.90L while purchase ROAS stayed at 3.94x on a ~₹800 AOV product.



Period-over-period performance sheet

METRIC	H1 (JAN–JUN)	Q3 (JUL–SEP)	YTD (JAN–30 OCT)
Ad spend	₹11,61,388	₹8,69,423	₹22,49,457
Avg monthly spend	₹1,93,565	**₹2,89,808**	₹2,24,946
Purchase ROAS	**6.01x**	3.94x	**4.93x**
Meta-attributed revenue	₹69,79,935	₹34,25,525	₹1,10,89,824
Purchases	8,486	3,856	13,146
Cost per purchase	₹137	₹225	₹171
Avg purchase value	—	**₹887.91**	₹843.86
CPM / CTR	—	₹39.14 / 1.39%	₹37.59 / 1.45%

Q3 and YTD figures are Ads Manager totals. H1 is derived: YTD minus Q3 minus October (₹2.19L spend, 3.13x, 804 purchases). Attributed revenue = spend × purchase ROAS.

FROM CLICK TO CASH

We optimise for net revenue, not vanity ROAS.

Meta conversion funnel (YTD)

78,138

Add to cart

58,747

Checkout initiated **75.2% of previous step**

13,146

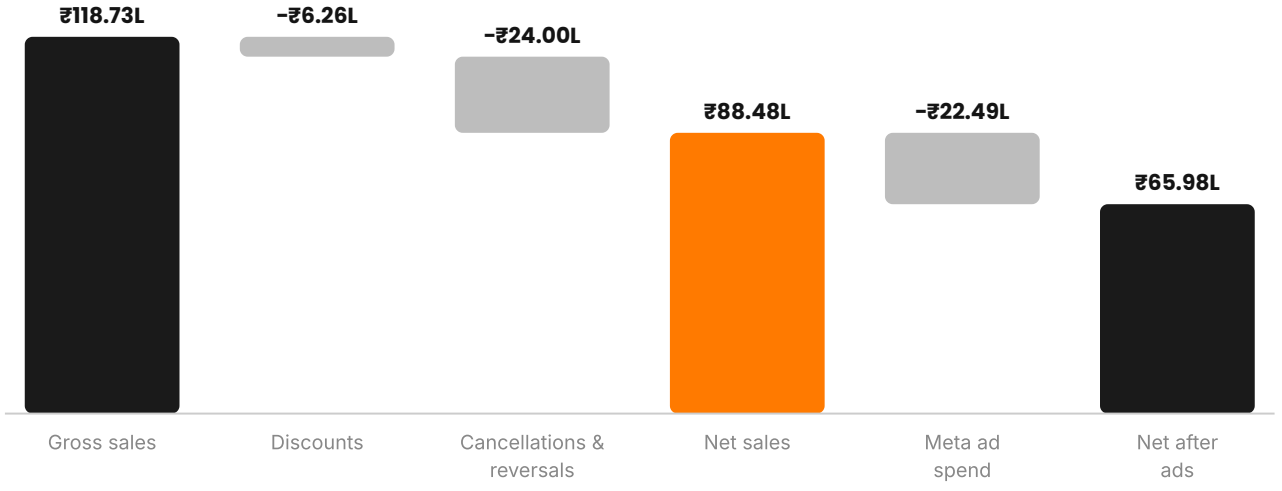
Purchases (Meta) **22.4% of previous step**

A 75% add-to-cart → checkout rate, driven by a one-tap Fastrr checkout that carried 98.6% of sales (₹95.26L of ₹96.63L).

Unit economics

Blended CAC (spend ÷ orders)	**₹152**
Meta cost per purchase	₹171
Average order value	₹761.82
MER on gross sales	**5.28x**
MER on net sales	**3.93x**
Ad spend as % of net sales	25.4%
Returning customer rate	8%

Gross-to-net revenue bridge (Shopify, YTD)



Gross sales	₹1,18,73,132.84	Discounts	−₹6,25,551.07 (5.3%)
Cancellations & reversals	−₹23,99,680.39 (20.2%)	**Net sales**	**₹88,47,901.38**
Shipping charges collected	₹6,75,123.76	Taxes	₹1,40,752.70
Total sales	**₹96,63,777.84**	Net sales after Meta spend	**₹65,98,444.23**

THE PART MOST AGENCIES IGNORE

Low RTO. High prepaid. Orders that actually turn into cash.

In Indian D2C, ROAS means nothing if a third of orders come back. Campaigns were built inside a prepaid-focused ad account, and cancelled orders were stopped before dispatch, so shipped orders converted to delivered revenue.

RTO RATE
5–10%
Single-digit return-to-origin on shipped orders, in a category where COD returns usually eat the margin.

PREPAID ORDERS
65–70%
Two in three customers pay upfront, protecting cash flow and cutting COD risk.

DELIVERY SUCCESS
85–90%
Shipped orders reaching the customer's doorstep.

Order operations sheet (Shopify, 1 Jan – 30 Oct 2026)

BACKEND METRIC	VALUE	WHAT IT TELLS YOU
Total orders	14,764	Demand generated across Meta and organic
Orders fulfilled (shipped)	10,304 (69.8%)	Orders dispatched to customers
Cancelled / not fulfilled	4,460 (30.2%)	Stopped before dispatch, so no forward or return freight spent on them
Cancellations & reversals (value)	₹23,99,680 (20.2% of gross)	Captured in the net-sales view we report on
Discounts	5.3% of gross	Growth without heavy discounting
RTO (shipped orders)	**5–10%**	Low logistics leakage
Prepaid share	**65–70%**	Strong cash conversion
Delivery success	**85–90%**	Shipped orders that reach the customer
Returning customer rate	8% (Q3: 8.32%)	Repeat base forming on a low-frequency category
Checkout channel	Fastrr: 98.6% of sales	One-tap checkout behind the high checkout rate

Q3 on its own: ₹36,69,125 gross sales, ₹27,95,664 net sales, 4,273 orders, AOV ₹814.09, against ₹8,69,423 in Meta spend: **4.22x gross MER** in the quarter we pushed spend hardest.

RTO, prepaid and delivery figures are reported from Partspick's courier and order data. All other figures from Shopify Analytics.

THE PLAYBOOK

A system, not a lucky ad.

215 campaigns were launched in ten months. Most were tests. The winners got the budget.

01

Product-led creative angles

Each hero product (Sports, Spiderman, 3D Fluoro, Leather) got its own campaigns and creative so we could read demand per SKU, not per account.

02

ABO testing → CBO scaling

New angles tested in ABO with controlled budgets; proven winners moved into CBO and broad campaigns to scale without killing efficiency.

03

Full-funnel coverage

Top-of-funnel ambient creative, Advantage+ catalog, and dedicated retargeting (RTG) campaigns working together.

04

Prepaid-first economics

A prepaid-focused ad account and one-tap checkout to keep RTO in single digits and cash flowing.

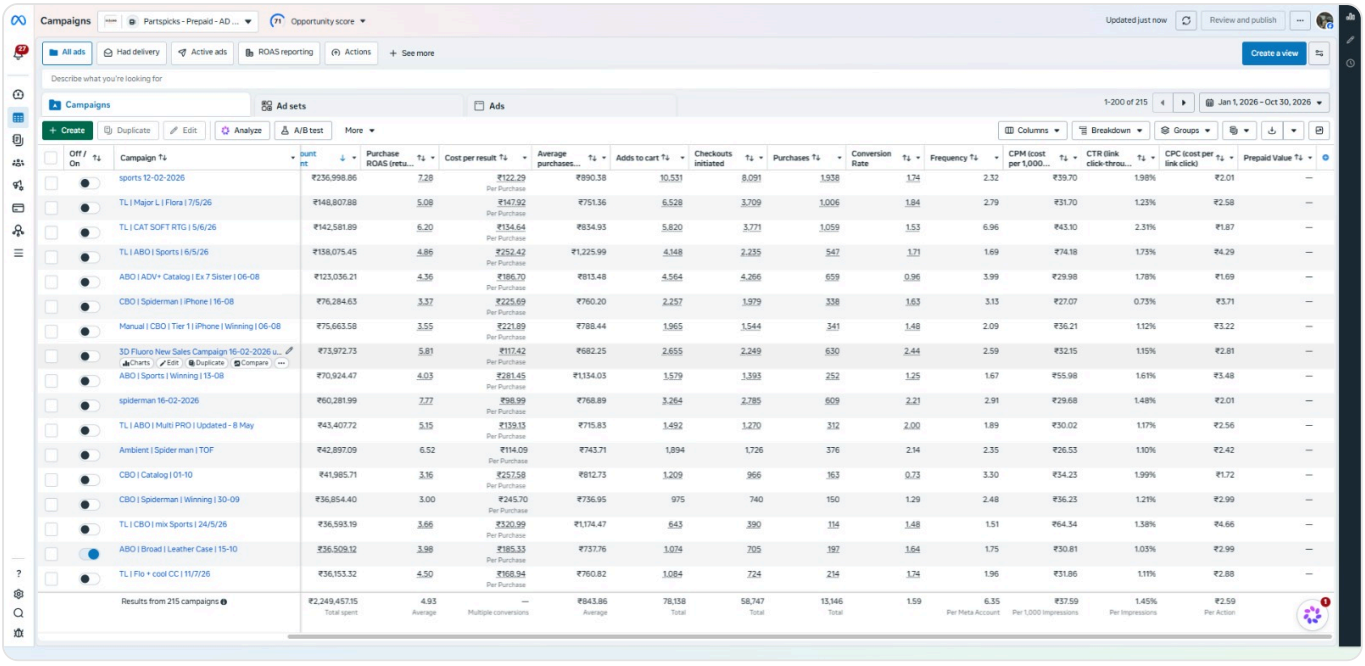
Top-performing campaigns (YTD, Meta Ads Manager)

CAMPAIGN	SPEND	ROAS	PURCHASES	CPA
sports 12-02-2026	₹2,36,999	7.28x	1,938	₹122
spiderman 16-02-2026	₹60,282	7.77x	609	₹99
Ambient | Spider man | TOF	₹42,897	6.52x	376	₹114
TL | CAT SOFT RTG	₹1,42,582	6.20x	1,059	₹135
3D Fluoro New Sales Campaign	₹73,973	5.81x	630	₹117
TL | ABO | Multi PRO	₹43,408	5.15x	312	₹139
TL | Major L | Flora	₹1,48,808	5.08x	1,006	₹148
Top 7 combined	**₹7,48,948**		**5,930**	**₹126**

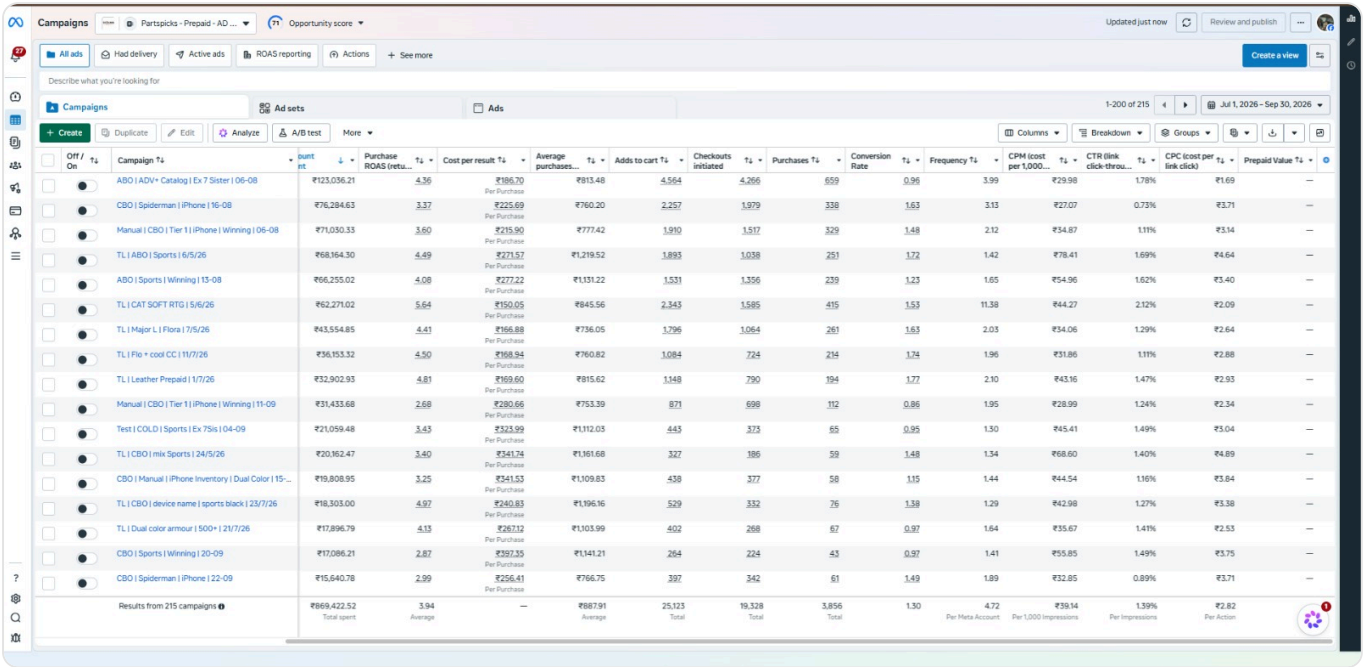
The best campaign, **"sports 12-02-2026"**, spent ₹2,36,999 at **7.28x ROAS** and drove **1,938 purchases** at ₹122 CPA. The Spiderman angle hit **7.77x at under ₹100 per purchase**.

UNEDITED SCREENSHOTS

Straight from Ads Manager.



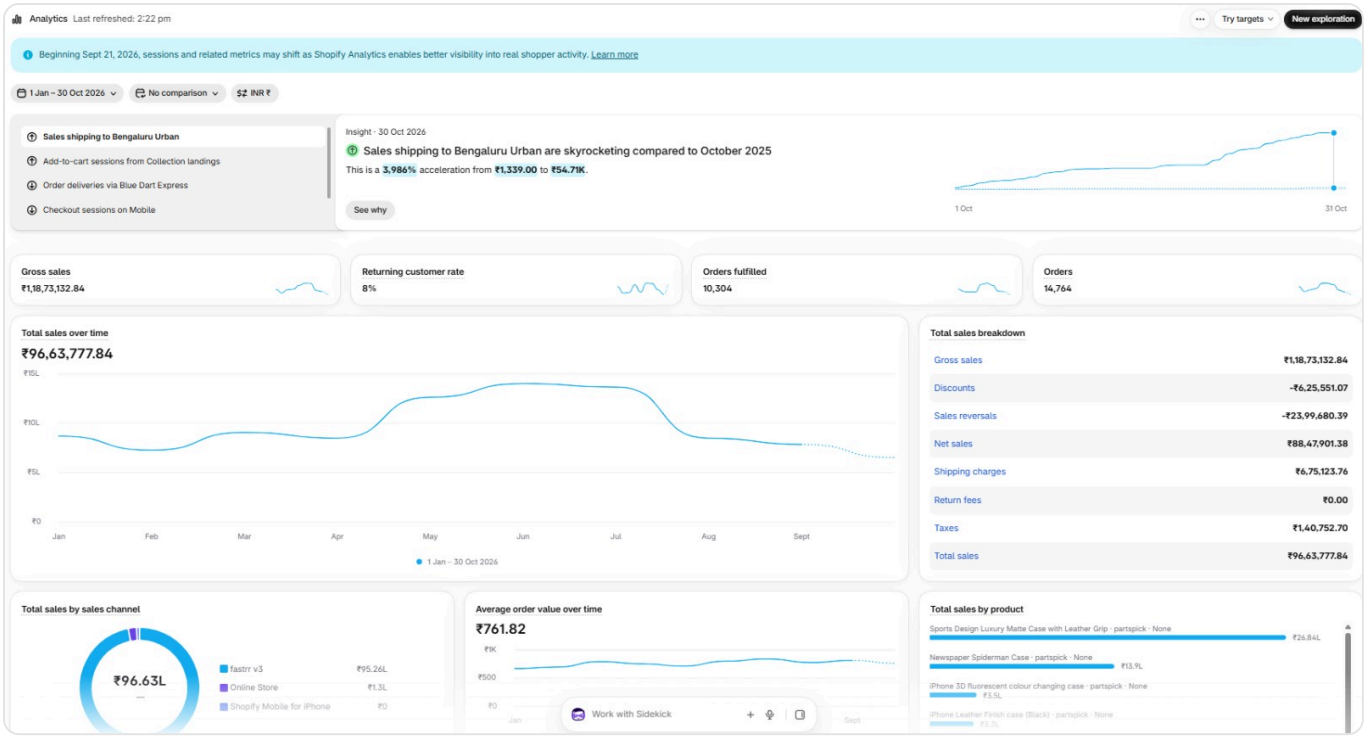
Meta Ads Manager · 1 Jan – 30 Oct 2026 · ₹22,49,457 spent · 4.93x purchase ROAS · 13,146 purchases



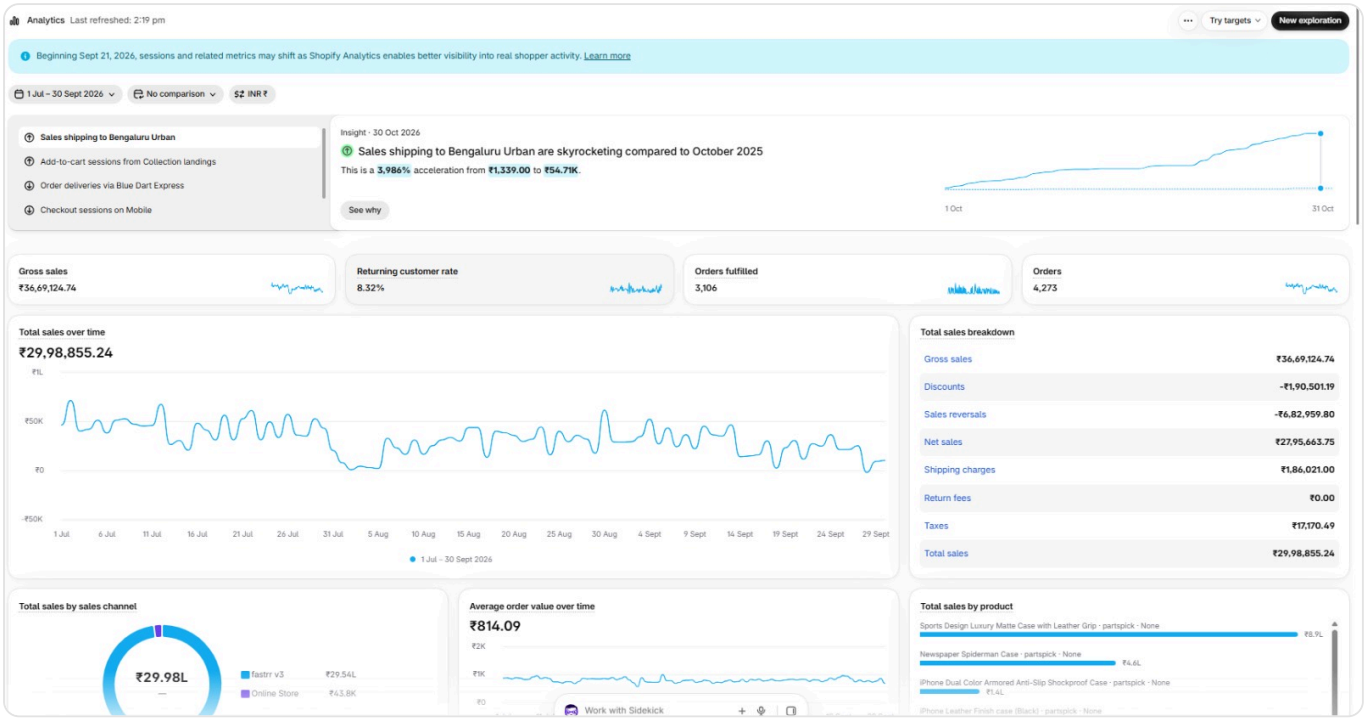
Meta Ads Manager · Q3 (1 Jul – 30 Sep 2026) · ₹8,69,423 spent · 3.94x purchase ROAS · 3,856 purchases

UNEDITED SCREENSHOTS

And straight from Shopify.



Shopify Analytics · 1 Jan – 30 Oct 2026 · ₹1.19 Cr gross sales · 14,764 orders · ₹761.82 AOV



Shopify Analytics · Q3 (1 Jul – 30 Sep 2026) · ₹36.69L gross sales · 4,273 orders · ₹814.09 AOV

Want numbers like these for your brand?

We work with growing D2C brands in India, the UK, the US and Canada. If you're spending on Meta or Google and want profitable scale, not just a higher ROAS screenshot, let's talk.

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02 Meta Ads · Google Ads · Creative Strategy · CRO & Analytics · Shopify Growth

03 Reporting on net revenue, CAC, RTO and prepaid share, not just ROAS

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