

CASE STUDY

INDIA

HOME AND GARDEN DECOR

Craft Delights

FROM INSTAGRAM DMS TO 550 ORDERS ON A STORE WE BUILT.

Craft Delights sold planters and decor through Instagram DMs: no website, no checkout, no tracking. We built the store, the tracking and a full-funnel Meta engine from scratch.

550

PURCHASES

From Meta ads

3.88x

ROAS ON META

Across 7 campaigns

19K

VISITORS

In 2 months, from zero

Columns: Custom Breakdown Reports				
Purchase ROAS (return on ad...)	Adds to cart ↑↓	Checkouts initiated ↑↓	Purchases ↑↓	Landi views
—	—	—	—	—
5.51	126	32	22	
3.40	199	110	66	
4.25	1,317	600	376	
0.69	13	7	2	
1.19	14	9	5	
2.83	264	147	79	
3.88 Average	1,933 Total	905 Total	550 Total	

3.88 ROAS**550 orders**

Meta Ads Manager, Craft Delights.

THE STARTING POINT

SELLING THROUGH DMS, ONE CHAT AT A TIME.

No website

No store, no checkout system and no purchase tracking.

No reach beyond Instagram

No marketplace listings and no visibility on Google.

Manual everything

Sales and fulfillment handled by hand through DMs.

No ad history

No advertising and no retargeting set up.

WHAT WE DID

A COMPLETE GROWTH ENGINE.

01 BUILT THE STORE

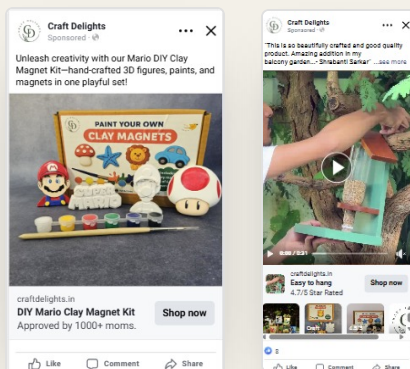
A conversion-focused Shopify site with collections for indoor pots, birdhouses, vases and seasonal decor, plus GA4, the Meta Pixel and the Conversions API for accurate attribution.

02 FULL-FUNNEL META ADS

Lifestyle creative with first-time offer hooks, prospecting and retargeting, and targeting tuned by product category and lookalikes.

03 AMAZON AND SEARCH

Amazon listings with Sponsored Ads, SEO content, schema and alt tags across the store, and the site submitted to Google Search Console.

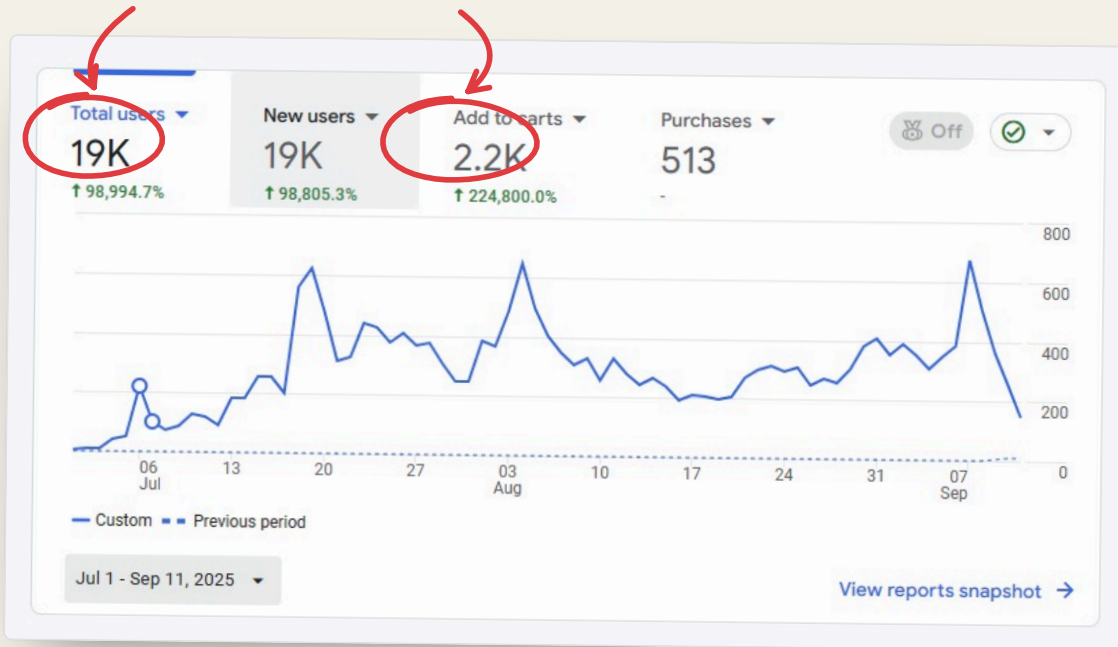


Meta ads we made for Craft Delights.

THE RECEIPTS

A REAL STORE, WITH REPEAT BUYERS.

19K visitors, 2.2K add-to-carts



Google Analytics, 1 Jul to 11 Sep 2025.

METRIC	RESULT	WHAT IT SHOWS
Purchases	550	From Meta ads
Returning customers	12.86%	Buyers who came back for more
Conversion rate	3.4%	Last 2 months
Add-to-carts	2.2K	From zero
Amazon	Live	Listings plus Sponsored Ads



They built everything for us from scratch, and the sales have just been consistent since.

TEAM, CRAFT DELIGHTS

WHAT MADE IT WORK

01

Own the store.

A real checkout and tracking turned DM interest into measurable orders.

02

Measure everything.

GA4, the Meta Pixel and the Conversions API made attribution accurate.

03

Go where buyers search.

Traffic now comes from Meta ads, organic search and Amazon together.

YOUR ADS GET CLICKS. **NOT ORDERS?**

Book a free growth audit and we'll show you where your store is losing the sale.

Contact us →

or email team@gogrowth.co

WHAT IT IS

A live call with a senior strategist

WHEN

One call, booked in US hours

YOU LEAVE WITH

Your biggest leaks and what to fix first

PRICE

Free