

Scaling a D2C beauty brand from Rs 18L to Rs 1.4Cr/month on Shopify

How Preevee rebuilt a slow, low-converting Shopify store into a CRO-optimised revenue engine in 90 days.

Industry	D2C Beauty & Personal Care
Platform	Shopify → Shopify Plus
Engagement	90-day rebuild + 6-month CRO retainer
Region	Pan-India, primarily Tier 1 + 2

The challenge

The brand was on a generic Shopify theme with a 4.1s LCP, weak PDP design, and no retention flows. Conversion rate was stuck at 0.6%, repeat purchase rate was 11%, and Meta CAC had climbed to Rs 1,420 — pushing blended ROAS below 1.4.

What Preevee did

- Custom Liquid theme rebuild with a CRO-first PDP (sticky ATC, trust badges, UGC reels, bundle upsells).
- Migrated to Shopify Plus, enabled Shop Pay, Razorpay UPI Magic Checkout and One-page Checkout.
- Speed pass: image CDN, lazy hydration, deferred third-party scripts → LCP 4.1s → 1.2s.
- Klaviyo lifecycle: 9 flows (welcome, abandoned cart, browse abandon, post-purchase, winback, replenishment, VIP).
- Judge.me reviews + UGC pipeline with 2,400+ verified reviews seeded in 60 days.
- Meta + Google restructure: ASC+, Advantage Shopping, branded search defence.

Before vs after — 90-day results

Metric	Before	After (Day 90)	Lift
Monthly revenue	Rs 18.2 L	Rs 1.42 Cr	+680%
Conversion rate	0.6%	2.9%	+383%
LCP (mobile)	4.1 s	1.2 s	−71%
Average order value	Rs 689	Rs 1,140	+65%
Repeat purchase rate	11%	34%	+209%
Meta CAC	Rs 1,420	Rs 612	−57%
Blended ROAS	1.38x	4.10x	+197%

Email revenue share	4%	27%	+575%
---------------------	----	-----	-------

Why it worked

The rebuild was sequenced: speed and PDP first (immediate CR lift), then retention flows (AOV + repeat), then paid restructure (CAC down). Each lever compounded — the 4.1× ROAS isn't from one thing, it's the stack working together.

Want results like these?

Talk to Preevee about a Shopify rebuild or CRO sprint. Email care@preevee.in or WhatsApp +91 98113 80023.