

A practical,
data-backed
growth guide for
scaling Indian
consumer brands.

ZE RO to 100 CR

MARKETING PLAYBOOK

∞ Meta x viralMint x



What This Playbook Aims to Solve

The D2C ecosystem is scaling faster than the operating systems behind it. Most brands struggle not because of weak products, but because of fragmented execution — misaligned teams, siloed creative and performance, inconsistent CAC/ROAS, broken funnels, low retention, and inefficient capital deployment.

This playbook solves that by delivering a unified, end-to-end operating system built on real ecosystem intelligence. It is **constructed from insights gathered by surveying 100+ D2C brands across categories**, combined with execution experience across high-growth Indian consumer companies. The outcome: a structured blueprint that eliminates chaos, accelerates decision-making, strengthens creative performance loops, brings discipline to testing and scaling, restores data accuracy, and builds a repeatable growth engine that takes brands from ₹0 to ₹100 Cr with speed, clarity, and operational rigor.

∞ Meta x viralMint x 

Creators

viralMint



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Thank you for participating

Special Thanks To



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∞ Meta x viralMint x 

A Note of Gratitude

Celebrating every mind,
moment, and effort that
helped bring this
playbook to life.



viralMint

“

Every D2C founder today is navigating a battlefield — CACs climbing, consumer patience shrinking, platforms shifting, and competition multiplying at breakneck speed. The brands that win aren't the ones shouting the loudest, but the ones building systems that compound, engines that scale profitably, and stories that actually matter.

And that's exactly why we created this playbook — a ground-up, operator-built blueprint shaped by real conversations, real numbers, and real experiments across India's fastest-growing D2C brands. The purpose is clear: give founders a no-fluff, execution-ready system to grow from 0 to ₹100 Cr with confidence, clarity, and control.

This playbook is designed to reduce guesswork, align teams, and bring structure to the chaos. It bridges product, performance, CX, retention, and brand building into one unified growth engine. Because scaling isn't about hacks — it's about system thinking.

To every brand, partner, and operator who contributed insights, shared experiences, and helped sharpen this blueprint — thank you. This is a collective effort, built with the ecosystem for the ecosystem.

At ViralMint, our mission is simple and bold — help founders build brands that last, compound, and lead categories. Here's to smarter bets, stronger execution, and scaling with intention.

”

— Rohan Dighe

Founder, ViralMint



“In the world of digital marketing, the gap between brands that excel on Meta and those that struggle has never been wider. The platform's sophistication has grown exponentially, and with it, the opportunity for those who truly understand its capabilities.

At DSG Consumer Partners, we've partnered with over 90 consumer brands. Our observation is consistent: brands that master Meta's advertising ecosystem don't just grow, they transform their entire trajectory. The difference lies not in budget size, but in strategic decisions.

This playbook represents a significant milestone in democratizing that precision. DSGCP, Meta and Viralmint have distilled years of insights, thousands of campaigns, and millions in optimized spend into actionable frameworks that any brand can implement. It bridges the critical gap between having access to powerful tools and knowing how to wield them effectively.

We express our gratitude to Meta for their continued partnership in empowering Indian brands with world-class advertising solutions and strategic support. To Viralmint, thank you for bringing your deep execution expertise and analytical excellence to make these strategies accessible and actionable.

We encourage every reader to view this not just as a manual, but as a catalyst to transform their trajectory. The strategies within have been proven across diverse categories and scale stages. Your success will come from thoughtful implementation and continuous optimization.

The opportunity is clear. The tools are powerful. And now, the knowledge is in your hands.

— Pooja Shirali
Vice President, DSGCP

”



 **Meta**

“

Building a successful brand in today's dynamic Indian startup ecosystem is both a challenge and an opportunity. We have witnessed firsthand how digital innovation, creativity, and strategic partnerships can help founders take their businesses from 1 to 100—and beyond.

The Viralmint playbook, launched in collaboration with DSG and Meta, brings together proven frameworks and actionable insights for ambitious founders. Whether you're just starting out or scaling up, this resource is designed to help you navigate the evolving consumer landscape, leverage technology, and build brands that matter.

We've seen Indian founders tackle tough challenges and spot new opportunities, and we know there's no single path to success. With the right support and a willingness to adapt, startups in India can build something meaningful and make a real difference.

”

— **Gauravjeet Singh**

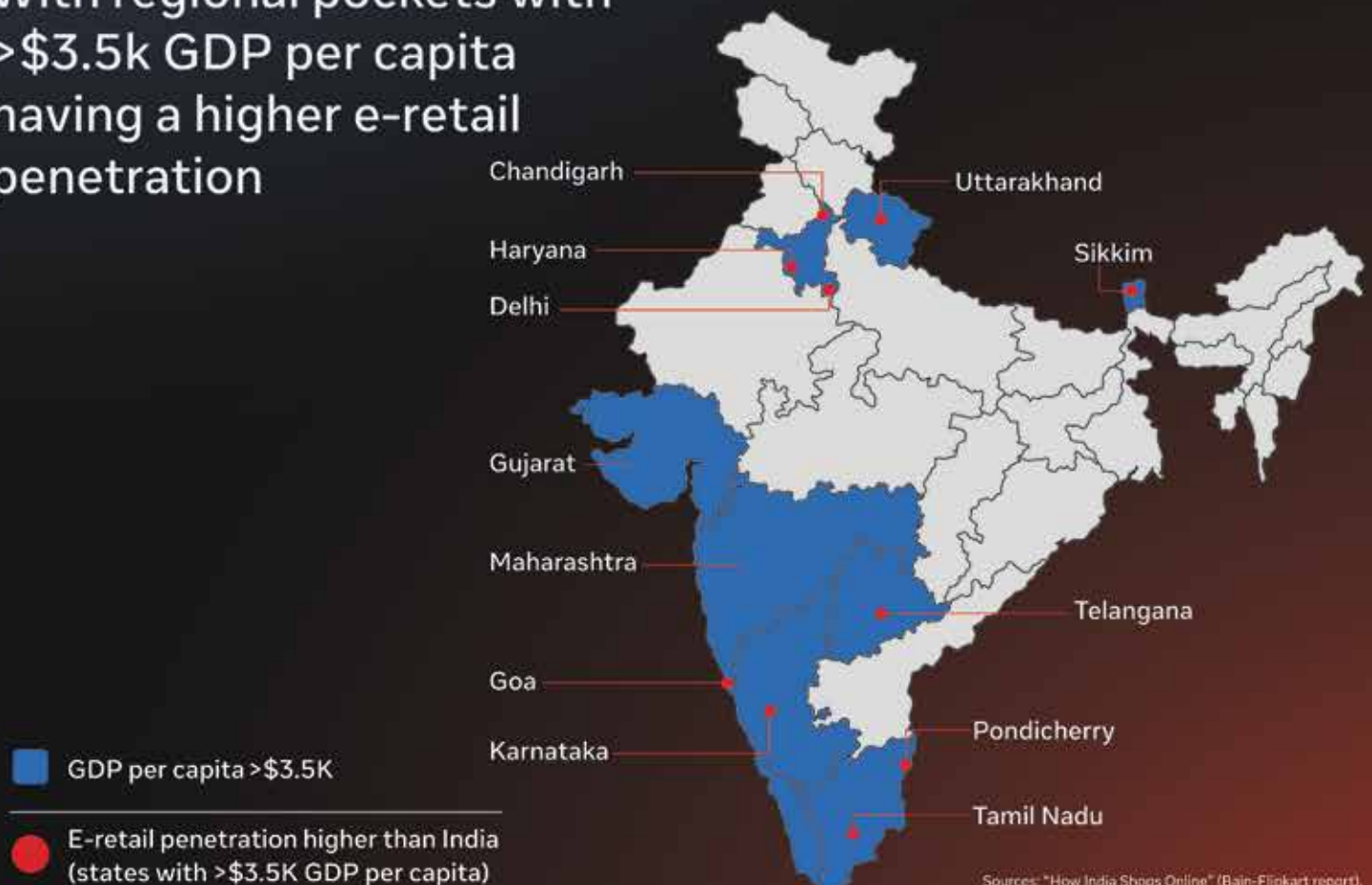
*Director, Agencies &
VC Partnerships, Meta India*

DTC LANDSCAPE

Fueling Faster Digital Consumption

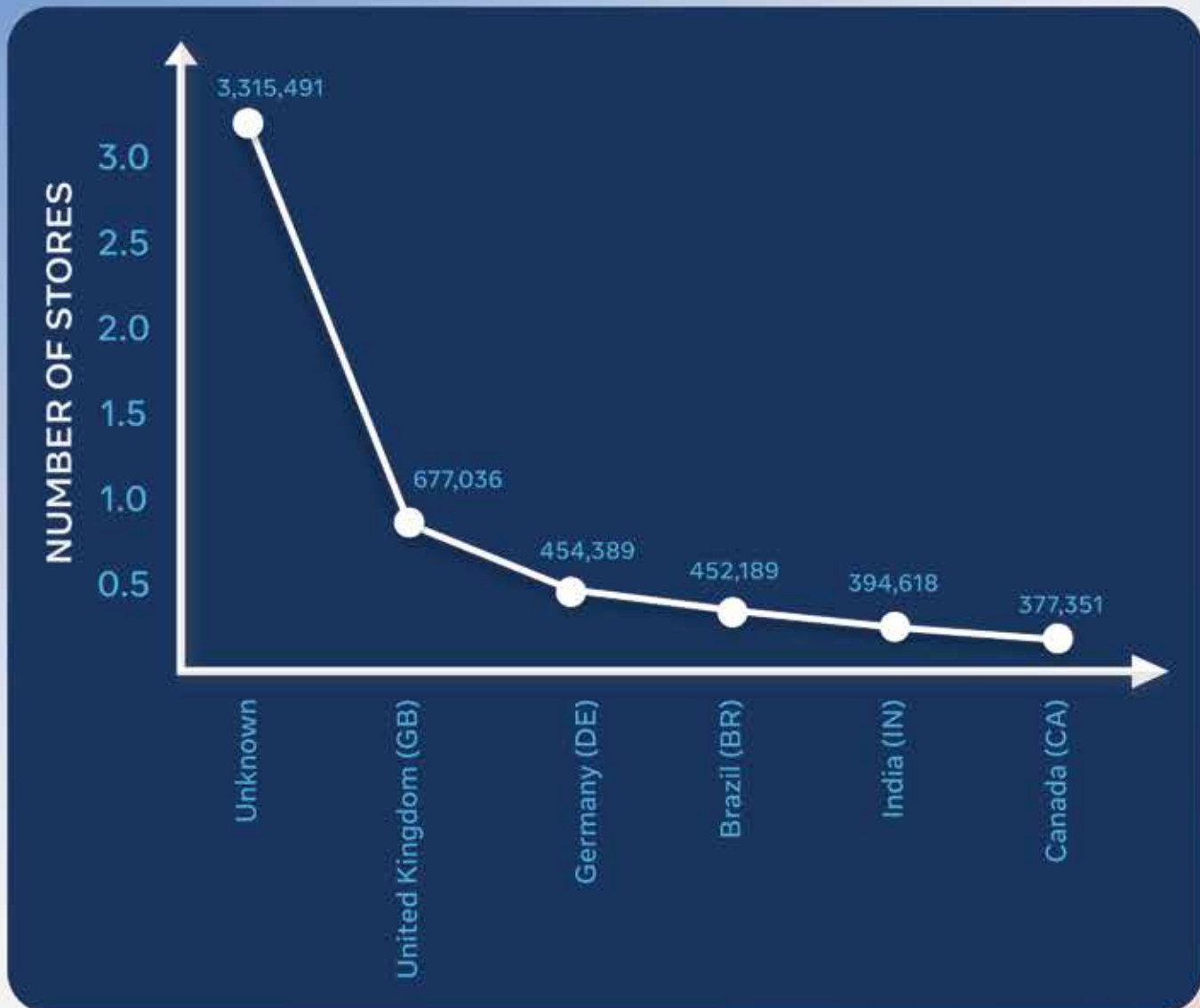
	FY'2024	CAGR	FY'2030
General Trade	\$760 bn (80%)	7%	\$1.1 tn (70%)
Modern Trade	\$124 bn (13%)	15%	\$281 bn (17%)
E-Com	\$57 bn (6%)	15%	\$281 bn (17%)
Q-com	\$3 bn (0.3%)	61%	\$50 bn (3%)
Brand.com	\$7 bn (1%)	31%	\$33 bn (2%)

With regional pockets with
>\$3.5k GDP per capita
having a higher e-retail
penetration



Sources: "How India Shops Online" (Bain-Flipkart report), Forrester, IBEF, Nielsen, Bain analysis

Global E-commerce Market



Global e-commerce has exploded — with millions of new stores being created across markets.



India has officially entered the world's Top 5 e-commerce markets by store count, crossing 3.9 lakh stores - a clear indicator that India's D2C ecosystem is maturing fast and scaling at a global pace.

No. of Stores Created in India



Shopify is the undisputed heavyweight -

Powering 162K+ stores,
comfortably outpacing WooCommerce.

3 Forces Driving the Next Digital Wave



India is getting younger

>50%

Gen Z and Millennial population in India by 2030

350+M

Gen Z in India > than the population of United States



India Is Getting Richer



India Is Getting More Digitally Savvy

	2024	2030
Internet Users	875mn	1,200mn
Smartphone Users	730mn	1,150mn
Online Commerce Shoppers	260mn	405mn



Source :EY India at 2047 report ; NASSCOM & Indeed - Gen Z and Millennials Report ; Praxis India GenZ Study Praxis Study News 18 Article Economic times ; US: 2022 estimate; Others: 2024 estimates; PiB

D2C Market Intelligence Report

META isn't just a source of inspiration; it's the starting point for purchase decisions.



		Discover new Brands	More Brand information	Consider a Brand	Purchase the product
Base		3435	3534	3149	2669
META		80	70	64	52
YouTube		69	77	70	52
OTT		30	32	32	26
Television		25	29	23	15
Ecommerce		39	44	40	56
Quick Comm		20	27	23	27

Note: Data for META includes (IG Reels, FB Reels & FB Videos) whereas data for YouTube includes (YT Shorts & YT Videos)

Q32. I will show a few statements that help us understand which platform you go to make a decision about your purchase more often? MULTIPLE ANSWER.

D2C Market Intelligence Report

Survey Snapshot 2025

Insights from
100+ D2C Founders,
Operators &
Marketing Leaders

 Meta x  viralMint x 

Why We Conducted This Study

01

Decode how D2C brands acquire, retain, and scale

02

Identify bottlenecks in marketing, ops, and profitability

03

Understand maturity across analytics, brand-building & retention

04

Capture founder-level qualitative insights at scale

Survey Architecture

*Who We Spoke To
& What We Asked*

This survey captures insights from 100+ early to mid-scale D2C brands across categories like Beauty, Personal Care, Food & Beverage, Apparel, Healthcare, and Home. It covers:

01

Business maturity
& revenue brackets

02

Acquisition channels
& CAC

03

Retention metrics
(AOV, LTV, repeat rates)

04

Brand vs performance
communication mix

05

Creative maturity
& attribution models

06

Operational
challenges

07

Team
skill-maturity

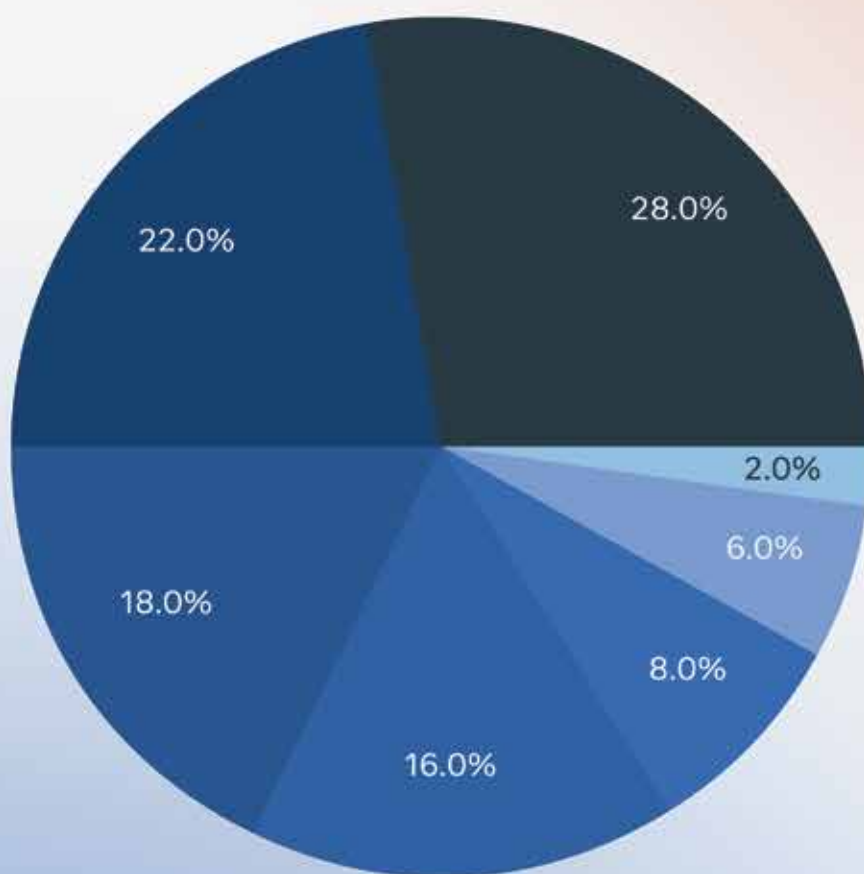
08

Founder-level
qualitative insights

∞ Meta x *viral*Mint x 

PROFILING THE DTC ECOSYSTEM

What Categories Do These Brands Operate In?



Beauty & Personal Care

Health & Wellness

F&B (Packaged foods, Beverages)

Fashion & Apparel

Others

Home & Living

Baby & Kids

Beauty + Health



~50% of dataset

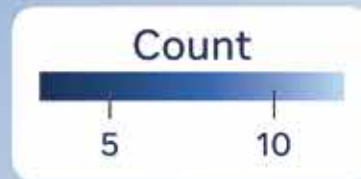
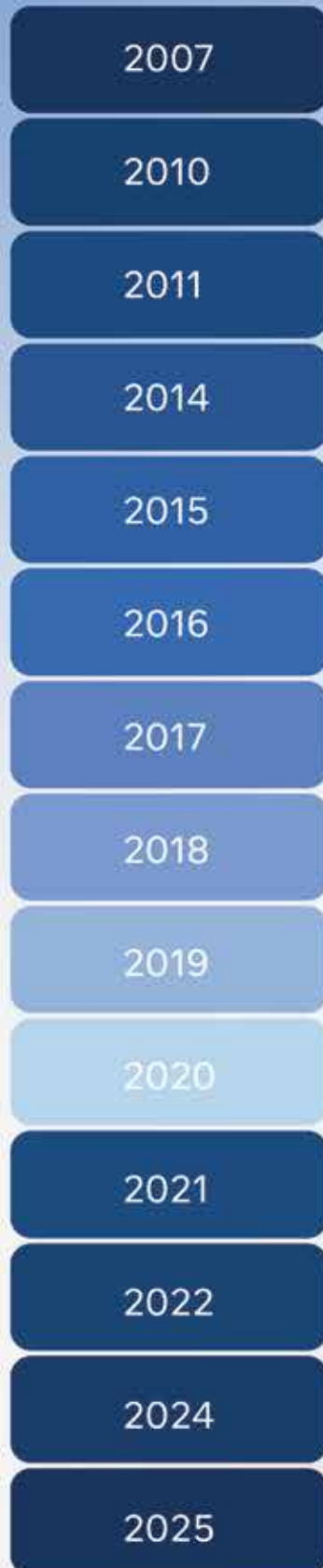
Consumer categories dominate



high relevance for performance marketing insights

Brand Age Cohorts

Heatmap: Year of Launch Distribution

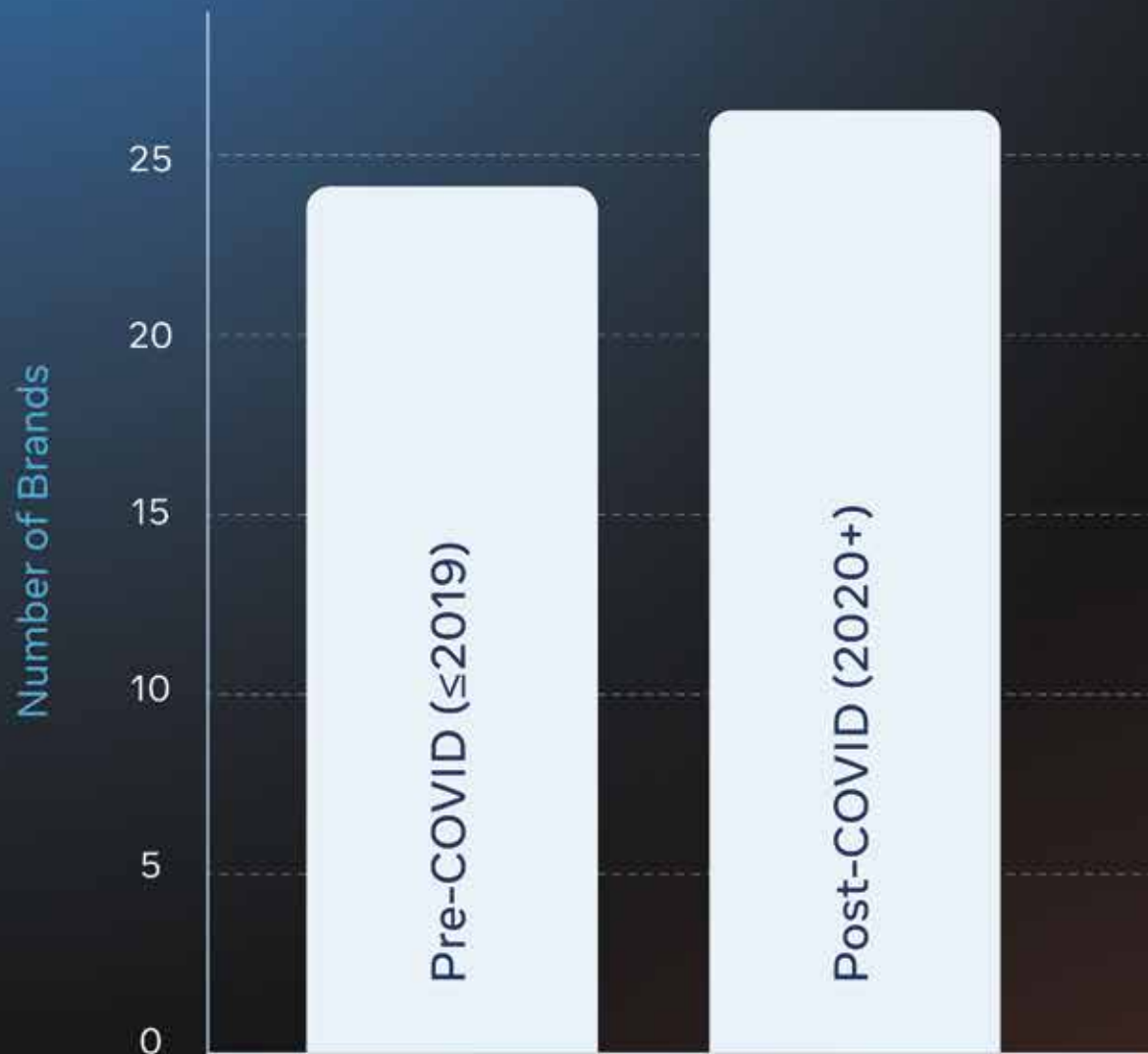


Majority of brands launched **post-2018**, showing a clear spike in new-age D2C activity.

The hottest cluster sits at **2020-2022**, aligning with pandemic-era online demand surge.

Very few brands **pre-2015 → D2C** is still a relatively young ecosystem.

Impact of COVID on Brand Launch Trends

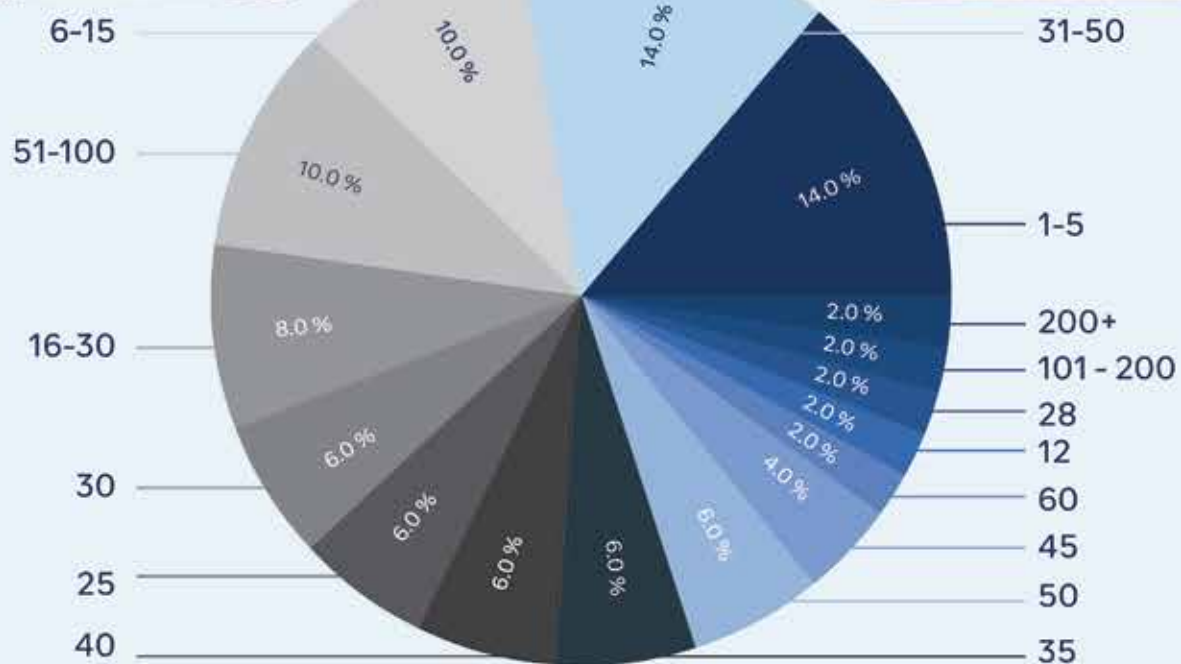


Over half of all surveyed brands were launched post-2020, showing how lockdown-driven digital adoption, faster ecommerce onboarding, and creator-led discovery dramatically lowered the barrier to launching a D2C brand.

Founders didn't just shift online - they started online.



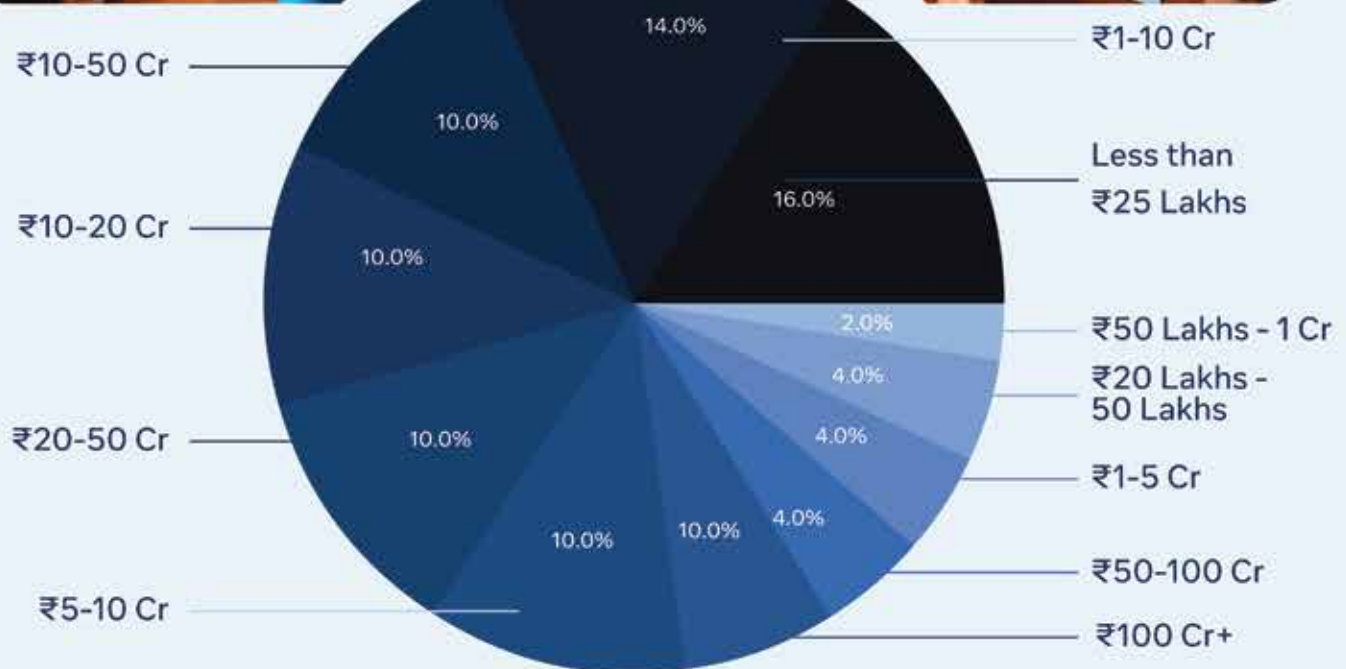
How Mature Are These Teams?



Half the brands run with **≤15 people** — very lean & 31-100 range (~20%) shows emerging mid-sized teams.

D2C is still extremely **resource-constrained**. Most teams run on **agency + performance + hustle**, not deep in-house capability.

Revenue Maturity of Surveyed Brands

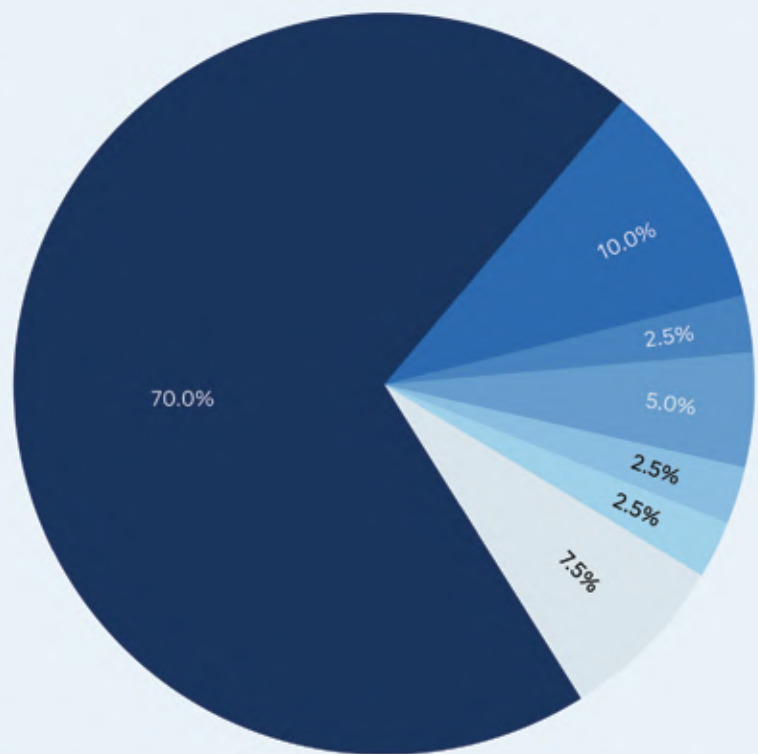


**60-65% in the
₹1-50 Cr
growth stage**

The ecosystem is split between nursery-stage brands trying to find PMF vs mid-stage brands fighting CAC + margins.

BUSINESS MODEL & MARKETING FOUNDATIONS

What Drives New Customer Acquisition?



Meta absolutely bulldozes the ecosystem —

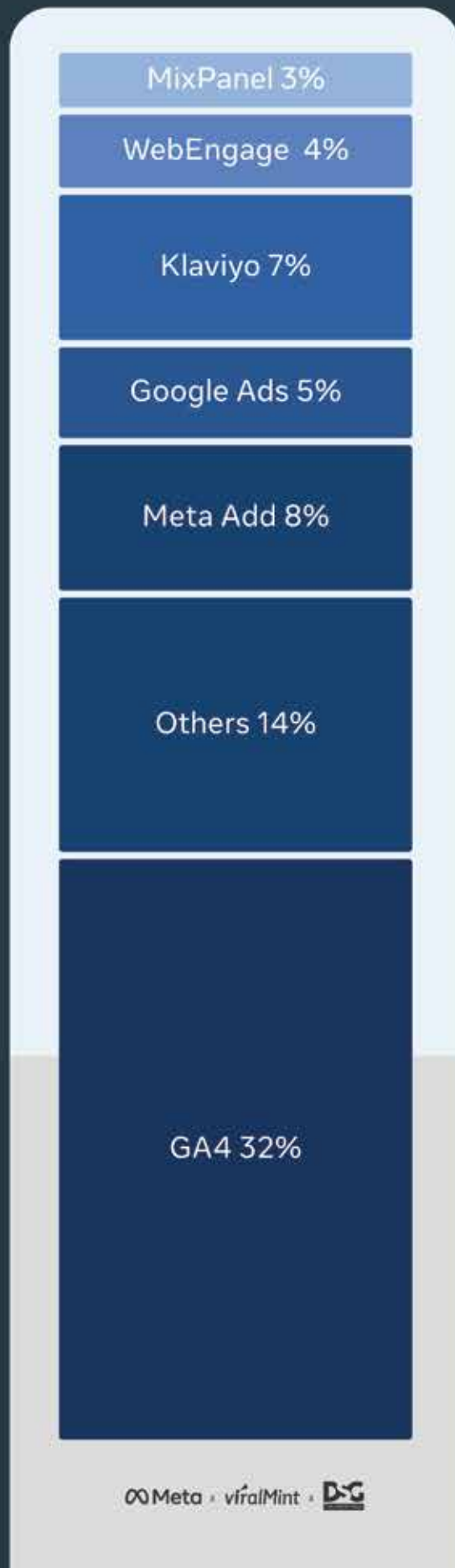
70%+ brands

rely on it as their

#1 acquisition channel.

This is the clearest signal that D2C in India is Meta-first by design. Founders treat it as the default growth engine, not just a channel.

How Advanced Is the Marketing Stack?

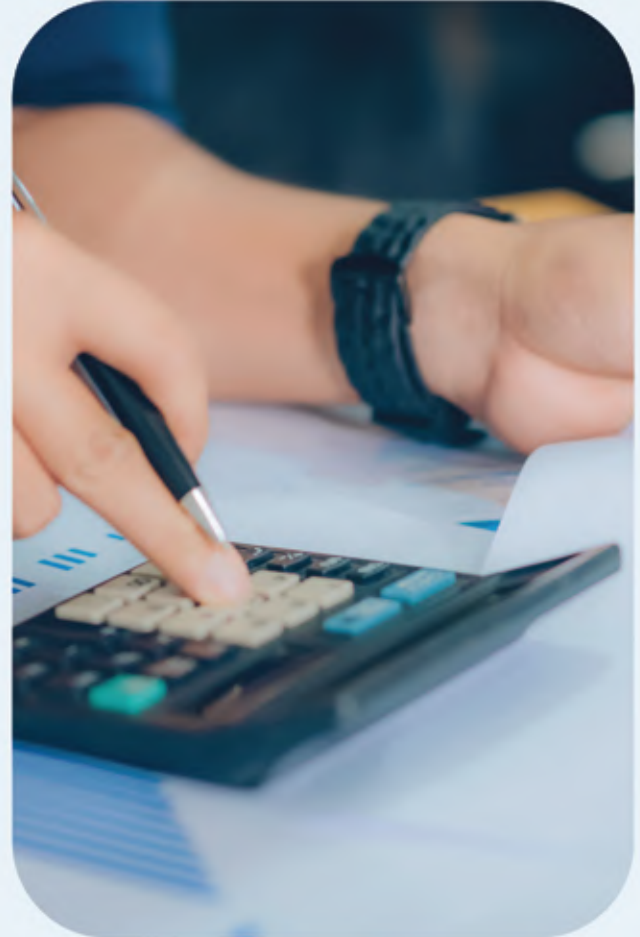
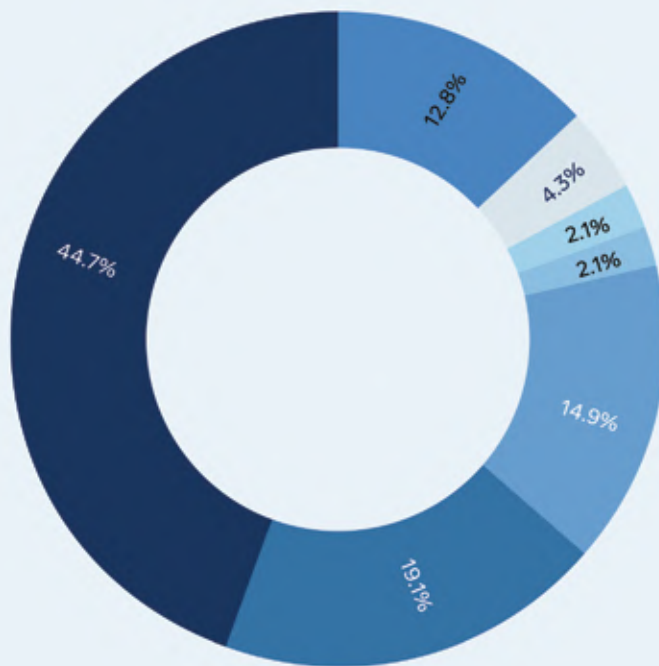


The D2C tech stack in India is consolidating around a clear triad -

GA4 for analytics, Meta + Google for acquisition, and Klaviyo/WebEngage for retention.

Everything else is experimental noise.

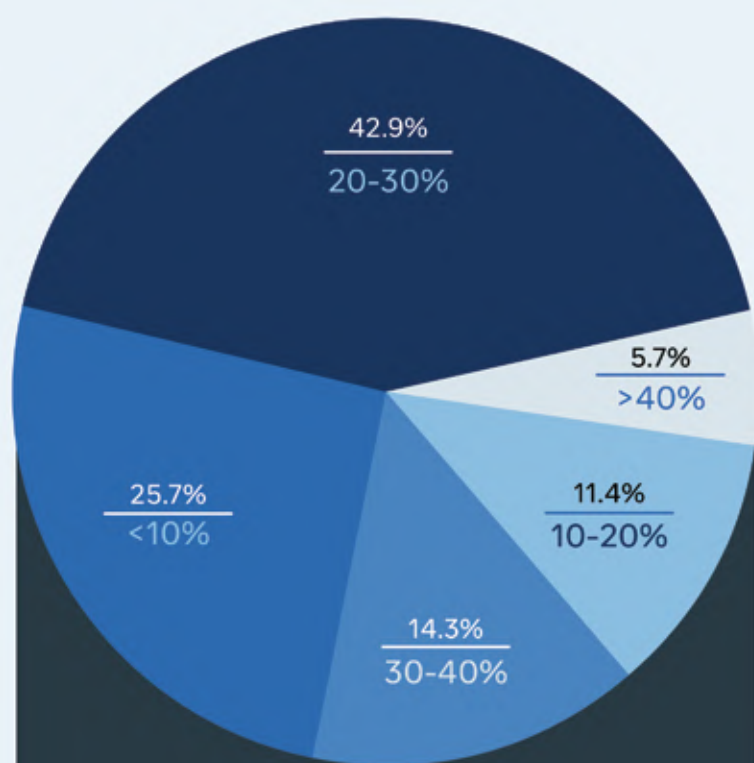
Average Order Value Ranges Across Brands



SKUs priced at ₹650-₹750

tend to outperform both lower (<₹500) and higher (>₹1,000) brackets in blended ROAS because they reduce sticker shock while still supporting upsells, making them the “conversion sweet spot” for most D2C categories.

How Strong Is Repeat Behaviour?

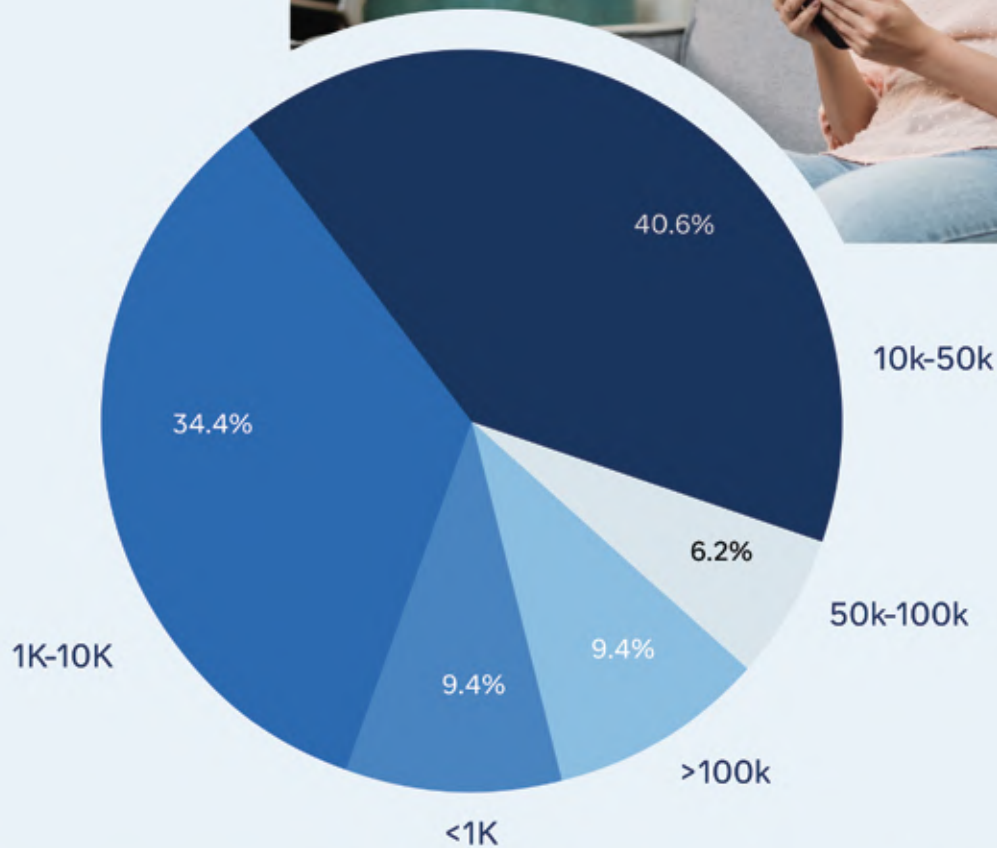


Most brands fall in the **10-30% RPR** band — classic early-stage behavior.

High-retention brands (>40%) are rare (~5%) and typically wellness/food.

A chunk of respondents have **near-zero repeat** (0-10%).

Active Customer Base by Brand Scale

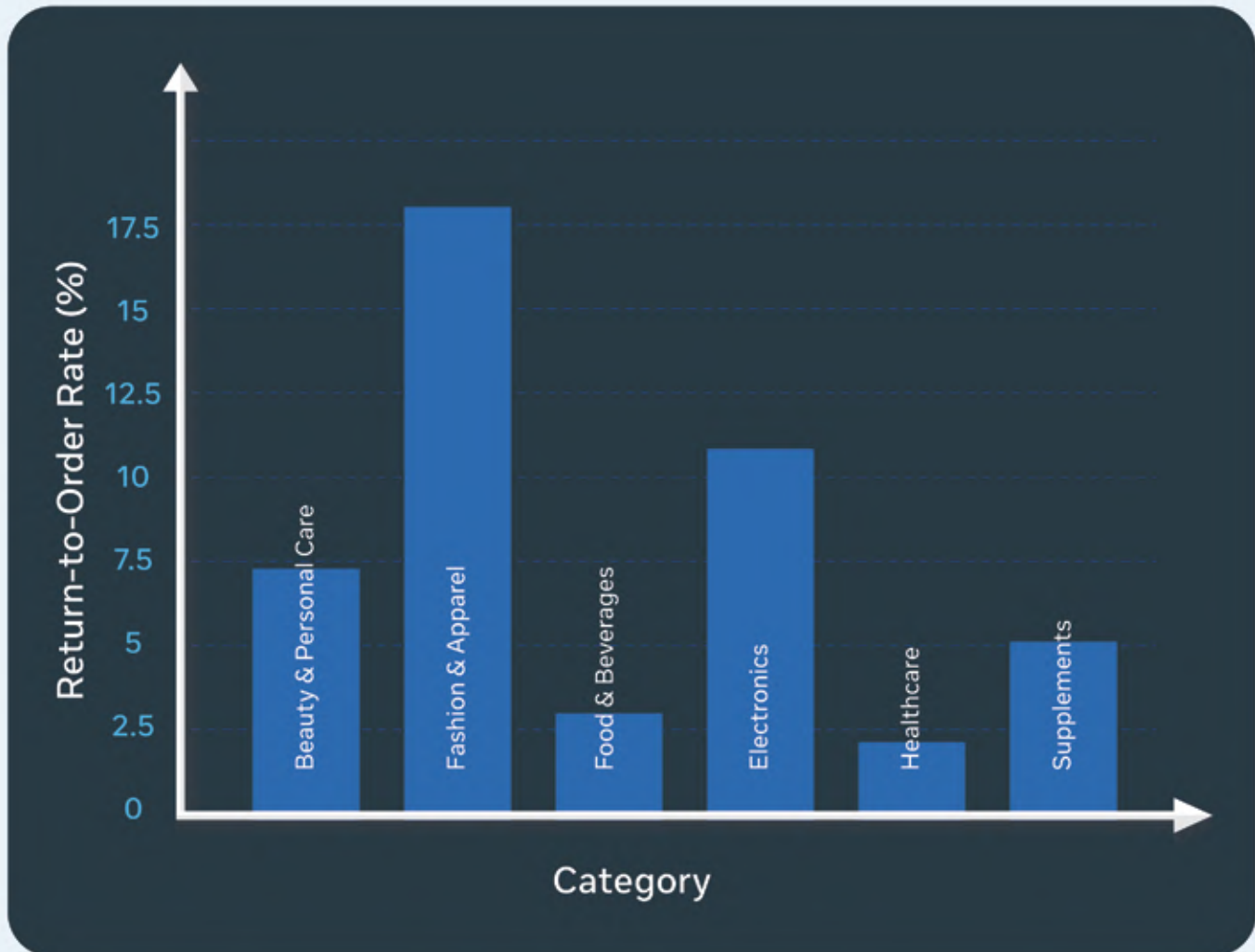


Majority operate in **1k-10k MAC**, clearly showing small top-of-funnel volume.

10k-50k MAC segment represents mid-stage operators with scaled TOMA.

Only a few brands cross the **50k+ MAC** threshold.

Return to Order Rate By Category



18%

Fashion is the outlier with the highest return rate (18%)

2-5%

Healthcare & Supplements have the lowest return rates (2-5%)

12%

Electronics has a mid-high return rate (12%) driven by defects & expectations gap

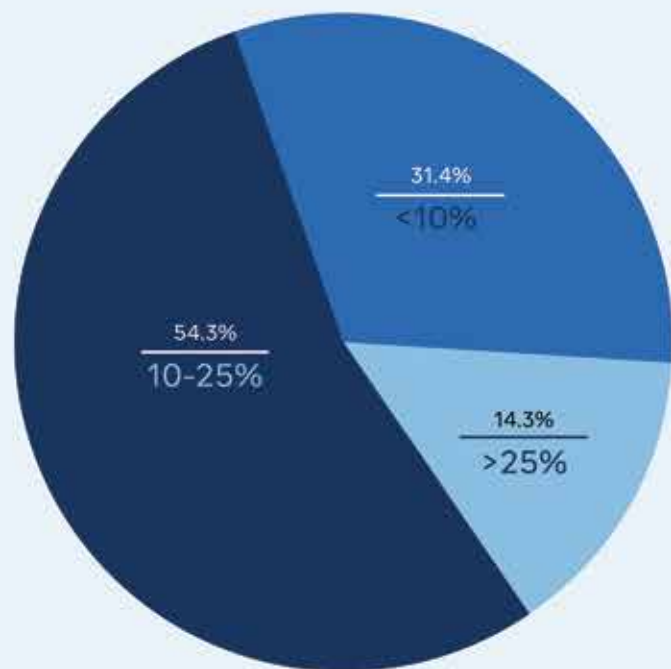
How Much Do Brands Spend on Influencers?

Influencer adoption is mainstream –
3 out of 4 brands use it.

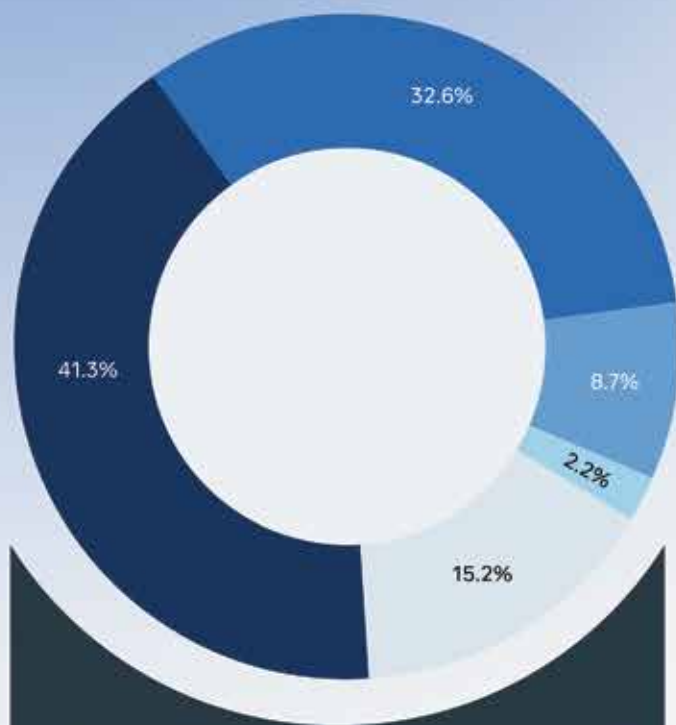
54.3% of brands allocate 10–25%
of their marketing budgets to
influencers.

31.4% brands spend <10% —
the cautious/early-stage cohort.

14.3% spend >25% — the
aggressive, creator-led brands.



What Retention Signals Do Brands Monitor?



LTV

Repeat % /
Repurchase

Other

None

Cohorts

”

LTV dominates — 41.3% of brands track it as their primary retention metric.

”

This proves the ecosystem has become profitability-obsessed post-CAC inflation. Brands are finally looking beyond ROAS. LTV is now the north star.

”

Cohort analysis is the close second — 32.6%.

”

This is a **huge maturity leap**. Brands actively track: 30/60/90 day repeats.

How Do Brands Measure Performance Attribution?



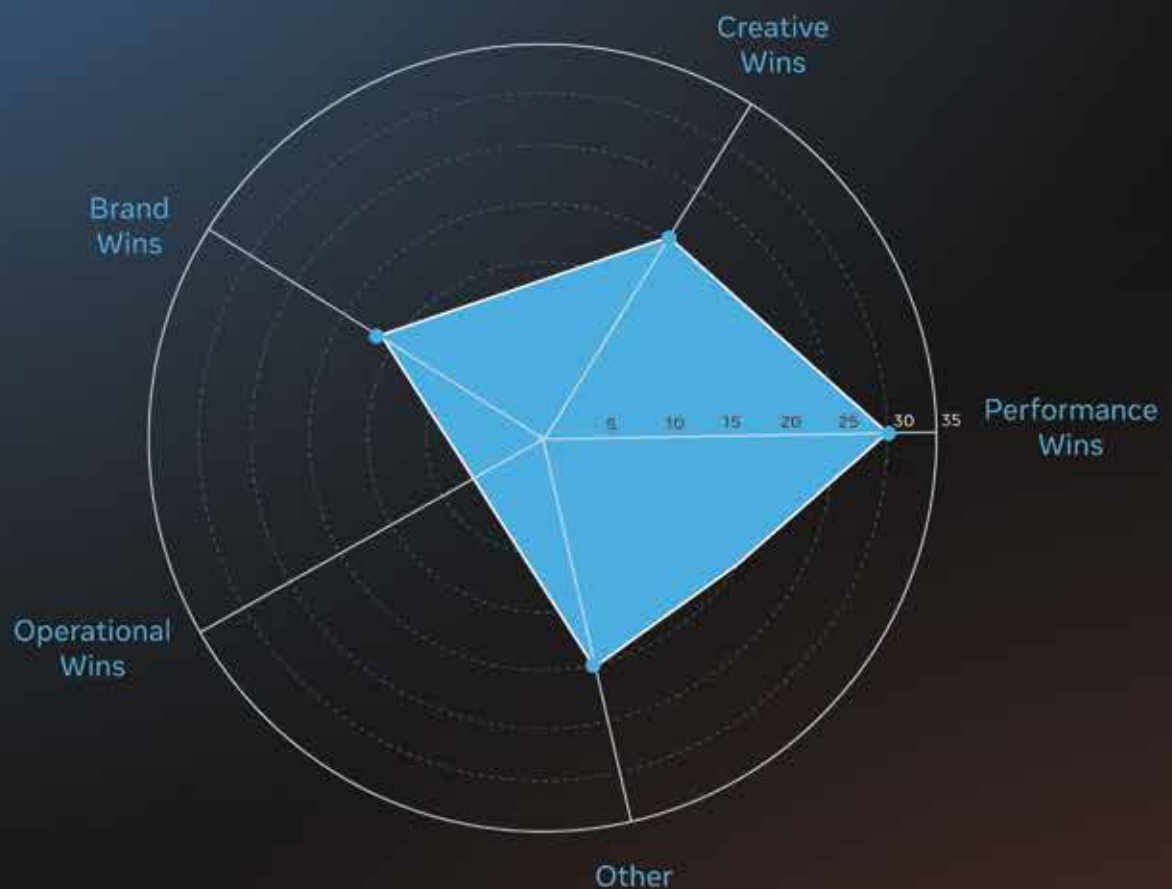
Attribution maturity in India's D2C ecosystem is still skewed toward last-click, with only 12% adopting multi-touch or data-driven models. However, the rise of blended CAC signals a shift toward holistic, profitability-first measurement.



FOUNDER INSIGHTS FROM SURVEY

What Are Founders Actually Winning At?

A breakdown of the ecosystem's biggest marketing & business wins.



Most founder wins in the D2C ecosystem are still driven by **performance marketing and creative breakthroughs** - from spikes in ROAS to viral UGC and creator-led content that unlocks scale. Brand-building and operational wins show up far less frequently, revealing a clear gap in long-term capability building.

Where Do Founders Struggle Operationally?



Supply Chain & Logistics dominates:-

This includes inventory planning, depth, sourcing activities, SLAs, stockouts, manufacturing delays.

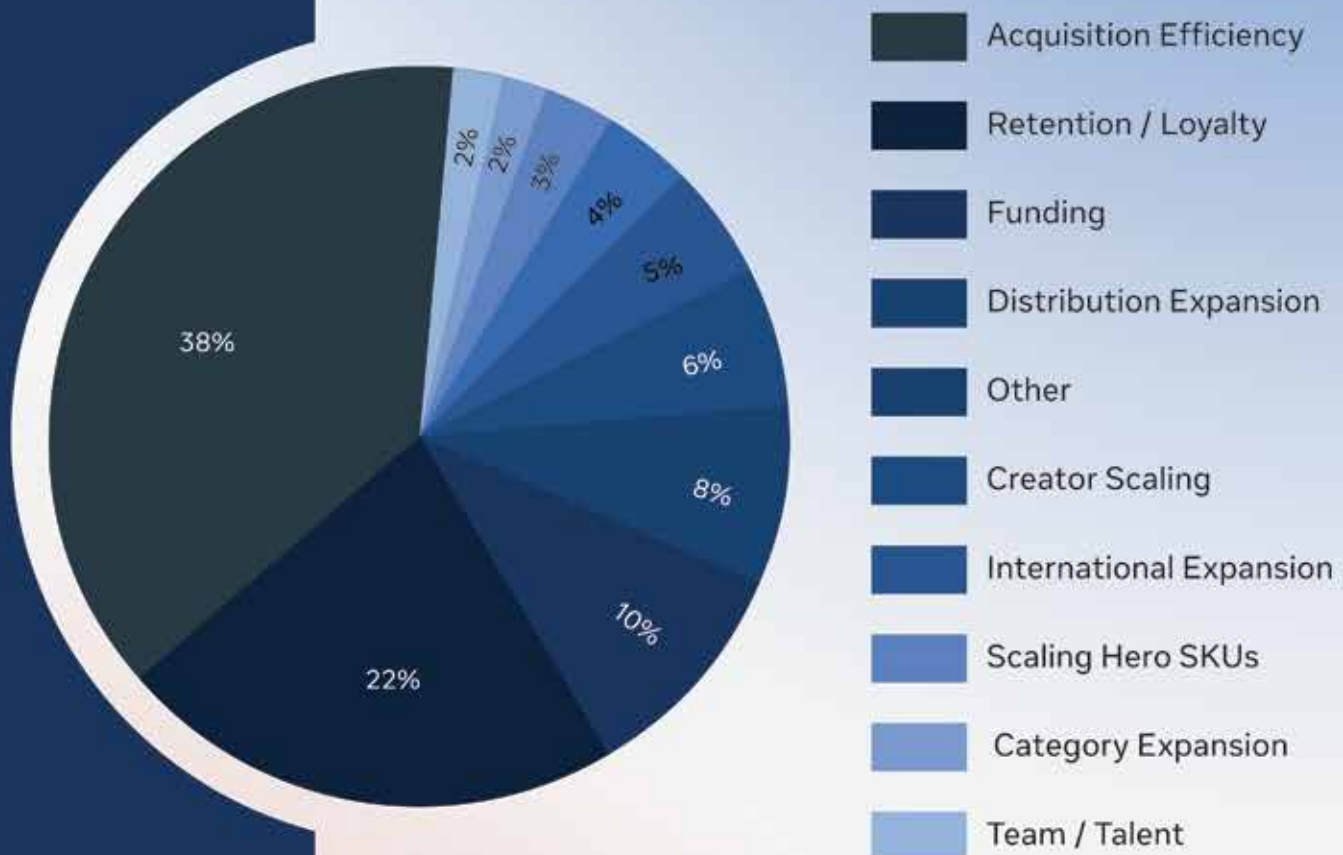


Marketing Efficiency Issues come second:-

Cold-start ROAS, pricing power, overdependence on Meta, creative inefficiencies.

What's Blocking Growth Beyond the First Curve?

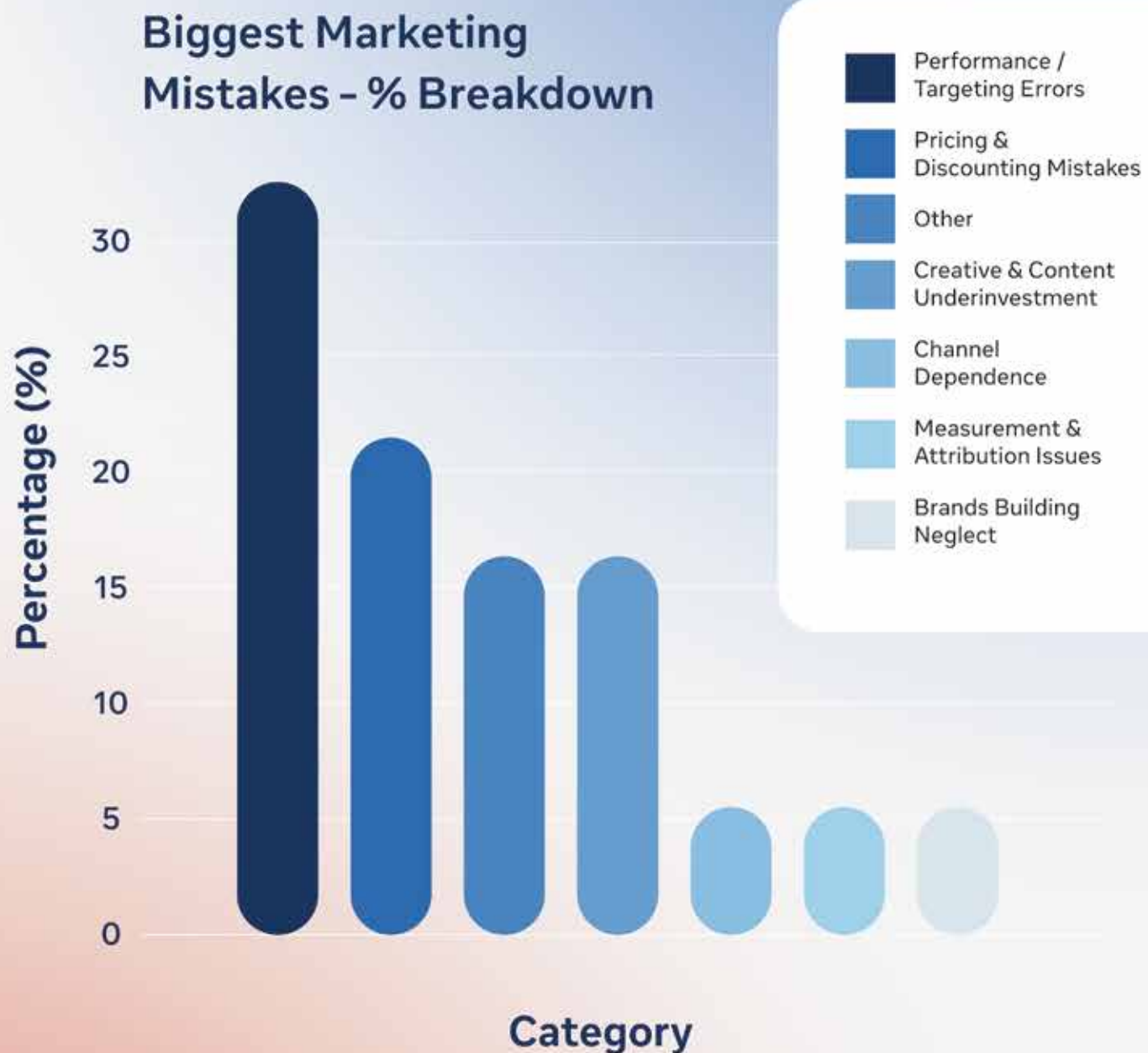
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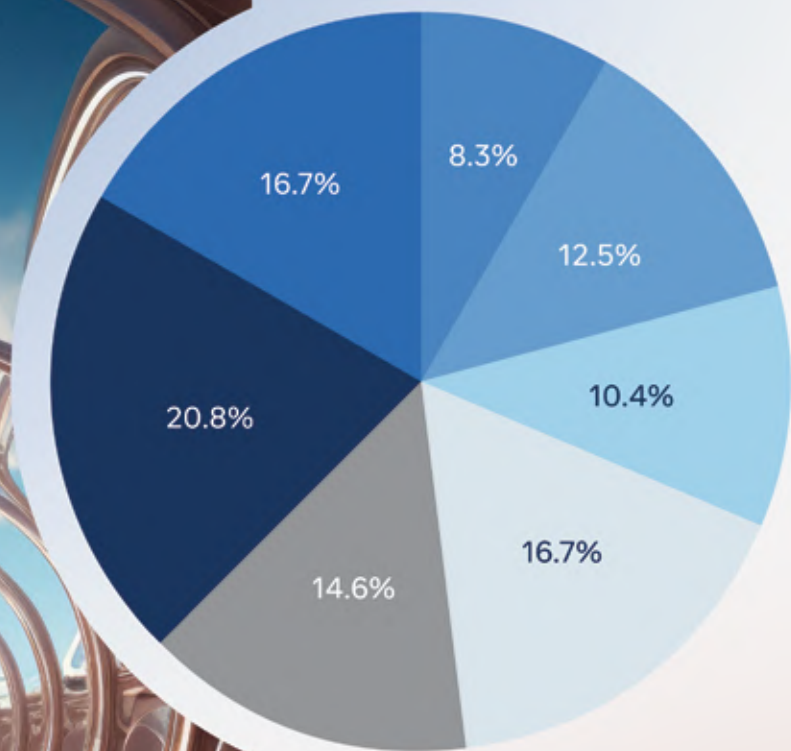
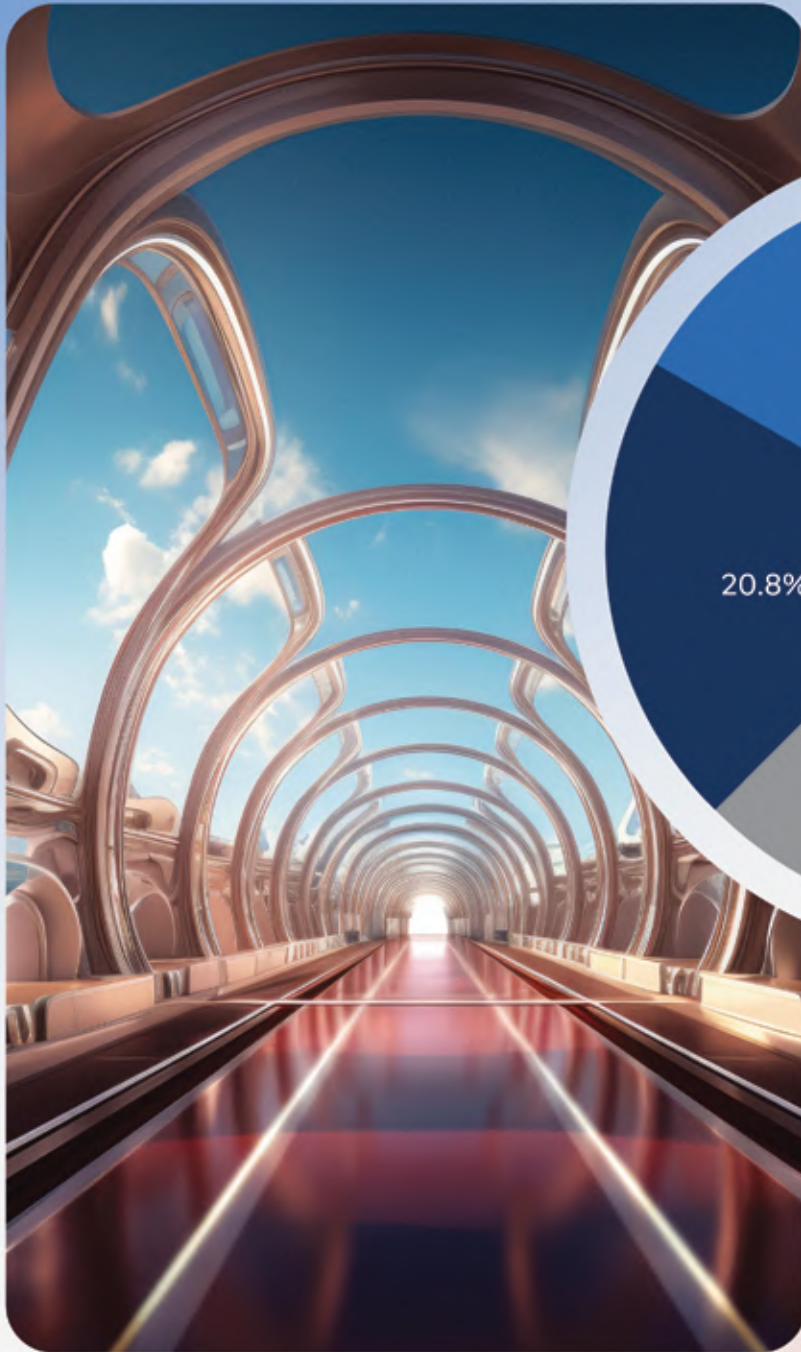
Over half the brands identify **CAC pressure, ROAS instability, and inefficient acquisition funnels** as their biggest blocker to scaling.

What Founders Wish They Knew Earlier



The ecosystem's biggest blind spot is still strategic depth —
too many teams optimize channels, not fundamentals.

What Founders Believe Future D2C Brands Should Do



- PMF First
- Brand & Creatives
- Know Your Numbers
- Retention > Acquisition
- Pricing Discipline
- Testing & Consistency
- Channel Diversification

Founders agree:

invest early in brand, creatives, and PMF clarity — performance spend only works when the fundamentals do.

Advice from Founders

01 **PMF clarity is the single biggest unlock.**

“Don’t scale until you know what’s actually working” is the most repeated advice.

02 **Retention > Acquisition.**

Founders recommend building LTV, AOV, and repeat engines early — before chasing top-funnel growth.

03 **Numbers matter more than hacks.**

Attribution, unit economics, and SKU profitability show up as core advice across the board.

04 **Pricing mistakes kill more brands than CAC.**

A strong theme: avoid deep discounting and protect margin from day one.

05 **Creative velocity is a growth weapon.**

Content, UGC, and influencer systems are repeatedly highlighted as must-haves, not nice-to-haves.

∞ Meta x *viral*Mint x 

WHAT
100+ D2C
BRANDS
REVEALED

THE GROWTH INTELLIGENCE FRAMEWORK

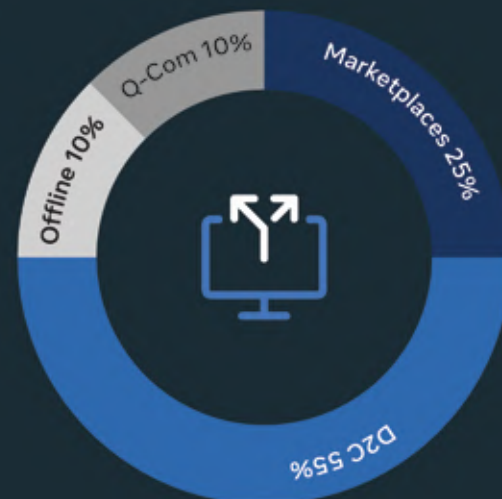
Founder Reality Check (SURVEY INSIGHTS)

Average Channel Split

Mindset Shift

/

“Scaling ads ≠ scaling systems.”



70%



Cite CAC/ROAS inconsistency.

62%



Report creative fatigue

55%



Under-invest in CRM/retention.

48%



Say team skill gaps limit growth.

Brands investing

40%+

in content, influencers, and founder-led thought leadership grow ~3x faster with stronger long-term ROI.

India's AOV sweet spot is

₹650-
₹800

the most efficient range for scaling.

Meta delivers

~30%

higher cross-platform lift when performance is optimized.

Community-driven brands scale nearly

2x

faster than non-community brands.

The Growth Ladder

[0→100 CR]

	Stage	Revenue Range	Focus	Objective
01	Finding First 1,00,000 customers	0-1 Cr	Validation	Identify hero SKU & real demand
02	Repeatability	1-10 Cr	Predictability	Build growth loops & retention
03	Systems	10-50 Cr	Scalability	Structure org, data & CX
04	Leadership	50-100 Cr	Expansion	Category depth & brand moat



Cross-enablers

Storytelling, creative velocity, retention engine, and CAC:LTV guardrails.

Stage 1

Finding First 1 Lakh Customers

Objective

Validate true market fit using creators, channels, audiences and journeys.

Audience Definition & Insight Mapping

Before you test creators or channels, nail who you're validating with.



Identify core demo clusters (age, income, city tier, affinity).



Build 3–4 sharp buyer personas tied to motivations, fears, and category triggers.



Map content behavior across Meta, Google, YouTube, creators, and marketplaces.



Validate problem–solution fit through social listening, comments, and creator feedback.

Why it matters

Strong audience definition compresses **CAC** and accelerates early signals.

Positioning & Pricing Validation

Your early narrative sets the tone for all channels.



Craft a clear value proposition and 2–3 messaging angles to test.



Lock initial pricing & offer architecture, hero SKU, trial packs, best-value bundle.



Validate AOV pockets (₹650–₹800) to reduce acquisition volatility.

Why it matters

Positioning and price clarity kill guesswork and push **CVR** up from **day one**.

Stage 1

Communication Blueprint for Validation

Match message-to-moment across every touchpoint



Why it matters

Tight communication ensures your tests reveal truth, not noise.

01

Define pain-point, benefit, lifestyle, and authority messaging buckets

02

Align pre-click hooks with post-click clarity (LPs, product pages, FAQ).

03

Script creator-led messaging to ensure consistency across formats.

“In apparel, trust compounds — brand is your best ROI.”

KNYA

Asset & Creator Stack Setup

This is your testing lab build it intentionally.

01

Produce founder-led explainers, UGC demos, testimonials, category education.

02

Build a performance-ready asset pool: 12-18 creatives across formats + 10 hook variations.

03

Onboard 5-10 creators across niches to test resonance and tonality.



Why it matters

Variation accelerates pattern recognition and shortens the path to scale.

Journey & Experience Validation

Great ads die on broken funnels, fix the journey early



Why it matters

A seamless journey amplifies the real impact of your creator and channel tests.



Simplify landing flow: clarity, CTA, trust markers, reviews, sizing/usage cues.



Validate checkout UX, delivery promise, return/refund clarity.



Ensure GA4 + CAPI + backend have <10% variance.

Creative Layout Architecture

Your creatives should ladder up to **three core pillars**

Problem → Tension → Solution
Make the user feel the pain before pitching

Feature → Benefit → Proof
Show what it does, why it matters, and the credibility behind it.

Hook → Payoff → CTA
First 3 seconds pull the scroll, last 3 seconds push the click.

Layout examples

UGC Demo + Overlay Text → Best for Category unlock.

Static with Product Close-Up → Great for recall & brand introduction.

Founder POV / Talk-to-Cam → Trust booster, high early CVRs.

Problem POV skits → High thumb-stop, great for TOF

Before-After or Social Proof stacks → BOF killer.

Communication Framework

Our message needs to be consistent across all assets during validation.



Functional angle

“What this solves for you.”

Emotional angle

“Why it matters in your daily life.”

Authority angle

Founder, expert, science, or credibility reinforcement.

Social proof

Users, reviews, ungated feedback, TikTok-style reactions.

Rule

One creative = One angle.
Never mix five messages in one asset.

Creative Testing Framework

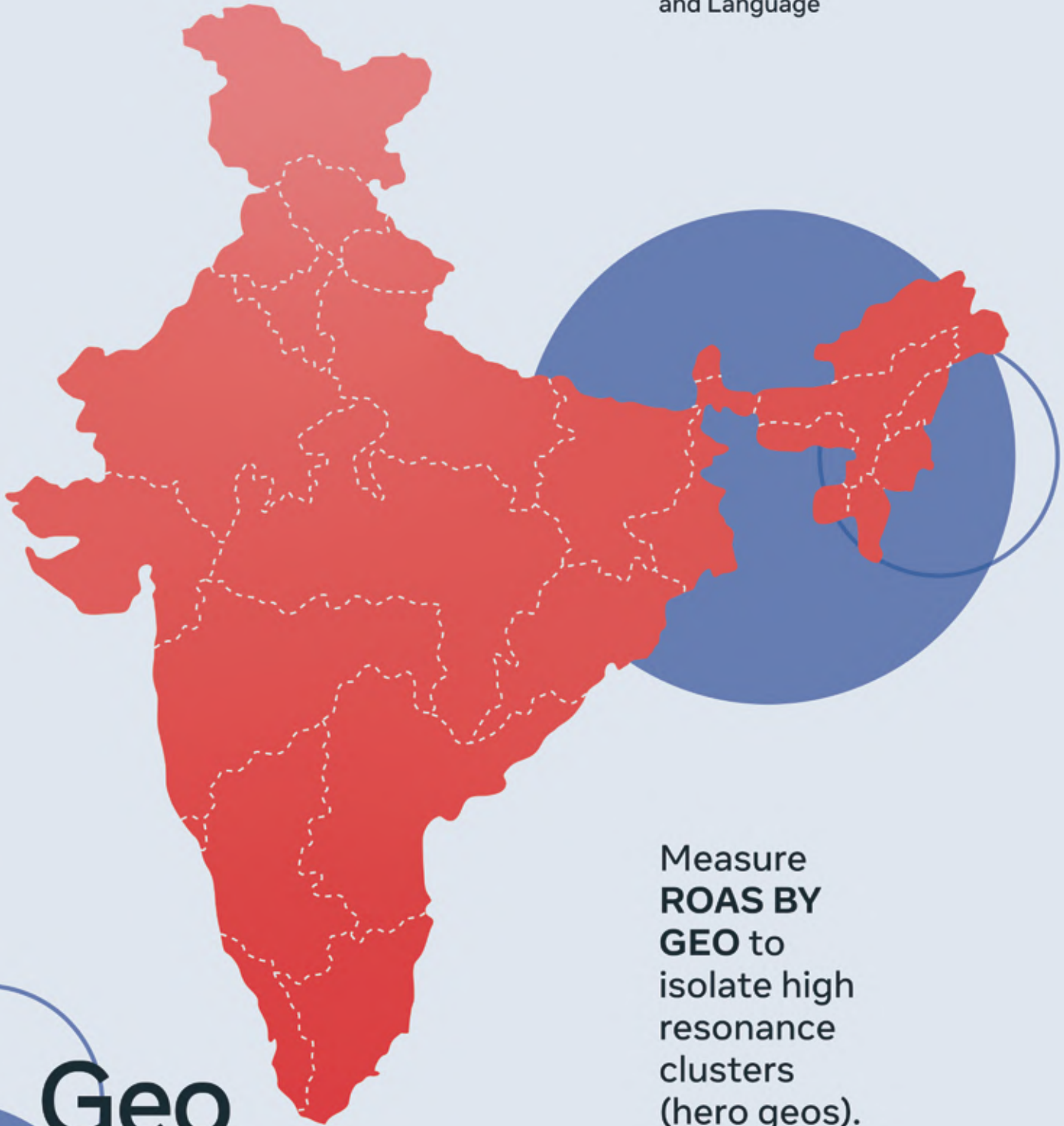
	Step	What We Do	Why It Matters
01	Creative Layout	Hook → Problem Demo → CTA	Clearer storytelling, stronger thumb-stop
02	Messaging Angles	Test single angles (problem, benefit, emotional, proof)	Cleaner signal, easy to identify winners
03	Brand Consistency	Fixed colors, fonts, logos, product shots	Builds recall, avoids noisy tests
04	Format Mix	UGC, statics, founder POV, motion, beauty shots	Finds the winning storytelling style quickly
05	Creative Volume	Launch 12–18 creatives + 8–12 variants	Enough data for reliable validation
06	Hook Testing	Test 10–15 hook variations	Hooks drive 80% of creative performance
07	Testing Setup	Clean ad sets, fixed budgets, 3–5 day window	Stable, unbiased learning phase
08	Success Metrics	CTR, CVR, Hold Rate, CAC	Decisions rooted in performance signals
09	Pipeline Refresh	Add 5–7 new concepts weekly	Avoids fatigue, keeps growth momentum
10	Learning Extraction	Identify winning angles, formats, hooks	Builds an evergreen creative playbook

Channel Testing Framework

	Step	What We Do	Why It Matters
01	Channel Mix Setup	Test Meta, Google Search, YouTube, PMax, Creators, Marketplaces	Covers all intent layers —discovery to purchase-ready
02	Audience Buckets	Tier 1 vs Tier 2, broad vs interest stacks, niche affinity groups	Finds fastest-scaling audience pools
03	Creative-Channel Fit	UGC for Meta, Pain-Point for YT, High-Intent for Search	Tailors messaging to channel behaviour
04	Landing Flow Alignment	Dedicated LPs for Meta vs Search vs Creator traffic	Removes funnel friction, isolates true CVR
05	Micro-Budget Testing	₹5k-₹10k tests for 5-7 days per channel	Cheap, fast way to validate resonance
06	Performance Metrics	CTR, CVR, CAC, AOV, frequency, new-user %	Defines which channels are scalable vs noisy
07	Incrementality Check	Run lift tests to measure cross-platform impact	Reveals true contribution & spillover (Meta ~30%)
08	Scaling Criteria	Stable CAC + consistent delivery + rising CVR	Greenlight channel for scale stage
09	Kill Criteria	High CPCs, low intent, weak engagement, poor CVR	Cuts waste and protects budget early
10	Weekly Optimization Loop	Reallocate budgets, refine signals, adapt creatives	Keeps channels efficient as learnings stack

SPLIT TEST Tier 1 vs Tier 2 response to

Pricing,
Creative Tone
and Language



Measure
**ROAS BY
GEO** to
isolate high
resonance
clusters
(hero geos).

Geo Testing

Product-Journey Fit

01

Pre-Click

Hook clarity, ad-copy-message fit.

02

Post-Click

Landing page UX, CTA strength, trust markers.

03

CRO Hygiene

Checkout flow < 3 steps, minimal form length, site speed < 3s.

04

Data Accuracy

GA4 + CAPI + backend variance < 10 %.

Flywheel Fit

The Path to Sustainable Scale

Why It Matters

- ⁰¹ SEO (non-branded) sales trend up
- ⁰² Lower dependency on Meta/Google
- ⁰³ CM2 strengthens over time
- ⁰⁴ Growth becomes self-fuelling



Flywheel Success Signals

- ⁰¹ Rising non-branded SEO sales
- ⁰² Repeatability > category benchmarks
- ⁰³ Strong ratings & reviews
- ⁰⁴ Higher organic ranking (Amazon/Flipkart)



Hygiene



Use-case Leadership



Velocity → Organic



Repeatability/NPS

Hero Product → Hero Channel → Hero Geography → Organic Demand Engine

Validation Checklist

	Pillar	Signal	Action
01	Product Resonance	Hero SKU $\geq 30\%$ of sales	Scale, Find new winning products
02	Retention Signal (30 days)	Repeat $\geq 15\%$	Subscription & other offers + NPS
03	Geo Resonance	Tier 2 CTR \geq Tier 1	Localize creatives
04	Creative Fit	≥ 2 Assets CTR $> 1\%$	Double down on tone
05	Checkout Success	$> 60\%$ completion	Build trust + credibility and effective remarketing strategies

Validate across users, channels & systems not just sales.

Building Repeatability

Objective

Create predictable revenue loops via retention, prioritization, and RFM-based segmentation.

Retention



system,
not spam



Retention is brand
memory

-Saptamveda

Retention Funnel

How brands turn a first purchase into consistent repeat revenue.

	Stage	Goal	Primary Channels	What It Drives
01	Post-Purchase Activation	Ensure correct use	WhatsApp + Email	Faster value realization
02	Engagement	Build habit	WhatsApp + Email	Product adoption
03	First Repeat Trigger	Drive Order #2	WhatsApp + SMS	LTV unlock
04	Multi-Product Adoption	Increase AOV	Email + WhatsApp	Bigger baskets
05	High-Frequency Repeats	Predictable cycles	WhatsApp + Email	Consistent revenue
06	Loyalty & Advocacy	Create evangelists	WhatsApp + Email	Organic scale

Funnel/Wise Communication

	Stage	Goal	Message	Channel
01	New Buyers	Trust	Usage Guides, "Thank You" Videos	WhatsApp, Email
02	Repeat Users	Habit	Replenishment, Cross-Sell	Push, WhatsApp
03	Dormant	Reactivate	Personalized Offer	SMS, Email
04	Loyalists	Rewards	VIP Drops, Loyalty Points	CRM, Community

Segment
users by
Recency,
Frequency,
Monetary
Value
to identify

Champions

Potential
Loyalists

At Risk

RFM Analysis

Cohort Analysis

Retention =
Timing × Relevance × Empathy

Order Frequency

Track repeat purchase rate by duration (7D, 30D, 60D, 90D)

Product Stickiness

Identify which SKUs or categories drive the highest 2nd/3rd order repeat.

Geo Retention

Compare cohorts across Tier 1 vs Tier 2 cities to find strong retention markets.

Offer Dependency

Analyse if repeat behavior sustains after discount removal.

Loyalty Triggers

Map what nudges (email, WhatsApp, review request, new launch) reactivate dormant cohorts.

Scaling Systems

Build operational maturity with data visibility, share of voice, and satisfaction loops.

Scaling

Structure
Share of Voice
Satisfaction

Benchmark vs top 3 competitors; target +10-15% QoQ growth.

Share of Voice &
Share of Market Tracking

Deepen within primary channels, improve creative quality, messaging, and audience overlap.

Horizontal
Scaling

Expand into new sales points -

Q-commerce, retail, marketplaces.

Vertical
Scaling

CSAT $\geq 90\%$,
NPS ≥ 60 ;
weekly loop between ops, product, and marketing.

CX
Sync

GA4 + CRM +
Attribution +
CM2 Dashboards.

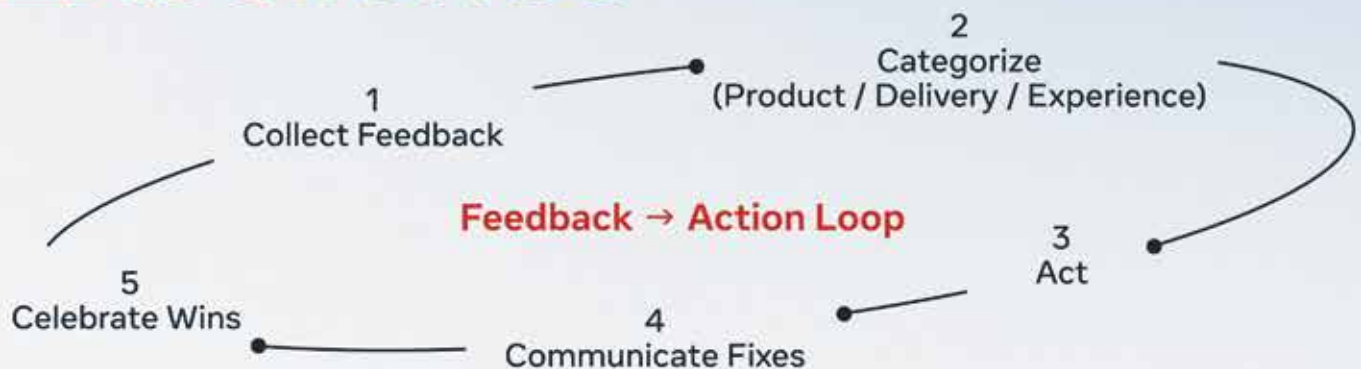
Data
Stack

Scaling Framework

Customer Satisfaction & Experience Excellence

Convert satisfaction into advocacy and repeat revenue.

Your next 100 customers are hidden in the happiness of your last 10.



CSAT ≥ **90%** NPS ≥ **60**

Refund ≥ **8%** Resolution TAT < **12^h**

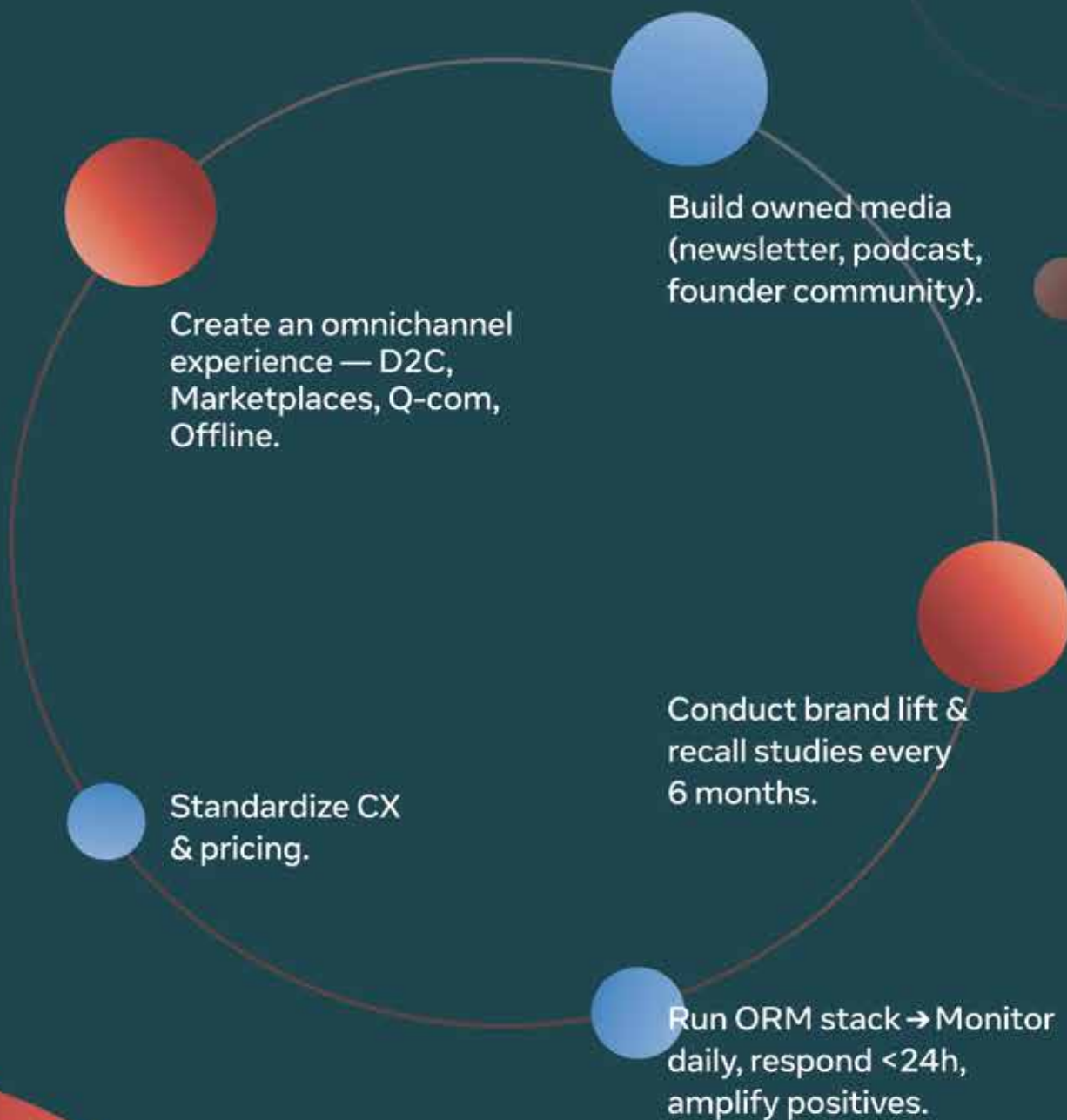
Measurement Layers

	TYPE	METRIC	PURPOSE	TOOLS
01	Transactional	CSAT	Post-purchase experience	Shopify, WhatsApp
02	Relational	NPS	Long-term brand love	Delighted, SurveySparrow
03	Emotional	SENTIMENT	Public perception	Brand24, Yext, Google Reviews

Category Leadership

How to Build Category Leadership

Lead in share of voice, consistency and customer love.



Strongest brands don't shout louder they echo longer.

KPI	Target	Meaning
⁰¹ Brand Search Volume	+25% YoY	Awareness
⁰² SOV	Top 3	Visibility
⁰³ Sentiment	>80%	Reputation
⁰⁴ NPS	>65-70	Advocacy
⁰⁵ Organic Traffic	>40%	Brand Equity



Proven Meta Strategies Trusted by Top Brands

Creator-Powered Always-On Performance

Brands that consistently integrate creators into their always-on engine unlock stronger performance and significantly higher efficiency

By adding *partnership ads* to always-on ad strategies:

19%

Reduction in
CPAs



53%

Higher
click-through rate

Six Generative AI Capabilities Driving Performance Today

built to help brands seamlessly scale the best practices Meta has been championing over the past two years.

CATALOG ENABLED

Image
Expansion



Text
Generation



zoomture Find your dream vacation at a steal
Zoomture searches thousands of flights, hotels &
rental cars to save you time and money.
Book now and start exploring the world with ease!



zoomture Ready for your next adventure?
Zoomture helps you find the best deals on
flights, hotels & rental cars.
Book now and start exploring!

zoomture Where will you go first?
Zoomture helps you find the best deals on
flights, hotels & rental cars.
Book now and start your adventure

Background
Generation



Text Prompt →



A steaming cup of coffee surrounded by freshly roasted beans and lush green leaves.

Generate ↗



Steaming cup of coffee centered on a table surrounded by scattered freshly roasted beans, cozy warm ambiance

Generate ↗



IMAGE GENERATION



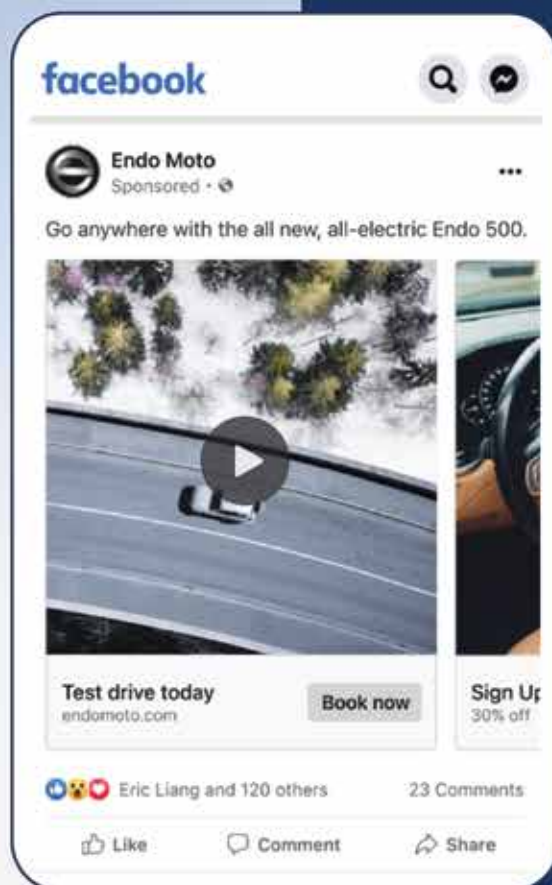
IMAGE ANIMATION



VIDEO EXPANSION

Catalog Ads

Catalog-Driven Product Videos Enable More Relevant, Dynamic Creative Delivery



Ad sets with catalog product video saw

20%

More conversions per dollar*

eCommerce businesses and retailers, on average, saw

14%

Higher return on ad spend

11%

Lower cost per purchase

Footnote: This result is based on the median of A/B tests run between September 16th 2024 and October 6th 2024. The experiments measured the cost per result and Return on ad spend of Advantage+ catalog ads. It compared ads promoting all catalog products to ads promoting a product set containing, on average, 17.9% of products in the catalog for 18 advertisers in LATAM, North America and EMEA across E-commerce and Retail verticals. This is provided to give you an idea of possible performance, but performance isn't guaranteed.

Source: Meta. Ads ran August-September 2024, globally, across verticals.

Shoppable Ads That Convert

In-ad shoppable products boost online sales and strengthen overall performance.



By leveraging
“Show products”,
advertisers saw:

9.3%

Lower cost per acquisition

10.8%

Higher conversion rate

5.7%

Higher click-through rate

1-Source: Scaled back-end test consisting of advertisers with “Show products” as test and single media ads as control from a one-week period between Sep 2, 2024 - Sep 8, 2024.

Creative Diversification

Creative diversification can help you efficiently convert new audiences on our technologies. It also combats the creative fatigue that can occur when your audience keeps seeing the same creative assets over and over again. It's a key strategy to enhance performance - so let's unpack what you'll need to help you unlock new audiences.

CELL 2 RESULTED IN

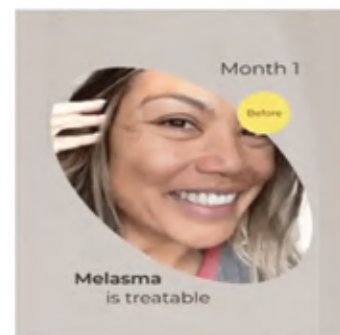
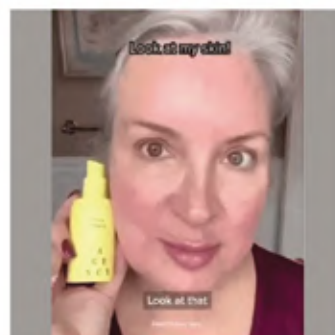
7% lower cost per result and

7% higher purchases vs Cell 1.

Here's an example of a real campaign.



CELL 2: DIVERSE CREATIVE



Includes top-performing BAU

Mix of lo-fi + high polish assets

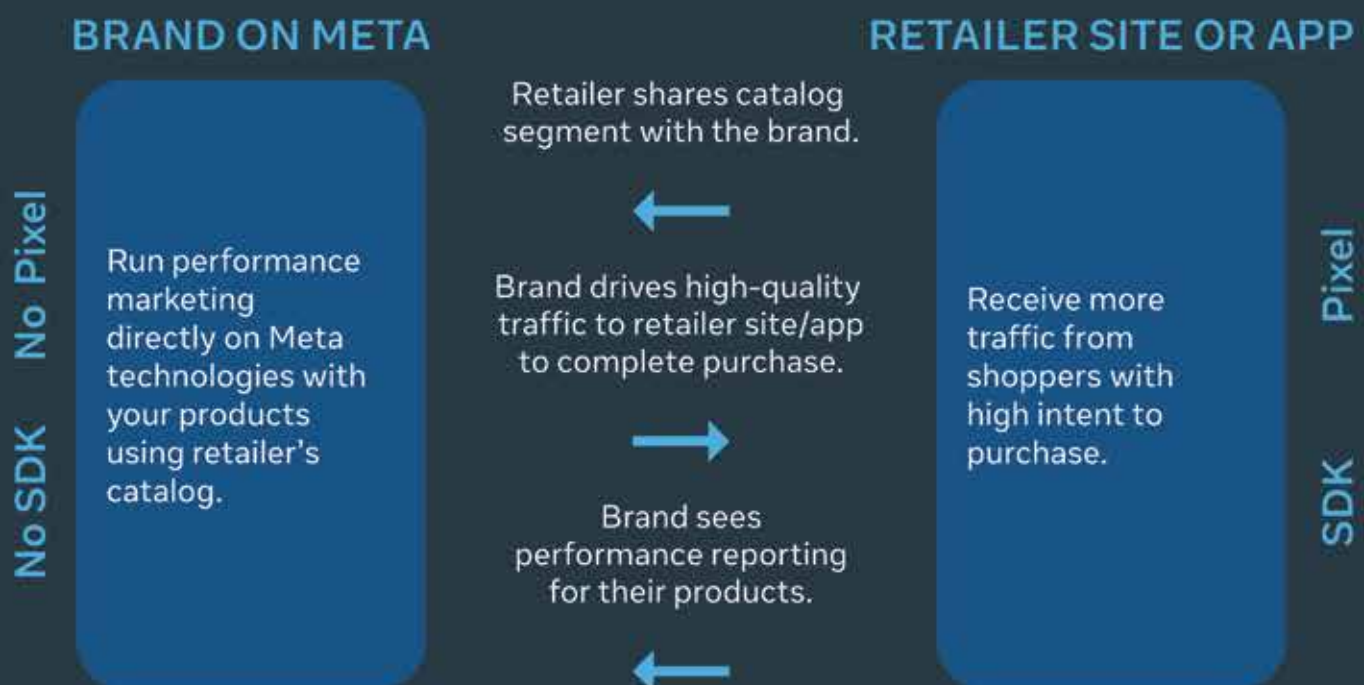
Diverse formats, messaging, & visual style

Meta Collaborative Ads

Collaborative ads can be used to broaden reach to people likely to purchase.

This will act as a force multiplier during festive.

How Collaborative Ads Works?



Partnership Ads : Statbook And Case Study Library

Using creators
drives actions
throughout
the consumer
journey



UPPER FUNNEL ACTION

30%

Became more
interested in a brand

29%

Discovered a
new brand

34%

Checked out a new
brand website or
followed a new brand

LOWER FUNNEL ACTION

28%

Tried out a new
product or service

23%

Recommended or shared
information about a brand,
product, or service
(i.e., cross-posting)

27%

Bought a new
product or service

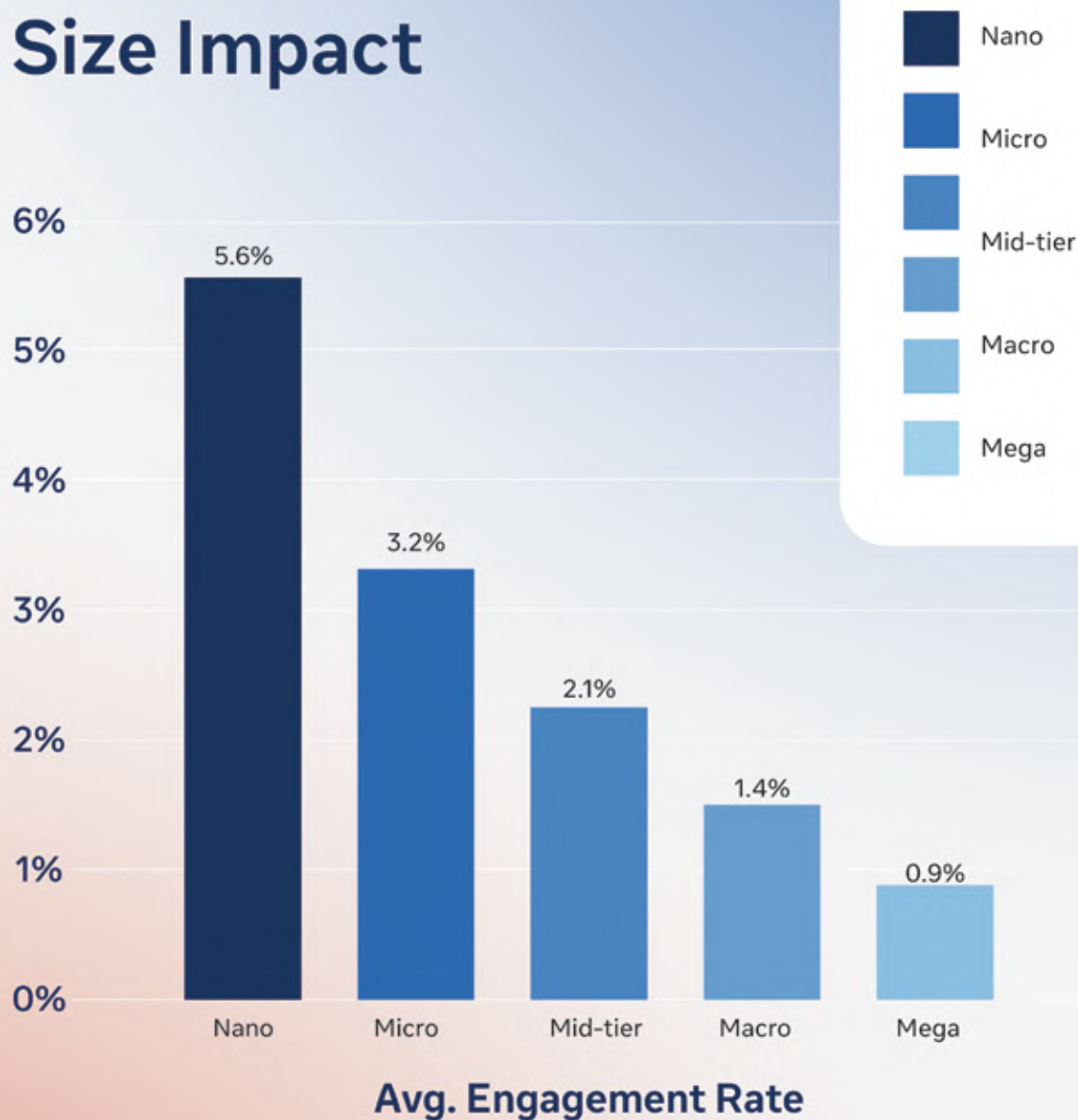
1. Gen Z (age 18-24) compared to older generations (age 45-54)

Note: Numbers are based on unweighted average across the following countries: United States, United Kingdom, Mexico, Japan, France, Germany, Brazil, and Australia

Source: 'Impact of creator marketing on brand building and shopping' Study by YouGov (Facebook-commissioned online study of people aged 18+, weekly users of Facebook and/or Instagram, followers of creators, Aug-Sep '21)

Social Intelligence

Creator Size Impact



INSIGHTS:

Nano and micro-influencers drive the highest engagement rates, making them ideal for cost-effective D2C campaigns targeting niche audiences.

Capital & Efficiency

Objective

Build capital discipline → operational leverage → profitability.

Key Rules

Burn < CM1 at order level.

Payback ≤ 90 days Note:- Brand should make money from 1st order)

Equity only for growth levers — team, marketing, and core expansion.

Non-dilutive or working-capital debt to fund inventory and receivables.

Efficiency Flywheel

Boost margins via mix optimization

Reinvest into retention loops

Reduce working capital cycle

Track MER ≥ 3×, CM2 ≥ 25%

	Area	Target	Action
01	Media	MER ≥ 3×	Weekly budget efficiency
02	Team	Revenue/Head > ₹40L	Automate repetitive ops
03	Creative	5+ new ads/ week	Centralized creative ops
04	Tech	<10% revenue/week	Audit stack quarterly

Efficiency is the new equity — cash flow is the best VC.”

Refer

Game Changers 2025: The Scaling Blueprint: Use Indian Insurgents Playbook 3.0 as a reference point for frameworks on unit economics and scalable growth thinking.

Industry Benchmarks by Category

Category	Avg CTR	New CAC	Repeat Rate	AOV	CM2	Insight
Beauty & Personal Care	1.4%	550	50%	₹700	32%	UGC + education boost CTR
Food & Beverage	1.2%	350	60%	₹650	25%	Q-com trials lift discoverability
Fashion & Apparel	1.0%	500	30%	₹2000	38%	Offline synergy key
Health & Supplements	1.3%	350	50%	₹900	30%	Subscription unlocks LTV
Home & Lifestyle	1.1%	800	20%	₹2500		Experiential Marketing is the key



Toolkit & Templates

	Area	Toolkit / Template	Usage
01	Acquisition	Ad Testing Matrix (GSheet)	Hook × Offer × CTA tracking
02	Retention	RFM Dashboard	Cohort analysis & LTV tracking
03	Creative	AI Prompt Library	Generate UGC & product visuals
04	Data	Looker MER Dashboard	Daily revenue tracking
05	CX	CSAT + NPS Tracker	Feedback automation
06	Capital	Burn-Rate Calculator	Runway & payback tracking



Toolkits turn frameworks into execution muscle – every marketer should have them open daily.

Case Study 1:

Beauty & Personal Care

Brands

HYPHEN™

foxtale

betternutrition

plom by good

Objective

Build awareness & trust while reducing CAC.

Approach

Full-funnel Meta + Google + UGC + influencer sampling + WhatsApp retargeting.



Outcome

ROAS

4.2x

Payback

< 60 Days

In 3 months

30% repeat

Learning

Founder-led education drives trust & efficiency.



Case Study 2:

Food & Beverage

Brands



Objective

Boost trial & repeat retention loops.

Approach

Q-com & Amazon for trial, D2C storytelling, CRM repeat, "Snack Hacks" influencer collabs.



Outcome

AOV

+25%

Repeat

+35%

ARR in 2 years.

₹50 Cr

Learning

Trial creates reach; retention creates ROI.



Case Study 3:

Fashion & Apparel

Brands



Objective

Build brand differentiation
& lower CAC.

Approach

Hero category focus,
story-led Meta + YouTube,
community collabs, CRM
lookbooks.



Outcome

ROAS

3.8x

AOV

₹2,200

Repeat

40%

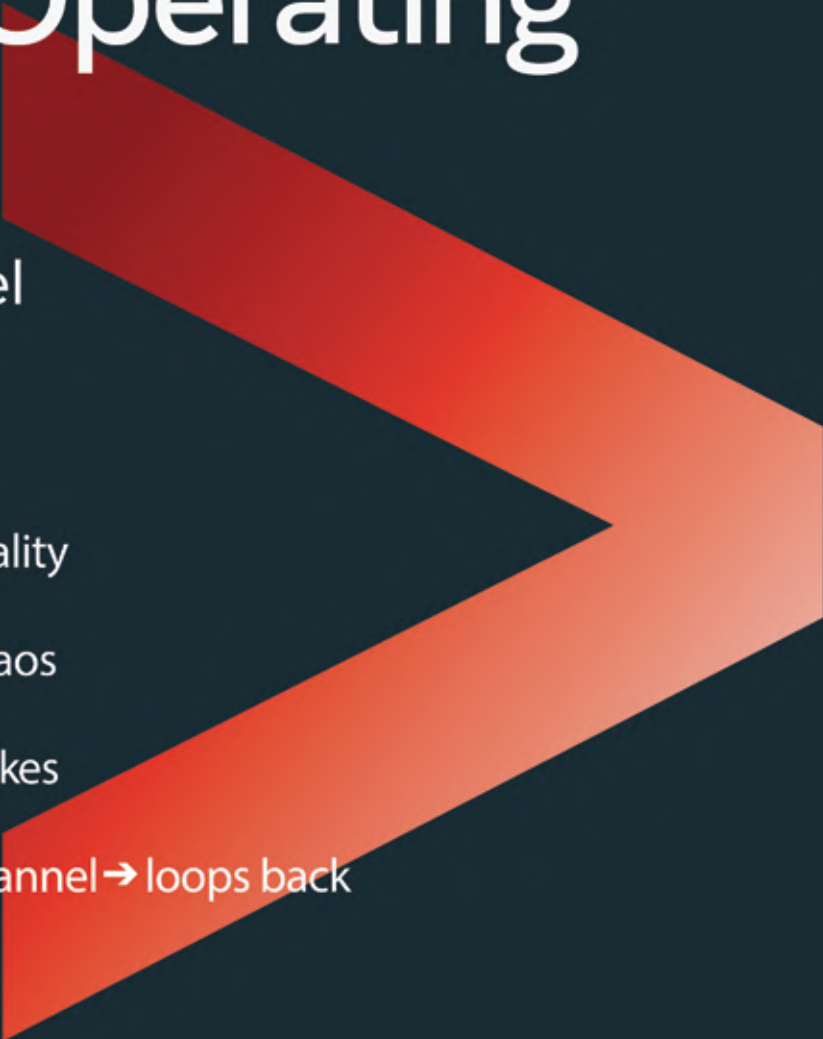
Learning

Brand consistency beats discount cycles.



Founder Operating System

The Growth Flywheel



Systems	> Virality
Consistency	> Chaos
Compounding	> Spikes
Customer	> Channel → loops back

Surrounding Proof Points (Founder Insights Around the Wheel)

These sit around the flywheel,
like orbiting insights validating
each stage.

Systems > Virality

“Hero product
first.” - Farmley

“Identify hero SKU + pack + pricing
before scaling.” - Farmley

“Be a data-driven
org.” - Merlin

“Ideate → Test → Analyse → Scale.
Don’t stick to one idea.” - Superbottoms

Core Idea

Build the engine before
you chase hype.

Systems > Virality

“Creative fatigue kills faster than CPMs.”

- Sleepy Owl

“Good creatives > Ads Manager optimisation.”

- Ugao

“Make ads that enhance performance, not the other way around.” - Absolut Pet

Core Idea

Momentum compounds only when creative + execution is stable

Customer > Channel → loops back

“One audience, one offer, one channel before scale.”

- Sleepycat

“Customer feedback is critical before ₹1 Cr revenue.”

- Stayvista

One hero product should have viral potential.” - Arata

Core Idea

Deep customer alignment beats channel-hopping

Summary

Brands that scale aren't the ones spending the most - they're the ones that operate with a tight mindset loop: build systems, stay consistent, compound what works, and anchor everything in the customer.

Scaling isn't about budgets, it's about structure.



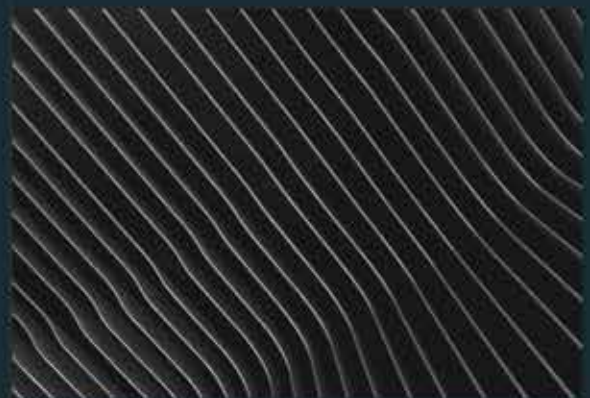
Measurable inputs.

Predictable systems.

Sustainable margins.

”

From ₹0 to ₹100 Cr - growth doesn't come from spending harder, but from operating smarter.



∞ Meta x *viral*Mint x **DSG**
CONSIGLIO DISTRICTO

∞ Meta x *viral*Mint x 

Want to connect
with ViralMint?

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🌐 virmint.in

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