

CASE STUDY

INDIA

HOME DECOR

Sthalam

FROM 1 ORDER A MONTH TO **168** IN FOUR MONTHS.

Sthalam sells Indian-styled home decor online. In October 2024 the site had 3.9K visitors, 10 add-to-carts and a single purchase. We fixed the funnel first, then scaled the ads that worked.

168

PURCHASES

Up from 1 a month

1.2K

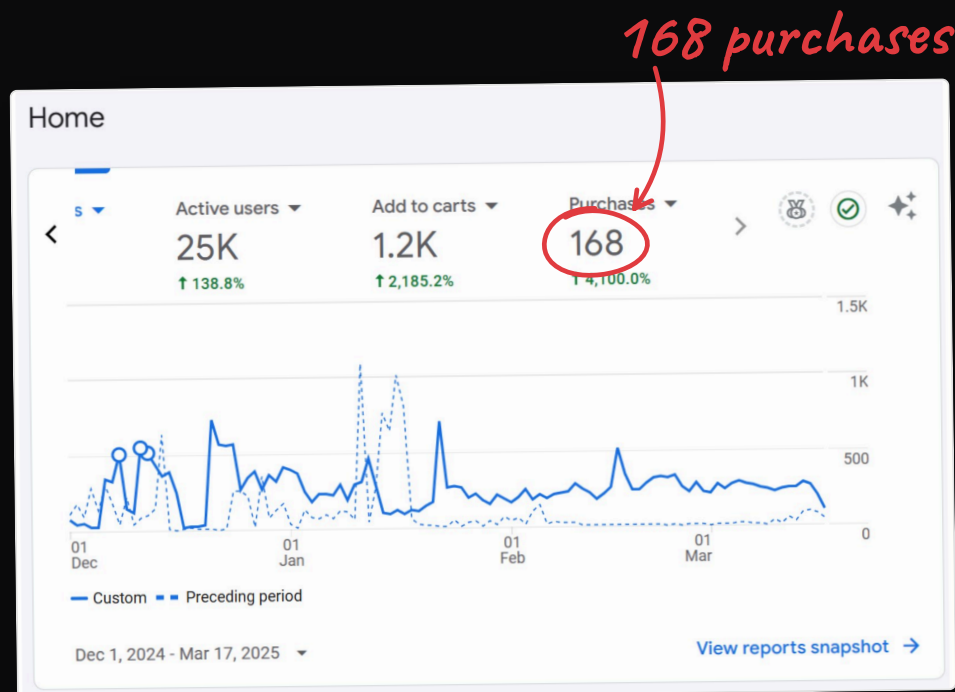
ADD-TO-CARTS

Up from 10 a month

8x

ROAS

On optimized campaigns

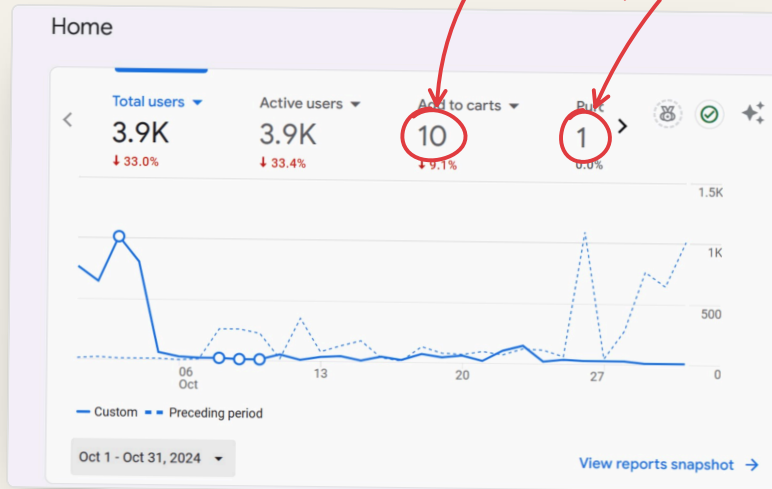


Google Analytics, 1 Dec 2024 to 17 Mar 2025.

THE STARTING POINT

VISITORS, BUT ALMOST NOBODY BOUGHT.

10 add-to-carts, 1 purchase



Google Analytics, October 2024.

Low traffic

Only 3,900 people visited the site in October.

Few add-to-carts

Just 10 visitors added a product to their cart.

One sale

A single purchase all month.

WHAT WE DID

FIX THE FUNNEL, THEN SCALE.

01**PAID ADS, LED BY THE DATA**

Meta and Google campaigns with new creative and precise audience segments. Meta performed best, so it got more of the budget.

02**SEO AND SITE FIXES**

Fixed the technical SEO issues holding back organic traffic, rewrote meta tags, restructured content, sped up the site and updated the Google Business Profile.

03**A FUNNEL THAT CONVERTS**

Found where shoppers dropped off, added stock updates to product pages, and improved product descriptions, visuals and checkout.

THE RECEIPTS

FOUR MONTHS LATER.

METRIC	RESULT	BEFORE
Purchases	168 1 Dec 2024 to 17 Mar 2025	1 purchase in October 2024
Add-to-carts	1.2K	10 in October 2024
Active users	25K	3.9K in October 2024
Return on ad spend	8x	On the optimized campaigns

HOW WE KEPT IMPROVING

SCALE WHAT WORKS.

PLATFORM BY PLATFORM

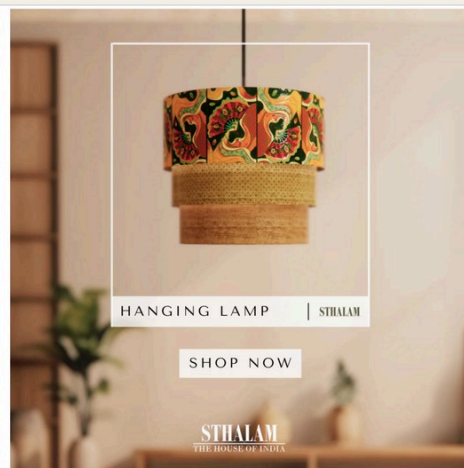
Meta drove the best engagement and conversions, so budget moved toward it.

CITY BY CITY

Purchase data showed which cities had the best ROAS. We scaled those and optimized the rest.

TEST BY TEST

A/B tests on creative, audiences, products and bidding raised conversions and kept costs down.



Ad creative made for Sthalam.



We were struggling with conversions, now we get orders regularly so thanks to Gurmeet and team.

FOUNDER, STHALAM

WHAT MADE IT WORK

01 Fix the funnel before scaling.
More traffic only helps once the store can turn visitors into buyers.

02 Let the data pick the channel.
Meta earned more budget because it converted best.

03 Scale city by city.
Spend followed the cities with the best return.

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