

OtherDev

Ads Portfolio

OTHER DEV / Performance Report



01

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- Other Dev Studio manages performance-driven Meta advertising for fashion, premium goods, streetwear, seasonal gifting, and e-commerce brands.
- The portfolio shows controlled budget allocation, conversion tracking, retargeting, and audience segmentation across multiple campaign objectives.
- The strongest verified result is Parcheh81: **77 purchases**, **Rs 633 cost per purchase**, and **12.69x ROAS**.
- The work combines ad operations, creative iteration, pixel/event tracking, funnel optimization, and transparent reporting.

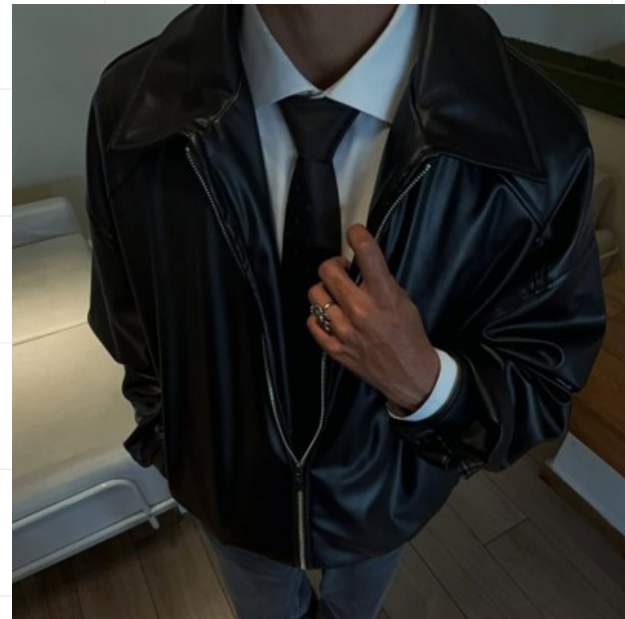


Table 1: Portfolio Performance Snapshot

Client / Segment	Spend	Primary Result	Efficiency
Wish Apparels	Rs 260,292	1,475 conversations	Rs 176.47 / conversation
Parcheh81	Rs 48,741	77 purchases	12.69x ROAS
Nevermind Essentials	Rs 25,652	Multi-year presence	Rs 479 - Rs 2,881 / result
Blinget Gifts	Seasonal	Peak-event sales	3x revenue lift

Rs 334,685+

Total Ad Spend Managed

Budget allocated across fashion, premium goods, streetwear, and gifting campaigns.

77

Verified Purchases

Tracked website purchase conversions for Parcheh81.

12.69x

Premium ROAS

High-return launch performance for a premium leather fashion brand.

The screenshot shows a Meta Ads Manager pivot table for the account 'Wishapparels'. The table displays performance metrics for various ad creatives used in product launch campaigns. The columns include Campaign name, Ad creative, Engagement rate ranking, Conversion rate ranking, Amount spent, Messaging conversations started, and Cost per messaging conversation started. The total results at the bottom show a total spend of Rs260,292.29, 1,475 total messaging conversations, and a cost per action of Rs176.47.

Campaign name	Ad creative	Engagement rate ranking	Conversion rate ranking	Amount spent	Messaging conversations started	Cost per messaging conversation started
WA_ProductLaunch, Con...	Wishapparels Used in 1 ad	---	---	Rs252.19	14	Rs18.01
WA_ProductLaunch, Con...	Wishapparels Used in 1 ad	---	---	Rs100.89	1	Rs100.89
WA_ProductLaunch, Con...	Wishapparels Used in 1 ad	---	---	Rs37.19	---	---
WA_ProductLaunch, Con...	Wishapparels Used in 1 ad	---	---	Rs21.83	---	---
WA_ProductLaunch, Con...	Wishapparels Used in 1 ad	---	---	Rs20.44	---	---
WA_ProductLaunch, Con...	Wishapparels Used in 1 ad	---	---	Rs7.04	1	Rs7.04
Total results				Rs260,292.29 Total spent	1,475 Total	Rs176.47 Per Action

Wish Apparels

Enhancement of a Premium Fashion Brand

Wish Apparels required stronger purchase intent, lower acquisition friction, and sustained engagement in a crowded fashion market. The strategy focused on dynamic product ads, lookalike audiences, seasonal creative rotation, and reliable Meta Pixel conversion tracking.

Table 2: Wish Campaign Data

Metric	Value
Duration	Jul 2023 - Feb 2026
Amount Spent	Rs 260,292.29
Conversations	1,475
Cost / Conversation	Rs 176.47

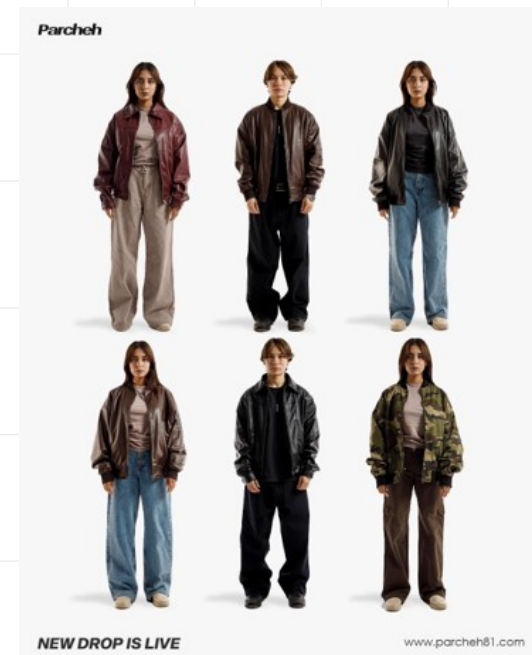
Execution Focus

- Dynamic Product Ads for retargeting.
- Lookalike audiences from high-value customers.
- Seasonal launches and creative rotation.
- A/B tests across creatives, copy, and audiences.



Parcheh81

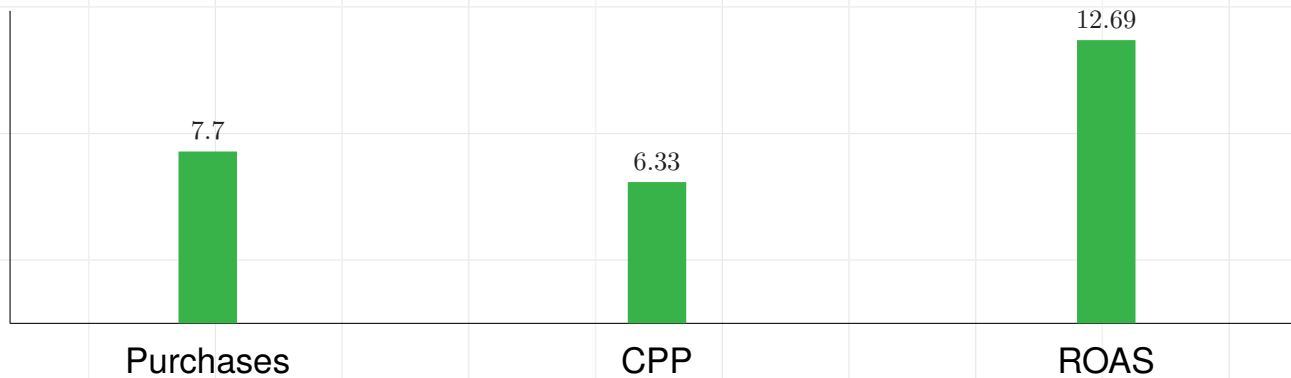
Premium Leather Fashion Brand Launch



The campaign needed to establish premium credibility while converting cold audiences for products priced at Rs 8,100+. Targeting focused on affluent fashion-interest segments, catalog sales optimization, premium creative, and direct value proposition messaging.

Table 3: Parcheh81 Purchase Performance

Metric	Result	Signal
Website Purchases	77	Verified conversions
Cost / Purchase	Rs 633.00	Efficient for premium products
Purchase Value	Rs 618,500.00	High-ticket conversion value
Website Purchase ROAS	12.69x	Premium targeting worked
Amount Spent	Rs 48,741.25	Controlled launch budget
Link Clicks	4,878	Strong creative engagement



Visual scale: purchases and cost per purchase are normalized for comparison; ROAS is shown directly.

Nevermind Essentials

Premium Co-ord Fashion Brand Launch



Table 4: Nevermind Campaign Data

Metric	Value	Reading
Duration	Jan 2023 - Feb 2026	Sustained brand presence
Amount Spent	Rs 25,652.28	Controlled test budget
Result Range	Rs 479 - Rs 2,881	Objective-dependent efficiency
Positioning	400 GSM co-ords	Premium quality signal

Table 5: Blinget Seasonal Playbook

Lever	Execution
Calendar	Mother's Day, Father's Day, Eid Festival
Audience	Gift behavior and purchase-pattern segments
Messaging	Urgency, limited-time offers, cultural relevance
Logistics	Geographic targeting aligned with delivery reach
Result	3x revenue lift during peak seasons

Core Capabilities

- Campaign development and management.
- Advanced tracking and analytics.
- Creative strategy and testing.
- Audience research and targeting.
- Retargeting and funnel development.



Table 6: Competitive Advantages

Advantage	Portfolio Evidence
Proven Track Record	Rs 334,685+ managed across active client campaigns.
Industry Expertise	Fashion retail, premium goods, streetwear, gifting, and e-commerce.
Data-Driven Methodology	Pixel events, A/B testing, ROAS analysis, audience refinement.
Transparent Reporting	Metric-led updates with spend, conversion, click, and value visibility.
Client-Centric Execution	Campaign structure aligned with launch, scale, or seasonal objectives.

Performance Benchmark

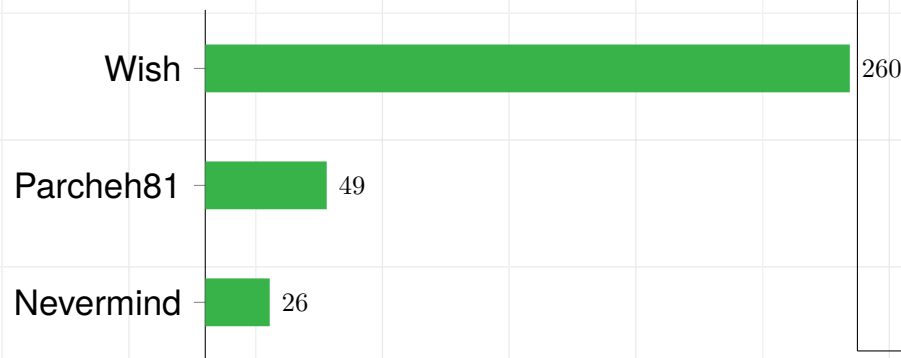
- **12.69x** premium fashion ROAS.
- **Rs 633** cost per purchase.
- **77** verified premium purchases.
- **3x** seasonal revenue increase.

Scale Proposal

Transform ad investment into measurable business growth through structured Meta campaigns, clean tracking, creative iteration, and market-specific targeting.

Portfolio Mix

Spend by Case



Verified Outcomes

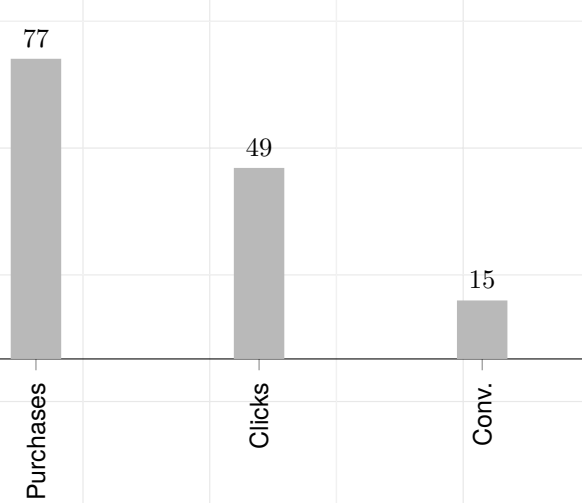


Table 7: Contact

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