

SYKA MEDIA

Performance Marketing



Facebook Ads

Instagram Ads

Google Ads

Whatsapp Automation

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ABOUT US

We are a performance marketing agency dedicated to driving measurable results for **D2C brands**. We specialize in managing Facebook, Instagram and Google Ads, along with WhatsApp automation, to create impactful campaigns that deliver high ROI. Our data-driven strategies focus on optimizing critical metrics such as **Conversion Rate Optimization (CRO)**, **Lifetime Value (LTV)**, **Average Order Value (AOV)**, and other key performance indicators to ensure business growth.

With a results-oriented approach, we combine advanced analytics with creative execution to craft campaigns that resonate with audiences and drive revenue. At **SPIRECREST**, we partner with brands to unlock their full potential, scaling their performance and fostering sustainable success in competitive markets.

Brand: D2C Women's Apparel

AOV 2.5K with 4X with MRR of 50Lakhs in Revenue.

This womens wear brand was actually strong with organic content. Engagement was solid, people were interacting, but none of it translated into conversions. They couldn't figure out how to turn that organic buzz into actual revenue. So even with good visibility, they were stuck at around ₹10L a month. CPA kept jumping, ROAS was stuck at 2.5X and they couldn't scale budgets with confidence. Most D2C founders go through this when organic and paid don't feed each other.

When we stepped in, we rebuilt the content flow so every piece had a clear role in the conversion journey. We aligned that with the right bidding and budget strategy which kept CPA predictable. The brand that couldn't cross ₹10L is now growing at ₹40 Lakhs plus MRR with a predictable, repeatable cycle.

		◀ ▶	📅 1 Jan 2026 - 31 Jan 2026 ▼
▼	Breakdown ▼	📄 ▼	🔗 ▼
Amount spent ↑↓ ▼	Purchase ROAS... ↑↓ ▼	Purchases conversio... ↑↓ ▼	
₹4,879.61	5.64	₹27,512.00	
₹5,102.57	6.29	₹32,077.00	
₹4,589.39	3.47	₹15,948.00	
₹5,563.76	5.27	₹29,309.00	
₹1,772.22	3.34	₹5,920.00	
₹4,114.37	3.14	₹12,899.00	
₹4,457.69	6.72	₹29,972.00	
₹2,681.29	11.35	₹30,441.00	
₹7,013.06	5.73	₹40,206.00	
₹5,531.40	7.89	₹43,635.00	
₹914,128.47 Total Spent	4.53 Average	₹4,137,049.00 Total	

Brand: Men's Shirt Brand

2X to 5X - Content direction - Micromanage CPA

1 Dec 2025 - 31 Dec 2025		
Amount spent	Purchase ROAS (retu...	Purchases conversion...
₹49,366.68	4.75	₹234,550.00
₹40,309.93	5.95	₹239,970.00
₹57,730.14	5.14	₹296,907.00
₹55,971.34	4.71	₹263,858.00
₹38,771.90	4.91	₹190,351.00
₹35,601.93	6.06	₹215,571.00
₹30,286.91	3.96	₹120,073.00
₹24,597.98	4.32	₹106,253.00
₹23,976.24	3.63	₹87,100.00
₹13,393.91	5.67	₹75,951.00
₹873,198.39 Total Spent	4.50 Average	₹3,929,232.00 Total

Client's Objectives:

To improve Bleeding ROAS. This men's shirt brand tried many agencies before, but their returns were stuck around 2X because of weak photos and videos that didn't match what was in stock. We changed that completely. They kept losing money on ads because the pictures and videos looked plain and boring. Plus, ads pushed shirts that weren't even available, so customers didn't buy and costs kept rising.

We guided them on better product photos, fun videos, and picking the right shirts to promote based on what they had ready. After Meta's latest update, our simple focus on good visuals and matching stock helped returns jump from 2X to 5.13X. This supports their goal of ₹2.5 crore yearly sales and higher per-order value. The results show it clearly: ₹8.73 lakh spent brought average 4.5X returns, with some hitting 5.95X.

Brand: D2C Kid's Apparel

₹33 Lakhs in Revenue. 200% increase over 90 Days

1-200 of 793				Sep 1, 2025 – Sep 30, 2025			
Columns: DC		Breakdown					
Amount spent	↑↓	Purchase ROAS (retu...	↓	Purchases conversion...	↑↓		
₹765.60		70.21		₹53,750.00			
₹3,358.93		10.03		₹33,700.00			
₹6,943.10		8.40		₹58,300.00			
₹4,624.60		8.05		₹37,250.00			
₹11,085.68		6.59		₹73,100.00			
₹34,868.93		6.47		₹225,600.00			
₹6,903.49		6.20		₹42,800.00			
₹44,856.76		6.11		₹274,150.00			
₹33,065.08		6.08		₹201,200.00			
₹36,142.62		5.22		₹188,550.00			
₹31,292.82		5.17		₹161,800.00			
₹792,548.69		4.20		₹3,326,129.00			
Total spent		Average		Total			

Client's Objective:
To stabilise ROAS and Scale the revenue.

This kidswear brand is doing ₹33 lakh sales per month now, but struggling to scale due to poor planning of stock lacked content direction. Fast-selling items kept going out of stock, while slow ones piled up hurting their ability to grow and making ads less effective. We sorted their inventory with smart, data-driven choices on what to stock. We also spread ad budgets wisely, targeted parents ready to buy, improved their website checkout with simple tests, and boosted order values with special deals and combo packs. This helped conversions rise steadily, scaling them to ₹4.5 crore yearly sales.

Brand: D2C Ethnic Wear Brand

2X to 5X - Content direction & strategy.

1-200 of 793			Oct 1, 2025 - Oct 31, 2025		
Columns: DC	Breakdown				
Amount spent	Purchase ROAS (retu...	Purchases conversion...			
₹6,447.05	9.50	₹61,250.00			
₹13,642.55	8.37	₹114,200.00			
₹26,372.31	6.36	₹167,800.00			
₹8,612.23	5.90	₹50,800.00			
₹5,264.50	5.65	₹29,750.00			
₹14,473.41	5.50	₹79,600.00			
₹52,488.97	5.41	₹284,050.00			
₹15,763.64	4.91	₹77,350.00			
₹9,126.45	4.90	₹44,750.00			
₹52,348.34	4.86	₹254,350.00			
₹61,316.50	4.32	₹265,050.00			
₹330,391.66 Total spent	5.13 Average	₹1,696,500.00 Total			

Client's Objectives:

To improve ROAS & Scale. Brand required ARR of 2.5 Cr to raise additional capital and brand wanted a ROAS of Min of 4.5X. This ethnic wear brand was struggling content ideation issues which increased the CPA resulting in poor ROAS. Their past campaigns lacked creative strategy, relying on blunt creatives that led CPA high and figuring out products that performed was a challenge with over 450+ products.

We provided clear guidance on product shoots, video content, and the right product lineup. By implementing an in-house creative strategy and ideation, we boosted their ROAS from 2X to 5.13X. Post Andromeda updates, Content ideation is implemented which improvised ROAS. We optimised the funnel in such a way that content fatigue doesn't affect overall turnover or ROAS.

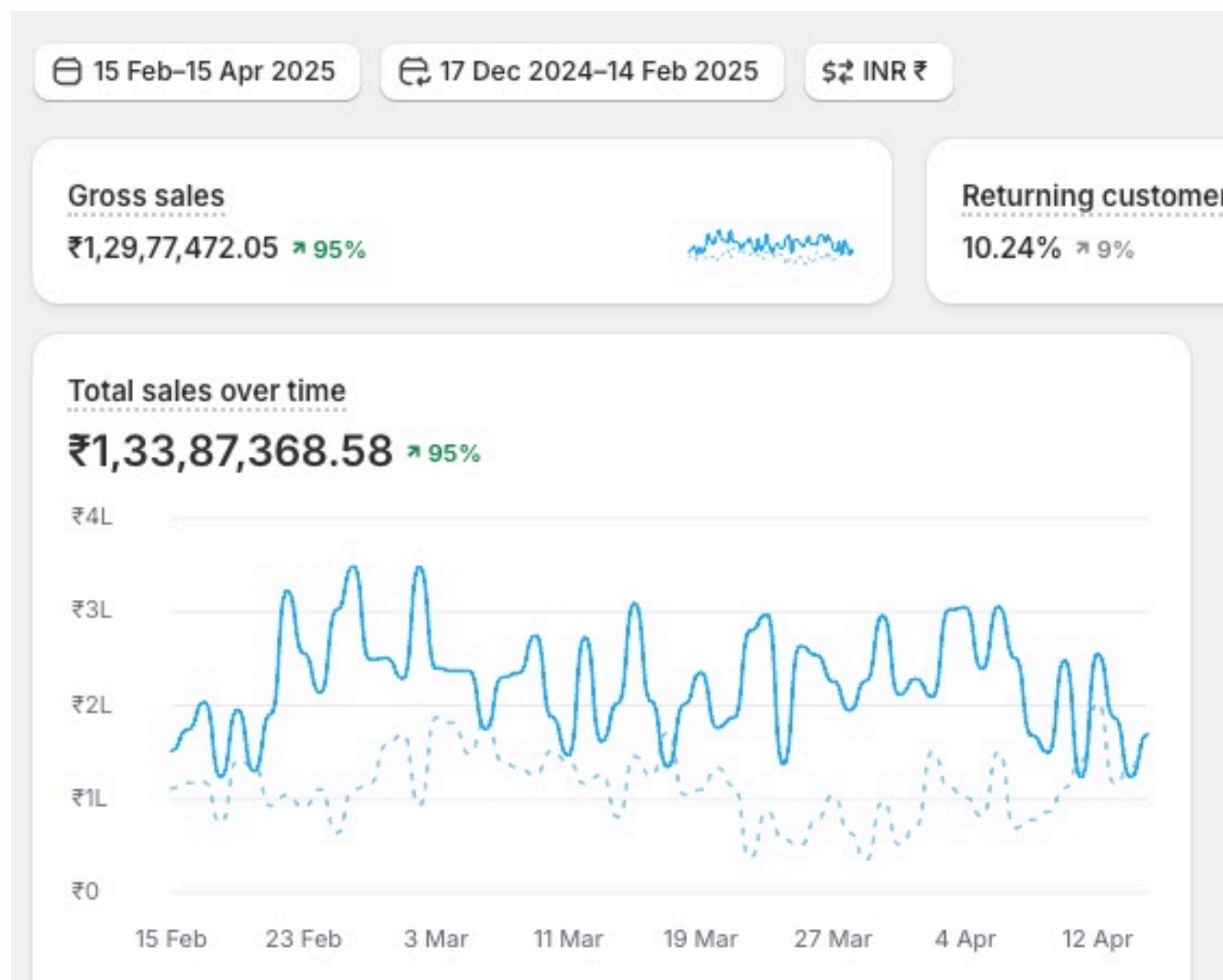
Brand: D2C Western Women's Apparel

₹1.3Cr in 60 Days - 100% MOM Growth.

Client's Objective:

This womenswear brand had consistent scaling issues with their previous agencies. Every time they pushed budgets, ROAS dropped sharply because the content strategy wasn't aligned with the performance funnel. Creatives weren't built for different stages of the journey, so CPC shot up, CPA became unpredictable and scaling became risky. When we took over, we rebuilt the entire content strategy from scratch. We mapped out clear TOF, MOF and BOF creative flows, introduced high-CTR product videos, strong value-led static ads and sharper UGC hooks.

With this, CPC dropped, CPAs started stabilising and we finally had the room to scale without losing efficiency. Parallely, we restructured campaigns with bidding budget and a more predictable audiences. As content and media started working together, ROAS stabilised even at higher spends. With everything aligned, scaling became smooth. The brand generated ₹1.3Cr in just 2 months with strong profitability and consistent performance. This is exactly the kind of stability and growth to look for when scaling becomes challenging.



Brand: D2C Shirts Apparel

₹40 Lakhs MRR - with 5.47X ROAS

1-200 of 801					Last month: Dec 1, 2025 - Dec 31, 2025				
Columns: DC					Breakdown				
Amount spent ↑↓					Purchase ROAS (return on ad...				
₹479.29					8.96				
₹4,107.43					7.60				
₹26,743.07					7.28				
₹2,234.69					6.39				
₹30,960.94					6.38				
₹30,961.41					6.24				
₹679.63					6.24				
₹4,111.81					6.22				
₹23,220.43					6.06				
₹30,974.58					6.04				
₹30,876.80					6.01				
₹314,213.74					5.47				
Total spent					Average				
₹1,719,009.45					Total				
₹5.16					Per Click				

This shirts brand was stuck at around ₹10L a month because content ideation and planning were not aligned with what actually drives conversions. They were posting, but nothing was structured for scale. CPA kept jumping, ROAS was unstable and the brand couldn't push budgets confidently. Pretty much the same place most D2C founders get stuck when content and media don't talk to each other.

Once we stepped in, we fixed the content flow and aligned it with the right bidding and budget strategy so CPA stayed under control. On top of that, we integrated WhatsApp for abandoned cart recovery so the brand didn't lose warm users who were ready to buy. The impact was very clear. ROAS stabilised, conversions picked up and scaling became easier. The same brand that couldn't cross ₹10L is now moving at around ₹40L MRR with a steady, repeatable growth cycle.

Brand: D2C Men's Apparel

₹ 1.08 Crore Revenue in just 31 Days



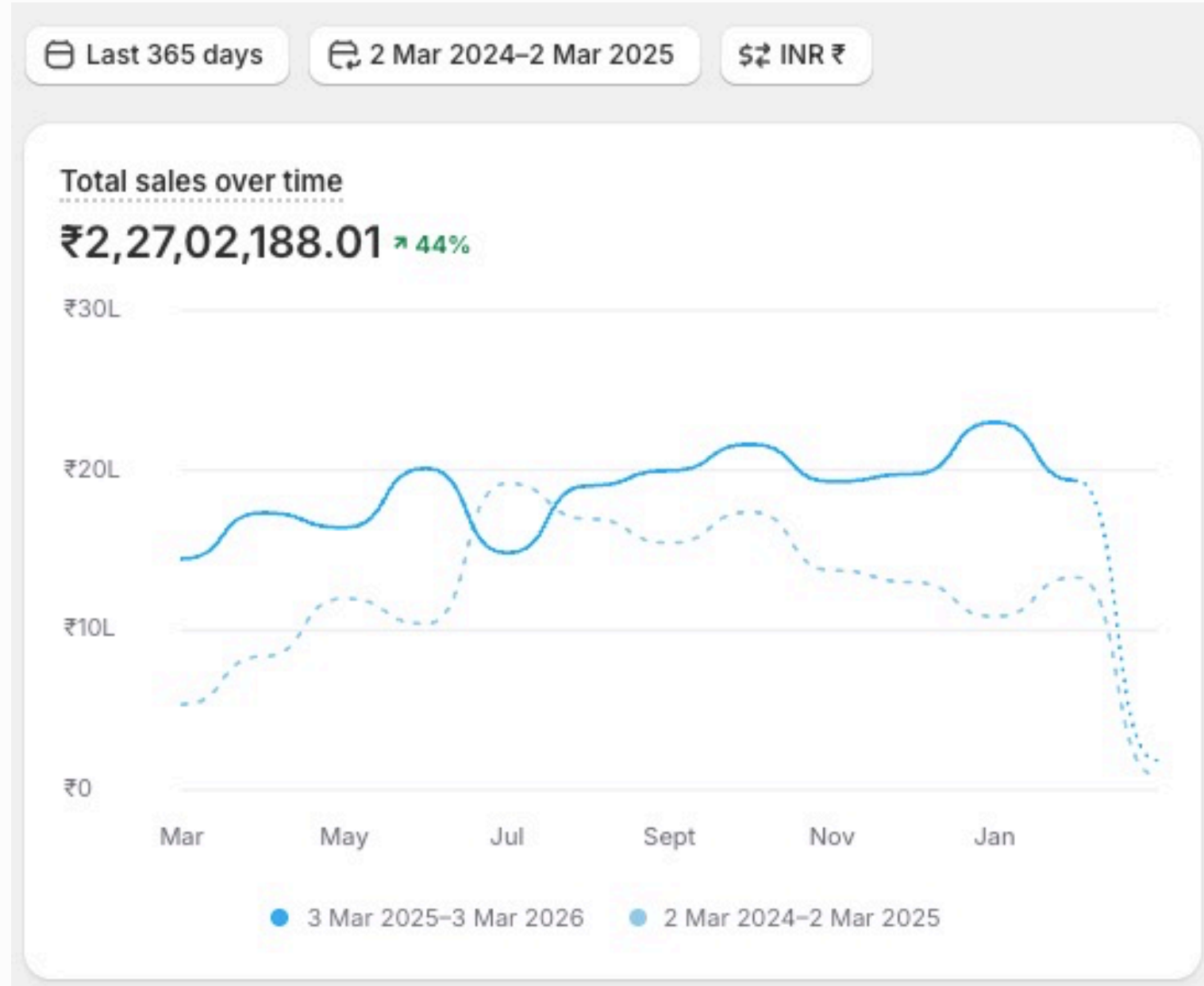
Client's Objective:

To stabilise ROAS and Scale the revenue.

This menswear brand started with ₹7L/month but stagnated due to poor inventory planning and limited trendy collections. Specializing in shirts and knitwear, we optimized inventory with precise assortments and stabilized campaigns through strategic budget allocation. By refining target audiences, improving CRO through iterative landing pages, and enhancing LTV and AOV with tailored offers, we boosted conversions and scaled MRR to ₹1.5CR.

Brand: D2C Apparel - Mens | Kids | Womens

AOV 2.5K with 4X with MRR of 50Lakhs in Revenue.



Client's Objectives:

To scale without dropping ROAS.

Brand achieving 50% Growth with positive trajectory. Maintained ROAS of 4.5 to 5.5X in ROAS without any major seasonal deflection due to content ideation process that is put at fore front and bestseller were tested extensively covering about 70% of the scaling funnel and 30% with new hooks and angles tested finding out better outcomes.

The brand is with us for over 1.5 years now. Scaling consistently month on month. We are aiming about 30 MRR this fiscal year maintaining ROAS and containing CPA with our tested content ideation process which helped to surpass expectation for several D2C brands

Brand: D2C Apparels

₹1.66Cr in Revenue. CPA lead to stablise ROAS.

1 Oct 2025 - 31 Dec 2025		
ns: DC	Breakdown	
Amount spent	Purchase ROAS...	Purchases conversio...
₹3,510.86	2.40	₹8,430.00
₹3,431.68	2.81	₹9,660.00
₹3,182.56	3.44	₹10,940.00
₹102,161.05	4.30	₹439,066.00
₹5,392.87	5.33	₹28,765.00
₹106,594.83	3.48	₹370,628.00
₹81,032.45	4.35	₹352,333.00
₹1,732.99	0.85	₹1,480.00
₹63,042.61	5.36	₹337,922.00
₹1,615.76	3.66	₹5,920.00
₹3,854,368.08 Total Spent	4.32 Average	₹16,636,570.00 Total

Client's Objective:

ROAS dropped when scaled.

This western wear brand came to us with scaling issues. The issue was related to CBO funnel with poor micromanaging of CPA led to ROAS fluctuation. The product had excellent product market fit but great content. Just changing the strategy more relevant to funnels. Few content were scaled with 1 on 1 funnels and few best performing content on the CBO funnels with clear strategy implemented to avoid content fatigue.

Supported by whatsapp automation flows and marketing promotional campaigns identified the potential attribution positively. Scaling came with proper content ideation which stabilised CPA. Scaling is all about creative testing with micromanagement. CPA is mainstream when it comes to scaling. Identifying the content that provides better CPA is crucial to get postive ROAS. Brand is moving toward ₹80 Lakhs MRR.

Brand: D2C Home Decor

Kansa | Brass | Home Decor Essentials

Client's Objectives:

Scaling a brand is as important as to understand when not to scale. Not all months tends to scale brand with positive ROAS. Spending on ads give great responsibility for us to micromanage the account. The brand is very seasonal and subjects to high deflection on conversions.

We has data driven mechanism to understand this and diligently scales down when not intended to get reasonable profitable results. The brand did about 6X ROAS with most came with prepaid conversion with COD intelligence in place optimising the pixel for maximum prepaid conversions.

Mainstream content and closer watch on CPA across campaigns led to ROAS and the product having product market fit is an added advantage.

Last 30 days: 1 Feb 2026 - 2 Mar 2026

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Reports

Export

Charts

Amount spent	Purchase ROAS (retu...	Purchases conversion...
₹9,055.56	13.84	₹125,365.00
₹13,818.06	8.25	₹113,973.00
₹17,348.82	6.77	₹117,370.00
₹13,716.45	9.73	₹133,502.00
₹27,545.85	5.25	₹144,510.00
₹1,333.66	—	₹0.00
₹4,868.85	2.63	₹12,810.00
₹7,652.26	1.84	₹14,109.00
₹16,550.11	2.71	₹44,849.00
₹8,106.08	3.14	₹25,422.00
₹13,123.75	3.21	₹42,133.50
₹133,119.48 Total Spent	5.81 Average	₹774,043.50 Total

Brand: D2C Footwear Brand

4.6X ROAS – Optimising Content

What worked: Working directly with the manufacturer gave us a big edge. Creatives of products were aligned to offer better value. We did proper homework first, spotting winners through research, tweaking designs, and launching 30+ styles with production perfectly matched to sales goals. We improvised photoshoots, videos, and ad angles to make the brand feel premium and aspirational. Added smart pricing to beat rivals, retargeting for repeat visitors, and WhatsApp reminders/offers to keep customers coming back kept acquisition costs low and returns steady. Tweaked website checkout and loyalty plays to boost lifetime value too.

Brand scaled smoothly with solid profits, now heading towards ₹20+ lakh monthly recurring sales this year. Simple alignment made all the difference! ROAS moved from 3.7X to 4.64X with steady growth

1 Jan 2026 - 31 Jan 2026			
Columns: DC Breakdown			
Amount spent ↓	Purchase ROAS (return on ad spend) ↑↓	Purchases conversion value ↑↓	
₹14,502.32	5.16	₹74,821.29	
₹14,500.31	4.91	₹71,180.77	
₹14,473.31	6.70	₹96,902.66	
₹14,467.38	6.69	₹96,833.70	
₹13,949.18	4.17	₹58,233.60	
₹9,859.10	7.93	₹78,146.11	
₹6,954.95	3.60	₹25,056.64	
₹6,461.59	4.95	₹31,957.00	
₹5,717.97	4.65	₹26,596.10	
₹5,143.53	2.94	₹15,145.50	
₹4,545.56	2.36	₹10,745.40	
₹4,315.16	2.98	₹12,862.39	
₹4,135.81	5.09	₹21,038.70	
₹266,156.43 Total Spent	4.64 Average	₹1,235,814.79 Total	

Brand: D2C Women's Handbags

Identify the winner and scaled – No shoot at the dark ads

Objectives: It is easier to identify and scale the products when you work with the manufacturer who gave us the advantage of replicating and improving products for more value. DigitalDC conducted R&D before launching ads, identifying winning products and refining their creatives. We launched 20+ SKUs, ensuring production aligned with KPIs, and implemented a strategy focused on photoshoots, content, and creative angles to elevate the brand's premium image. CAC started to come down as most of the products were deployed to understand product market fit before scaling on them. Building aspirational products were key to scale a brand profitably and that clicked for the manufacturer client.

With competitive pricing, retargeting, and WhatsApp automation for retention marketing, we kept CAC low and met ROAS expectations. We also optimized CRO and enhanced LTV. This approach helped the brand hit an MRR of ₹20+ Lakhs this fiscal.

1 Feb 2026 - 28 Feb 2026		
Breakdown	Reports	Export
Purchase ROAS (return...	Amount spent	Purchases conversion value
5.14	₹24,403.55	₹125,503.00
4.87	₹16,750.47	₹81,600.00
4.79	₹4,752.74	₹22,778.00
4.45	₹11,134.36	₹49,590.00
4.39	₹15,787.01	₹69,278.00
4.39	₹12,733.76	₹55,860.00
4.37	₹9,194.89	₹40,145.00
4.27	₹12,299.60	₹52,472.00
4.24	₹9,432.46	₹39,998.00
4.04	₹8,640.98	₹34,905.00
3.86	₹58,738.53	₹226,927.00
3.81	₹5,259.86	₹20,048.00
3.77	₹15,361.54	₹57,959.00
4.27 Average	₹439,127.78 Total Spent	₹1,877,135.00 Total

Brand: D2C Footwear Brand

AOV ₹4000 with 8X ROAS – 30 Lakhs MRR

Objectives: We directly work with footwear manufacturer. We were able to quickly increase production that showed traction that keeps the ROAS stable. Stocks with right sizes at right places will help you to keep CPA under control. DigitalDC tested multiple creatives hooks and scaled the bestsellers on winning funnels. Instead of relying on a small catalog, we launched 20+ footwear SKUs and split catalogue and positioned for TOF, MOF and BOF audiences which gave us ROAS boost from time to time with CPA well within limits. At the same time, we focused on building a premium brand perception performance driven creatives and creative angles. We were scaling the footwear styles that were already showing demand.

Along with this, we structured retargeting funnels, and WhatsApp automation to improve repeat purchases and retention. Continuous CRO improvements and lifecycle marketing also helped increase LTV while keeping CAC under control. **The brand was able to reach ₹30+ Lakhs in monthly recurring revenue within the fiscal year.**

Nov 10, 2025 – Dec 9, 2025				
Columns: DC Report Breakdown				
ases rsion value...	Purchase ROAS (return on ad...	CPC (all) ↑↓	CTR (all) ↑↓	
₹0.00	—	—	—	
₹0.00	—	—	—	
₹426,973.00	11.83	₹2.39	7.48%	
₹679,926.05	8.77	₹2.02	8.43%	
₹442,992.00	9.82	₹1.47	10.28%	
₹80,180.00	6.82	₹1.40	7.31%	
₹69,430.40	5.52	₹6.50	3.56%	
₹7,790.00	2.89	₹7.36	5.49%	
₹100,276.00	6.99	₹1.95	9.03%	
₹171,757.00	7.96	₹1.80	6.92%	
₹3,018,642.45 Total	8.23 Average	₹2.15 Per Click	7.69% Per Impressions	

Brand: EDP - Perfumes

4X ROAS - Content Ideation + CPA

Client's Objectives:

Scaling a perfume brand is just as important as knowing when not to scale. Perfumes are seasonal category where demand can fluctuate based on occasions, gifting cycles, and consumer buying behavior. Because of this, not every month is meant for aggressive scaling with positive ROAS. When ad spend increases, it also brings greater responsibility to closely monitor performance and manage campaigns at a granular level. At DigitalDC, we rely on a data-driven approach to identify when the market intent is strong and when it is better to slow down spending to maintain profitability.

For this perfume brand, the campaigns consistently delivered around 4X ROAS, with a majority of the revenue coming from prepaid orders. By implementing COD intelligence, we were able to guide the Meta pixel to prioritize and optimize for higher prepaid conversions, improving cash flow and reducing operational risks associated with COD orders.

1 Jan 2026 - 31 Jan 2026		
s: DC	Breakdown	
Amount spent ↑↓	Purchase ROAS (retur... ↓	Purchases conversi... ↑↓
₹5,001.42	5.37	₹26,849.00
₹28,547.14	5.20	₹148,375.00
₹39,702.26	4.99	₹197,921.00
₹1,142.70	4.79	₹5,470.00
₹856.71	4.66	₹3,990.00
₹30,682.00	4.63	₹142,044.00
₹35,041.67	4.61	₹161,494.00
₹1,635.07	4.54	₹7,429.00
₹1,294.85	4.22	₹5,470.00
₹50,945.78	4.21	₹214,388.00
₹103,643.11	4.17	₹432,015.00
₹49,277.74	3.76	₹185,039.00
₹414.12	3.64	₹1,509.00
₹463,525.33 Total Spent	4.01 Average	₹1,859,479.00 Total