CASE STUDY · META ADS · E-COMMERCE

Scaling Taasha.pk on Meta

How a dual-track strategy of Advantage+ shopping campaigns and WhatsApp lead generation drove PKR 10.5M+ (~$37,350 USD) in attributed revenue at a blended 6.93x ROAS for a luxury Pakistani designer clothing brand.

6.93x	2,302	PKR 10.5M+
Weighted avg ROAS across purchase campaigns	Purchases delivered from paid social	Estimated revenue attributed to paid media (~$37,350 USD)

AT A GLANCE

CLIENT	Taasha.pk — Luxury Pakistani designer clothing e-commerce
AGENCY	The Growth Maverick
MARKET	Pakistan (primary), diaspora markets
CATEGORY	Luxury unstitched fabric & ready-to-wear (Maria B, Baroque, Afrozeh, Iznik, Crimson, Jugnu, Charizma, Sardinia, and others)
SCOPE	145 campaigns across Meta (Facebook & Instagram) purchase, messaging, and traffic objectives
TOTAL SPEND	PKR 2,043,076 (~$7,297 USD)
FOCUS	Advantage+ shopping campaigns · product-specific conversion drops · WhatsApp/DM lead generation
FX NOTE	USD equivalents shown throughout at ~280 PKR/USD (2024–2025 average)

01 · SECTION

The Brand

Taasha.pk is an online destination for luxury Pakistani designer clothing, offering curated collections from established labels including Maria B, Baroque, Afrozeh, Iznik, Crimson, Jugnu, Charizma, Farida Hassan, Sardinia, and Bin Ilyas. The catalog spans unstitched lawn, embroidered luxury pieces, and ready-to-wear three-piece suits — the categories that anchor the modern Pakistani wardrobe.

Selling online-only in a category where trust, creative quality, and speed of drop matter, Taasha needed a paid social program that could keep pace with a rotating catalog and drive efficient acquisition without eroding the luxury positioning. The Growth Maverick was brought in to build and manage the Meta ads program end-to-end.

02 · SECTION

The Challenge

Selling luxury designer clothing online in Pakistan comes with a distinct set of paid media constraints. Four of them shaped the strategy from the start.

A rotating catalog with short attention windows.

Designer drops move fast. Popular collections sell through within weeks, and hero pieces burn out even faster. That ruled out slow, always-on creative — the account needed a rapid-fire cadence of new campaigns tied to specific collections and drops.

A market that prefers conversational commerce.

In Pakistan, a significant share of luxury purchase intent flows through WhatsApp and Instagram DM rather than checkout carts. Buyers want to ask about sizing, availability, and delivery before committing. Paid media had to accommodate that behavior — not fight it.

High AOV in a price-sensitive digital market.

Designer pieces sit at price points several times higher than typical apparel spend. Every acquisition had to be earned through precise targeting and creative that actually showcased the product — no room for generic, category-level creative.

Scale without losing efficiency.

The account needed to grow purchase volume without pushing cost per acquisition beyond a viable margin. This meant testing platform-native automation (Advantage+) against manual, product-specific campaigns to find the right split of scale and control.

03 · SECTION

The Approach

The strategy was built around a dual-track model: purchase-optimized campaigns for direct conversion, and messaging campaigns to capture the significant share of Pakistani luxury buyers who convert through DM rather than checkout.

Track 1 — Advantage+ shopping for scale

35 purchase-objective Advantage+ shopping campaigns were used to let Meta's automation scale efficient audience discovery across the full catalog. Advantage+ handled prospecting and retargeting inside a single campaign structure, freeing budget from manual audience management and letting the system optimize toward the highest-value buyers across collections.

Track 2 — Product-specific conversion campaigns

In parallel, 27 manual, product-specific purchase campaigns were built around hero drops from named designers — Maria B, Baroque, Iznik, Crimson, Jugnu, Afrozeh, and others. Each campaign was tied to a specific collection with its own creative, audience, and budget envelope, allowing tight control over spend behind the pieces most likely to move.

Track 3 — Messaging campaigns for conversational buyers

32 messaging-optimized campaigns drove Instagram DM conversations from buyers who preferred to ask before purchasing. This channel captured a high-volume pool of qualified intent (16,300+ conversations) that would otherwise have been lost at the ad-to-checkout gap — a critical piece of any Pakistani e-commerce strategy.

Continuous testing and reallocation

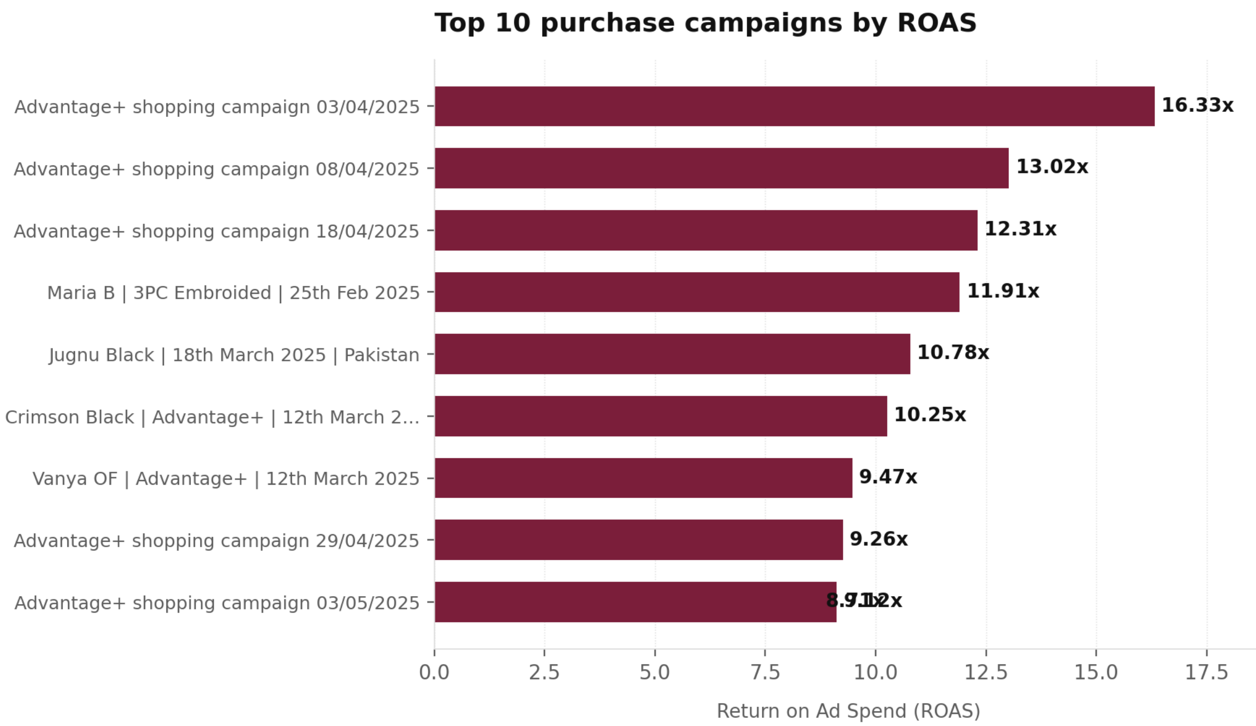
Spend was reviewed on a rolling basis. Advantage+ vs manual campaigns were compared head-to-head to understand where automation was winning and where product-level control still mattered. Underperforming creatives were paused within days; strong performers were scaled into their own dedicated campaigns.

04 · SECTION

The Work

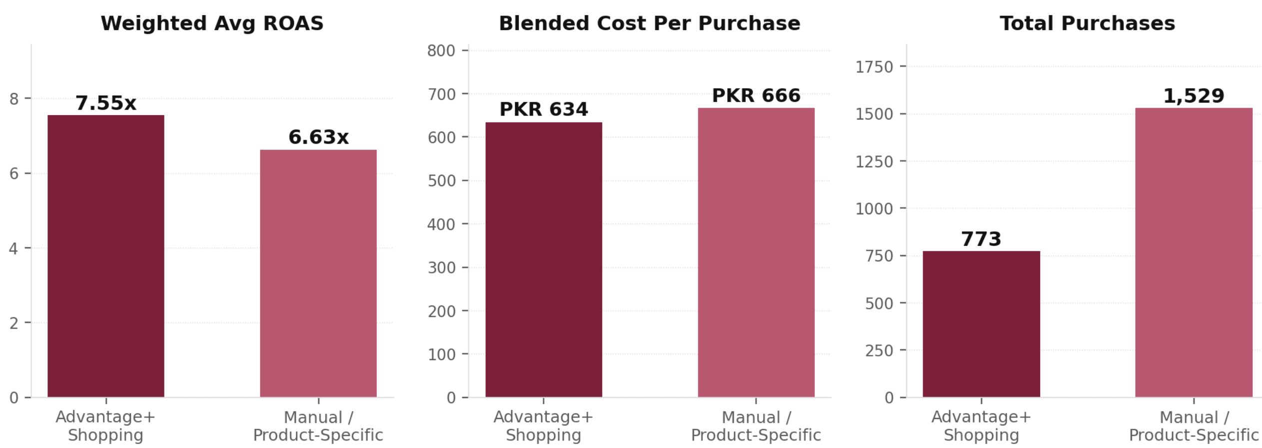
Below is a look at what the data revealed about top campaigns and the Advantage+ vs. manual split.

Top performers by ROAS



Top 10 purchase campaigns by ROAS (PKR 5,000+ spend). The best campaign delivered a 16.33x return; the top ten all cleared 8.7x — meaningfully above the account average of 6.93x.

Advantage+ vs. manual campaigns — head to head



Advantage+ delivered a higher ROAS (7.55x vs 6.63x) and a slightly lower blended cost per purchase, while manual product-specific campaigns drove roughly 2x the total purchase volume on ~2x the spend — complementary rather than competing.

05 · SECTION

The Results

Across 145 campaigns and PKR 2M+ in spend, the paid social program delivered efficient acquisition across three objectives.

Overall paid social performance

Metric	Value
Total campaigns	**145**
Total spend	**PKR 2,043,076 (~$7,297 USD)**
Unique users reached	**3,466,579**
Impressions delivered	**5,642,756**
Link clicks	**176,382**
Total clicks (all)	**257,404**

Purchase campaigns (Track 1 + Track 2)

Metric	Value
Campaigns	**62**
Spend	**PKR 1,508,686 (~$5,388 USD)**
Purchases	**2,302**
Landing page views	**81,452**
Blended cost per purchase	**PKR 655 (~$2.34 USD)**
Weighted avg ROAS	**6.93x**
Best individual campaign ROAS	**16.33x**
Estimated attributed revenue	**PKR 10,458,027 (~$37,350 USD)**

Messaging campaigns (Track 3)

Metric	Value

Campaigns	**32**
Spend	**PKR 336,319 (~$1,201 USD)**
Conversations started	**16,324**
Blended cost per conversation	**PKR 20.60 (~$0.07 USD)**
Reach	**922,947 unique users**

The bigger picture

The dual-track model paid off. Purchase campaigns delivered **PKR 10.5M+ in estimated revenue** (~$37,350 USD) on PKR 1.5M in spend (~$5,388 USD) — a blended **6.93x ROAS**, with the top ten campaigns all clearing 8.7x and the single best campaign hitting **16.33x**. Meanwhile, the messaging track captured **16,324 qualified conversations** at PKR 20.60 (~$0.07 USD) each, feeding the DM funnel that anchors so much of Pakistani luxury commerce.

Just as importantly, the head-to-head between Advantage+ and manual product-specific campaigns produced actionable signal. Advantage+ won on efficiency (7.55x ROAS vs 6.63x), but manual campaigns delivered nearly double the total purchases on double the spend — proof that automation and manual control weren't alternatives but complements. Each did a distinct job better than the other could do alone.

06 · SECTION

Key Takeaways

Match the campaign type to the buyer's behavior.

In markets where DM commerce is a real conversion path, running messaging campaigns alongside purchase campaigns isn't optional — it's where a large share of the revenue actually lives. 16,300+ conversations at PKR 20.60 (~$0.07 USD) each is a funnel most brands leave on the table.

Advantage+ and manual campaigns are complements, not substitutes.

Advantage+ handled catalog-wide scale efficiently; manual product-specific campaigns handled hero drops with the granular control they deserved. The right split depends on the catalog cadence — a rotating designer catalog rewards running both.

Product-level creative discipline compounds.

The strongest single-campaign ROAS (16.33x) came from campaigns built around specific designer drops with tailored creative — not from generic brand-level ads. In luxury fashion, creative quality is the multiplier on everything else.

Test at the platform level, not just the ad level.

Running Advantage+ against manual campaigns head-to-head produced structural insight that no amount of creative A/B testing could have surfaced. Testing the container matters as much as testing what goes inside it.

Conclusion

For a luxury Pakistani fashion brand with a rotating catalog, high AOV, and a market that converts across both checkout and DM, the growth unlock wasn't a single hero campaign — it was the structure. A dual-track model of purchase-optimized and messaging campaigns, paired with a deliberate mix of Advantage+ automation and manual product-specific control, turned PKR 2M (~$7,300 USD) in ad spend into 2,300+ purchases, 16,300+ qualified conversations, and PKR 10.5M+ (~$37,350 USD) in attributed revenue.

The broader principle: in modern e-commerce paid media, the container is as important as the creative. Match campaign types to buyer behavior, let automation do what it does best, and reserve manual control for the pieces of the catalog that deserve it.