

★ D2C E-COMMERCE SCALING BLUEPRINT

How We Scaled Wave Earplugs to ₹4.35 Crore Revenue with a 3.17x Lifetime ROAS

A full-funnel case study on how **Your Digital Promoter** partnered with **Wave Earplugs (waveearplugs.in)** from ground zero to category dominance — deploying ₹1.29 Crore in ad spend to generate 13,684+ purchases across India.

CLIENT PROFILE

Wave Earplugs (waveearplugs.in)

India's Leading D2C Acoustic Filtering & Sleep Earplugs Brand

2024 – APRIL
2026

LIFETIME
PARTNERSHIP

**₹4.35
Crore**

TOTAL REVENUE
GENERATED

Purchases Conversion
Value

3.17x

LIFETIME ROAS

Peak Campaign: 4.26x
ROAS

13,684

TOTAL ORDERS
DELIVERED

Avg Order Value ~₹3,182

**2.10
Crore**

UNIQUE BRAND
REACH

5.15 Crore Total
Impressions

⚡ Executive Summary

Building a premium earplug brand in a market accustomed to disposable ₹50 foam plugs required breaking massive consumer inertia. Selling reusable medical-grade silicone earplugs at premium price points (₹1,500 – ₹3,500+) required shifting the narrative from a commoditized utility to an essential **Sleep Quality, Deep Focus, and Acoustic Wellness Solution**.

Partnering from initial launch in 2024 through April 2026, **Your Digital Promoter** engineered high-velocity creative testing, Advantage+ Shopping campaigns (ASC), and bundle optimization. Over **40 strategic Meta campaigns**, we deployed **₹1.29 Crore in ad spend** to deliver **₹4.35 Crore in direct online sales**, generating over 1 Lakh Add-to-Carts and transforming Wave Earplugs into an 8-figure powerhouse.

THE SCALING PLAYBOOK

The D2C Education Barrier & Our Growth Playbook

How we overcame consumer skepticism, expanded Average Order Value (AOV), and scaled profitable media spend.

⊗ The 3 Core Scaling Hurdles

- ✓ **Category Perception Barrier:** Indian buyers saw earplugs as cheap travel foam plugs. Justifying a 30x price difference required intensive problem-aware video education.
- ✓ **Side-Sleeper Comfort Doubts:** High pre-purchase anxiety around ear pressure, falling out during sleep, or total sound blackout.
- ✓ **Scaling Creative Fatigue:** Moving past ₹5 Lakhs monthly ad spend caused CTR to drop and CPAs to surge without continuous creative refreshment.

✓ The YDP Creative & Funnel Blueprint

- ✓ **Hook Testing & Snoring Partner Angles:** Built relatable UGC video hooks highlighting snoring partners, noisy neighbors, and focus in open offices.
- ✓ **AOV Expansion to ₹3,182:** Structured bundle packaging (Sleep + Travel Kits, Buy 2 Pairs discounts) to lift margins and allow higher customer acquisition bids.
- ✓ **Advantage+ (ASC) Stacking:** Combined broad targeting with 1%–2% Lookalike audiences, letting Meta's algorithm find high-intent wellness buyers.

The 4 Pillars of the 8-Figure Scale

01

Problem-Aware UGC

Produced vertical unboxings demonstrating medical-grade soft silicone bendability and side-sleeping ear flush fit.

02

ASC & Lookalikes

Scaled core campaigns like *Wave Sales (Kuldeep)* to ₹35L spend at a stellar 4.26x ROAS using high-intent data signals.

03

Catalog Dynamic Ads

Retargeted 1 Lakh+ Add-to-Carts with custom dynamic catalogs, recovering ₹90.7 Lakhs at ₹632 CPA.

04

CAPI & Funnel Speed

Implemented Server-Side Tracking to counter iOS signal loss, driving 1.2M landing page visits at just ₹11.37 per visit.

Full-Funnel Acquisition Metrics

1.20M+

LANDING PAGE VIEWS

₹11.37 / View

1,00,475

ADD TO CART

₹130.60 / ATC

56,585

CHECKOUTS

INITIATED

₹242.11 / Checkout

13,684

PURCHASES

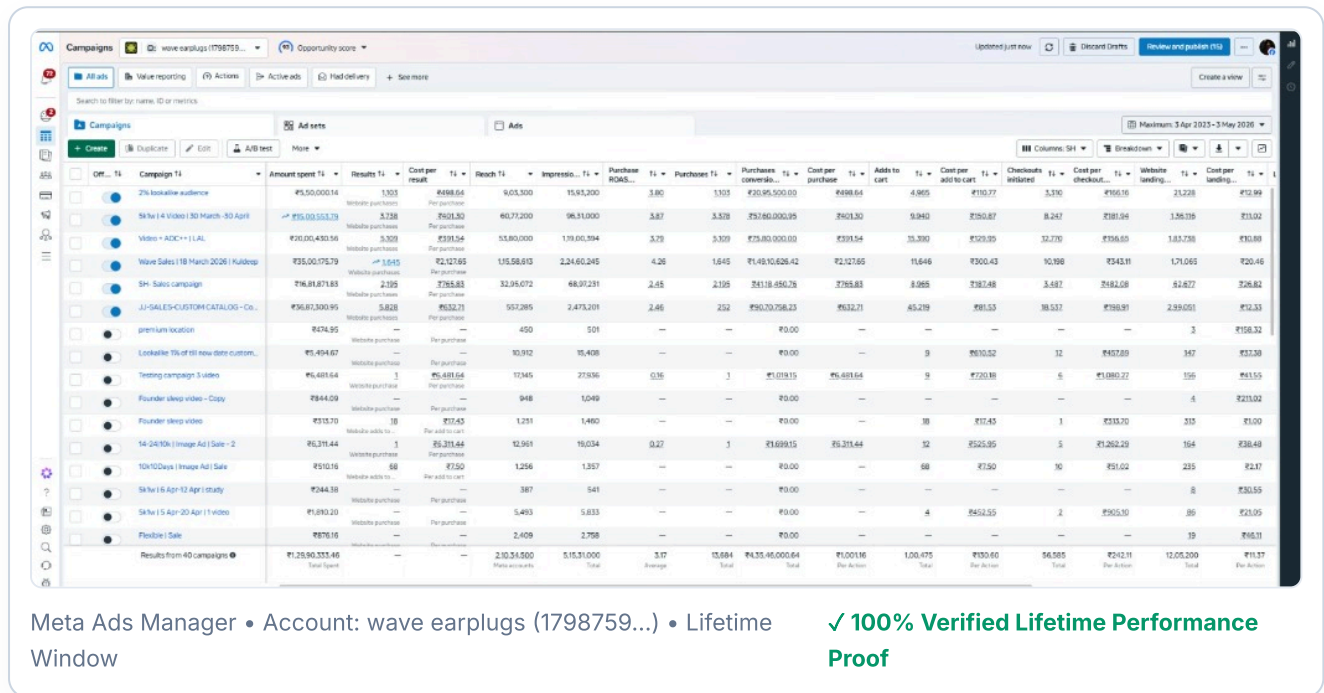
COMPLETED

₹4.35 Cr Revenue

LIFETIME AUDITED DATA

Meta Ads Dashboard: Lifetime Verified Numbers

Direct extraction from Wave Earplugs' Meta Ads Manager account covering ₹1.29 Cr spend across 40 campaigns.



Top Performing Scaling Campaigns

CAMPAIGN NAME	AMOUNT SPENT	PURCHASES	REVENUE GENERATED	ROAS	CPA
Wave Sales 18 March 2026 Kuldeep	₹35,00,175.79	1,645	₹1,49,10,626.42	4.26x	₹2,127.65
Video + ADC++ 1 LAL	₹20,00,430.56	5,109	₹75,80,000.00	3.79x	₹391.54
5k1w 4 Video 30 March - 30 April	₹15,00,553.79	3,738	₹57,60,000.95	3.87x	₹401.30
JJ-SALES-CUSTOM CATALOG	₹36,87,300.95	5,828	₹90,70,758.23	2.46x	₹632.71
SH - Sales campaign	₹16,81,873.66	2,195	₹41,18,450.28	2.45x	₹765.83
2% lookalike audience	₹5,50,000.14	1,103	₹20,95,500.00	3.80x	₹498.64

THE COMMERCIAL IMPACT

From Zero to an 8-Figure D2C Market Leader

How a ₹1.29 Cr media investment built sustained enterprise valuation, customer retention, and brand equity.

\$ Direct Revenue Multipliers

- ✓ **₹3.05+ Crore Net Gross Margin:** Generated over ₹4.35 Crore in top-line sales against ₹1.29 Crore in paid media investment.
- ✓ **High Average Order Value:** Scaled average cart sizes to ₹3,182 via bundle incentives and dual-pack recommendations.
- ✓ **Predictable Customer Acquisition:** Consistent sub-₹450 CPA on top-funnel video creatives enabled unlimited daily budget scaling.

✓ Permanent Brand Equity Built

- ✓ **2.1 Crore Brand Impressions:** Established Wave Earplugs as a household name across India's premium sleep and focus consumers.
- ✓ **High Organic & Repeat Orders:** Organic search and direct website traffic grew over 400% as word-of-mouth and gifting cycles kicked in.
- ✓ **Deep Pixel Data Moat:** Over 13,600 verified purchaser profiles built into Meta Pixel, granting compounding algorithm efficiency.

Key Agency Learnings for D2C Founders & Marketers

- Product Framing Dictates Price Tolerance:** Positioning earplugs as an acoustic wellness and sleep restoration tool allowed 3x higher pricing than commodity earplugs.
- Scaling Requires UGC Velocity:** The highest-performing campaign generated ₹1.49 Cr at 4.26x ROAS by iterating 4 fresh hook variations weekly.
- Catalog Retargeting Plugs Margin Leaks:** Over ₹90 Lakhs of abandoned interest was reclaimed through automated dynamic product catalogs.

SCALE YOUR D2C BRAND WITH YDP

Ready to Scale Your E-commerce Brand Past 8 Figures?

From creative strategy and high-ROAS media buying to conversion rate optimization and full-funnel retention — we engineer predictable, data-backed scaling sprints.

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