

Industry: D2C / spiritual

How we made marketing strategies predictable
at Karishye

Case Study

ProjektAnalytics.

40

CAMPAIGNS
AUDITED

350

HIGH INTENT LEADS
FROM 1300 SALES
CALLS ANALYZED

40%

PROJECTED
SAVINGS ON
AD SPEND

2L+

AD SPEND
OPTIMIZED

Problem

Karishye, was spending Lakhs across 40 Meta ad campaigns with no clarity on which ads were driving conversions. Video ads showed a devastating 95-97% viewer drop-off within the first 3 seconds, meaning almost all video ad spend was wasted. They needed a forensic data audit to separate winners from money-wasters and overhaul their entire creative and targeting strategy.

What we did

- **Performance Segmentation:** Classified 40 campaigns into Top, Mid, and Poor performers using CPC, CTR, CVR, and ROAS to create a clear action hierarchy
- **Impact Prioritization:** Applied Pareto analysis to identify high-leverage ads focusing efforts on what actually drives results
- **Creative Diagnostics:** Analyzed frame-level video drop-offs to pinpoint exact failure points in user engagement
- **Pattern Discovery:** Identified high-performing themes (wedding-related puja campaigns) to guide targeting and content direction
- **Actionable Execution:** Built a clear playbook, optimize first 3 seconds, shorten creatives, introduce CTAs, and leverage retargeting audiences

Impact

Karishye gained complete clarity across all 40 campaigns with clear kill, scale, and optimize decisions, eliminating guesswork. The video drop-off analysis exposed a major but fixable creative gap, unlocking immediate ROI potential. By reallocating budget from 34 underperforming campaigns to the top 6, the brand could achieve 40%+ savings on wasted spend. Additionally, identifying wedding-puja campaigns as top performers revealed a new high-ROI seasonal growth opportunity.