

CASE STUDY

LUXURY FASHION

SELLS IN 5 MARKETS

Mimamsaa

12.55x ROAS ON META IN TWO MONTHS.

Mimamsaa is a premium Indian label making handcrafted fashion for buyers in the US, Canada, the UK, Europe, Australia and India. We split their Meta account by market and made the site readable for AI search.

12.55x

ROAS ON META

All markets, 2 months

11.56x

ROAS IN THE US

Three US ad sets

24.30x

ROAS IN INDIA

Their home market

Campaigns

1 selected

Ad sets for 1 Campaign

Ads for 1 Campaign

+ Create

Duplicate

Edit

Analyse

A/B test

More

Columns

	Off... $\updownarrow$	Ad set $\updownarrow$	Category $\downarrow$	Last significant edit $\downarrow$	Results ROAS $\updownarrow$
☐	☒	US Retargeting DPA	Best volume	15 Mar 2026, 17:15	12.77
		Charts Edit Duplicate	Conversions	20 days ago	Value, purchase
☐	☐	US Batch 2	Best volume	14 Mar 2026, 13:12	—
			Conversions	21 days ago	Value, purchase
☐	☐	US	Best volume	12 Mar 2026, 20:...	25.15
			Conversions	23 days ago	Value, purchase
Results from 3 ad sets ⓘ				—	11.56
					Value, purchase

*US ad sets only**11.56x ROAS*

Meta Ads Manager, Mimamsaa's US ad sets, 1 Feb to 3 Apr 2026.

THE STARTING POINT

IN LUXURY, COSTS CLIMB FAST WHEN CAMPAIGNS DRIFT.

A premium brand selling across five markets needs tight control over every campaign and a website that search engines and AI can read.

Acquisition costs

In a premium category, the cost to win each customer can rise quickly.

Many markets

Selling across countries means each market needs its own targeting and budget.

Discoverability

Site structure affects how Google and AI tools find the brand, and how paid traffic converts.

THE GOAL

Run campaigns more efficiently, increase purchases, lower acquisition costs and make the brand easier to find in search and AI answers.

WHAT WE DID

THREE LEVERS, PULLED TOGETHER.

01

SPLIT THE ACCOUNT BY MARKET

Separate campaigns for India, the US, Canada, Australia and the UK/EU, so each market gets its own budget and targeting.

India: 24.30x ROAS**US: 11.56x ROAS**

02

RETARGETING IN EVERY MARKET

Retargeting and conversion campaigns across each geography reached high-intent shoppers at every stage, and drove most of the purchases.

03

MADE THE SITE READABLE FOR AI SEARCH

Opened robots.txt to the major AI crawlers, added an llms.txt file, and fixed the H1 and heading structure across pages so Google and AI assistants understand the catalog.

THE RECEIPTS

STRAIGHT FROM THE AD ACCOUNT.

	Off... ↑↓	Ad set ↑↓	Category	Last significant edit	Results ROAS
	☐	India Batch 2	Best volume	15 Mar 2026, 16:43	10.24
	☐	India Retargeting DPA	Conversions	19 days ago	Value, purchase
	☐	US Retargeting DPA	Best volume	15 Mar 2026, 16:43	29.71
	☐	US Retargeting DPA	Conversions	19 days ago	Value, purchase
	☐	AUS/SP Retargeting DPA	Best volume	15 Mar 2026, 17:15	12.77
	☐	AUS/SP Retargeting DPA	Conversions	19 days ago	Value, purchase
	☐	Canada Retargeting DPA	Best volume	15 Mar 2026, 17:18	3.97
	☐	Canada Retargeting DPA	Conversions	19 days ago	Value, purchase
	☐	Canada Retargeting DPA	Best volume	15 Mar 2026, 17:12	15.94
	☐	Canada Retargeting DPA	Conversions	19 days ago	Value, purchase
	☐	Canada Retargeting DPA	Best volume	15 Mar 2026, 17:10	12.55
	☐	Canada Retargeting DPA	Conversions	19 days ago	Value, purchase

one ad set per market

12.55x overall

Meta Ads Manager, all 16 ad sets across 5 campaigns, 1 Feb to 3 Apr 2026.

```
# OpenAI / ChatGPT
User-agent: GPTBot
Disallow: /admin
Disallow: /cart
Disallow: /carts
Disallow: /checkout
Disallow: /checkouts/
Disallow: /orders
Disallow: /58615398474/checkouts
Disallow: /58615398474/orders
Disallow: /account
Disallow: /*?oseid=*
Disallow: /*preview_theme_id*
Disallow: /*preview_script_id*
Disallow: /sf_private_access_tokens
Disallow: /.well-known/shopify/monorail
Disallow: /cdn/wpm/*.js
Disallow: /a/downloads/~/*
```

AI crawlers allowed

mimamsaa.com/robots.txt

```
# Mimamsaa
> Explore Mimamsaa for premium designer wear, thoughtfully crafted fashion, timeless silhouettes, quality craftsmanship, and a commitment to sustainable fashion.

## Collections
- [Rumi Edit](https://mimamsaa.com/collections/rumi):
- [Mahalsaa SS'25](https://mimamsaa.com/collections/mahalsaa-spring-summer-25):
- [SUNEHRIT EDIT](https://mimamsaa.com/collections/sunehrit-edit):
- [Monochrome Edit](https://mimamsaa.com/collections/monochrome-edit):
- [METALLICS](https://mimamsaa.com/collections/metallics):
- [Headbands](https://mimamsaa.com/collections/headbands):
- [RavaRiti](https://mimamsaa.com/collections/ravariti):
  RavaRiti, drawn from the words Rava (echo) and Riti (tradition), is about how traditions don't just stay in the past, but evolve with the present. This collection carries silhouettes that have lived through time - anarkalis, tunics, corsets, and more, that feel both festive and rooted.
- [Shop The Look Featured Collection](https://mimamsaa.com/collections/shop-the-look-featured-collection):
- [Crushed Tissue](https://mimamsaa.com/collections/crushed-tissue):
```

llms.txt live

mimamsaa.com/a/llms



ROI better than we expected. For a premium brand like ours they sure got the strategy right. Team is also helpful and clear with communications.

TEAM, MIMAMSAA

WHAT MADE IT WORK

01

Split campaigns by market.

Separate campaigns per country make budget and targeting decisions clearer.

02

Let retargeting earn its keep.

High-intent retargeting audiences converted best.

03

Pair paid with technical fixes.

Ads scale faster when the site is clean, well structured and easy for Google and AI to read.

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