Case Study: High-End International Fashion Boutique

How We Nearly Doubled Ad Spend and Kept ROAS Above 3x

Duration: April 4, 2025–Present

Executive Summary

A high-end fashion boutique selling designer women's apparel to shoppers in the United States and Canada partnered with our agency to take over their Meta advertising. The boutique was already spending heavily on Meta and wanted to keep growing without letting efficiency slip, while making sure ads only pushed products that were well stocked.

In our first year, we increased Meta ad spend **92% year over year**, from $526,470 to $1,009,023 (CAD), while keeping **ROAS at 3.30x**. That spend brought in **$3.33M in revenue in platform**, up 71%, and 11,315 purchases, up 72%. On the store side, total sales grew **23% to $5.69M**, and returning customers grew 45%.

The Client & The Challenge

Our client is an established boutique carrying several designer brands, including Joseph Ribkoff and Frank Lyman, with a mature, style-conscious female customer base. Before partnering with us, their Meta account relied heavily on Advantage+ campaigns. They came to us with clear business priorities:

- **Stock Availability First:** Ads needed to feature products with plenty of inventory, so shoppers weren't sent to items that were sold out or missing sizes. After stock, the client prioritized new arrivals and then best sellers.
- **Higher-Margin Markets:** Joseph Ribkoff carries higher margins in the U.S., so the client wanted proportionally more emphasis there.
- **Seasonal Profit Windows:** During Joseph Ribkoff's "max profit" period, the boutique buys product at a lower cost but still sells at full price, making it the best time to promote.
- **New Fans, Not Just Existing Ones:** The client wanted to reach shoppers who didn't already know the boutique or its brands, while still keeping retargeting and retention in place.

They also expected ongoing testing of creative and landing pages, with results compared by brand and by country, and creative that stayed clean, product-focused, and suited to their audience.

The Strategic Solution

We took over the account on April 4, 2025, and rebuilt it around the client's brands, promotions, and markets.

1. Campaign Structure

We moved away from Advantage+ and built separate campaigns for each brand and promotion. This gave us control over which products got budget and let us compare results by brand and country.

- **Prospecting:** Campaigns targeting older women in both the U.S. and Canada, matching the client's core customer.

- **Retargeting:** Campaigns for warm audiences, including a dynamic product catalog campaign that showed shoppers the items they had already viewed. This campaign was already in the account, so we kept it running and refreshed its creative.

2. Timing Around Inventory and Profit

We planned campaigns around the client's calendar, promoting products while stock was full and putting more budget behind the "max profit" period. Each promotion ran as its own campaign so we could track its results separately.

3. Creative

- **Evergreen Best Sellers:** We used the client's best-selling products as always-on ads.
- **Regular Creative Refreshes:** We kept new creative rotating in to hold engagement and purchase volume as spend went up.
- **On-Brand Style:** Creative stayed clean and product-focused, with minimal text, to fit the boutique's polished look.

4. Scaling the Budget

As campaigns proved themselves, we moved more budget into them. Annual Meta spend went from $526,470 to $1,009,023 (CAD) while ROAS stayed above 3x.

The Results

Comparing our first year (April 4, 2025–April 4, 2026) against the year before:

Meta Ads Metrics (CAD)	Year Before	First Year With Us	Change
Ad Spend	$526,469.6	$1,009,023.15	+92%
Purchases	9 6,578	11,315	+72%
Revenue (In Platform)	$1,942,822	$3,327,383	+71%
ROAS	3.30x	3.69x	+12%

Shopify Store Metrics (CAD)	Year Before	First Year With Us	Change
Total Sales	$4,615,857.75	$5,693,469.75	+23%
Orders	19,012	22,914	+21%
Returning Customers	3,878	5,627	+45%
Sales From Returning Customers	$2,057,209.61	$3,349,160.92	+63%
Returning Customer Rate	32.8%	43.7%	+11 pts

Results by Campaign Type:

- **Prospecting:** 6,432 purchases and $2,088,391 in revenue at a 3.18x ROAS.
- **Retargeting:** 2,041 purchases and $484,017 in revenue at a 6.28x ROAS.
- **Promotions:** 2,771 purchases and $736,230 in revenue at a 2.88x ROAS.

All figures in CAD. Meta figures cover April 4, 2025–April 4, 2026 vs. April 4, 2024–April 4, 2025. Shopify figures cover April 4, 2025–April 3, 2026 vs. April 4, 2024–April 3, 2025.

Client Testimonial

The owner sent our team this note on New Year's Day:

> *"As we step into 2026, I just wanted to take a moment to thank you for all the great work and dedication throughout 2025. It's been a pleasure working together, and I truly appreciate the partnership."*
>
> *—Owner, High-End International Fashion Boutique*

Conclusion

By splitting the account into campaigns for each brand and promotion, timing ads around inventory and profit windows, and keeping creative fresh, we nearly doubled the boutique's Meta budget in one year while ROAS stayed above 3x. Store sales grew 23%, and returning customers became a much bigger share of the business. This case study shows that a large account can keep scaling and stay efficient when budget follows the products and timing that matter most to the business.