Scaling a Luxury Wall Art Brand to ₹85L in 5 Months

From Stuck Growth to Predictable Scaling with Google Ads

AdScale | Performance Marketing Case Study





Client Overview

Brand

Pictorem

Luxury Wall Art eCommerce

Market

USA & Canada

eCommerce Business Model

Timeline

4 Months

Full Funnel Strategy

Made with GAMMA

The Problem

Revenue Plateau

Stuck at ₹15L/month with no growth trajectory

ROAS Decline

Scaling budget caused ROAS to drop significantly

Warm Audience Dependency

Heavy reliance on retargeting and repeat customers

No Acquisition System

Lacked structured new customer acquisition strategy

Growth was capped and not scalable

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Key Insight

The ROAS Trap

ROAS looked strong but was misleading

Majority of conversions came from repeat and warm users, not new customers.

Shifted focus from ROAS → New Customer Growth (INCAC approach)

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Full Funnel Feeder Strategy



Cold Traffic (Top)

Search + Standard Shopping campaigns



Mid Funnel

Consideration audiences and product-focused creatives



Bottom Funnel

Retargeting + testimonial ads



PMAX Layer

Performance Max as conversion layer, not scaling engine

PMAX = Closer, NOT Scaler

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Execution

01

Rebuilt Campaign Structure

Created from scratch with clear funnel logic

02

Reduced PMAX Dependency

Shifted focus to strategic campaign types

03

Optimized Bidding

Refined strategies and audience signals

04

Eliminated Waste

Removed overlap traffic and inefficiencies

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Results

₹85L	5.6X	4.2X	₹20L+
Revenue	**Growth**	**ROAS**	**Ad Spend**
4-month milestone	From ₹15L/month	Improved efficiency	Managed budget

Scaled aggressively without breaking ROAS

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Key Learnings

Growth from New Customers

True scaling comes from acquisition, not just better ROAS

Retargeting + Testimonial Power

These creatives drive higher conversion rates

Feeder System Consistency

Structured funnel ensures reliable acquisition

PMAX as Closer

Works best as conversion layer, not primary scaler

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Discover your specific scaling challenges

Build Acquisition System

Create a profitable customer acquisition strategy

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