

A photograph of three women standing side-by-side, dressed in elegant, red and maroon outfits. The woman on the left wears a maroon two-piece ensemble with a necklace and earrings. The woman in the center wears a red sari with a sequined blouse and a large, ornate necklace. The woman on the right wears a red strapless dress with floral appliques and a diamond necklace. The background is a plain, light-colored wall.

**BIGATOM X AZA**  
BY ADYOGI

**CASESTUDY**  
Strategies used by AZA

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# KEY Results

**+27%**

ROAS Improvement

**19%**

Leakage Saved

**250K+**

SKUs Automated

**350+**

Global Brands



“ With BIGATOM, we finally had product level visibility across our entire catalog. Automations like stop-loss helped us reduce wasted spend and scale confidently, both during BAU & high pressure sale periods. ”

**CMO**  
**Aza Fashion**



# Critical Scaling Obstacles



## Zero Visibility

Managing 250k items manually led to zero clarity on product-level ROAS and Page Views.



## 40% Budget Drain

Over-spending on low-potential products due to lack of real-time performance data.



## Scaling Efficiency Loss

In-ability to scale total spend without seeing a drastic drop in blended ROAS.



## Traffic Pulling Blindspots

Non-visibility of “Assist Products” that drive traffic but trigger conversions elsewhere.

# The **BIGATOM** Solution Stack

A specialized infrastructure built to solve multi-SKU luxury scaling.

## PRODUCT ANALYTICS

With a catalog of ~250K products, the brand required clarity on product-level insights and KPIs such as product-level ROAS, Ad Spends, Page Views, and Conversion Rates.

BIGATOM integrated Aza's complete marketing ecosystem—including Meta, Google, Snapchat, and TikTok Ads, GA4, App Data, and Backend Inventory—to analyze performance at a product level to find exactly which items to promote, which to stop, and identify the most popular channel for every SKU.

Native Assisted Revenue Feature: Aza identified products contributing indirect revenue—where users land on Product X but ultimately purchase Product Y. This intelligence protected “traffic pullers” from being accidentally paused, maintaining high-quality site traffic volume.

Direct:  
**4.5X**

Assisted:  
**12.1x**

Direct:  
**0.8x**

**01**

# PRODUCT SEGMENTATION

Aza used BIGATOM to achieve strategic marketing goals like giving dedicated budgets to new inventory or high-margin collections.

Segmented products are automatically pushed to Google's Product Groups and Meta's Product Sets directly from the platform.

## 24% Higher ROAS

From High Potential Groups vs. General Product Sets



# ROAS STOP-LOSS AUTOMATION

Using BIGATOM's Stop Loss Automation, Aza Fashions saved 19% of their ad budget by automatically pausing products that didn't meet performance standards.

Exclusion rules were set at different categories & sub categories, removing items that hit a performance plateau or failed after reaching a target spend limit.

Auto-Inclusion: Products auto-resume promotion based on signals like improved conversion rate or organic order count.

Platform-Specific Exclusion: Products performing well on Meta but poorly on Google were removed only from the underperforming platform.

## 19% Budget Saved

Monthly ad spends saved via automation as budget is recaptured from product-level non-performers.

# 03

# Leveraged Catalog Overlays to Showcase Product Specific Callouts

## Challenge

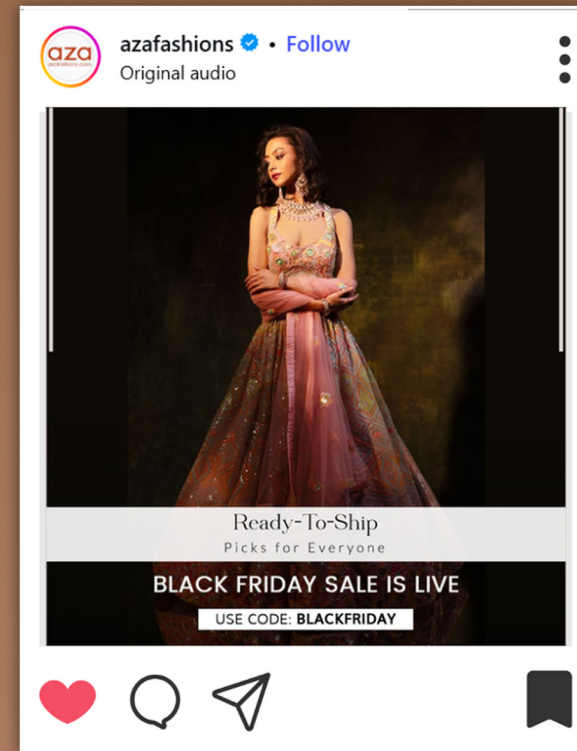
With a large catalog size, it becomes challenging to highlight unique value propositions at the individual product level, limiting the brand's ability to communicate key differentiators effectively across ads.

## Solution

Aza Fashions used BigAtom's Catalog Overlays to call out different value propositions like **exclusively available** and **ready-to-ship SKUs**, allowing the brand to showcase value propositions across 2 Lac+ PIDs.

This level of segmentation enabled tailored callouts on product creatives—improving relevance and driving stronger engagement on ads.





Showcasing value propositions like exclusive and ready to ship products

**200k+**

PIDs updated with overlays without hassle







# Used assisted ROAS to Identify “Crowd-Puller” Products Driving Quality Converting Traffic

## Challenge

Certain products drive traffic but don't convert—yet they help trigger conversions on other products.

## Solution

- Identified ads that got high-engagement but zero revenue, helping drive potential customers to the website.
- Leveraged such “crowd-puller” products—those that may not convert directly but drive assisted ROAS—Run products with high assisted ROAS in the top and mid-funnel, and focus on products with a high direct ROAS in the bottom funnel.

Product Name	Image	Total Spends	Assisted ROAS	Assisted Revenue
<b>Summary</b>	—	₹ 5,182,549	<b>0.62</b>	<b>3,194,222</b>
<b>Pankaj and Nidhi Mal...</b> SKU ID : 345138		₹ 1,039	38.09	39,585
<b>Kavita D Ombre Polka...</b> SKU ID : 625844		₹ 5	8,729.21	39,544
<b>Pants And Pajamas Fl...</b> SKU ID : 557815		₹ 1	30,527.22	38,770
<b>Etasha By Asha Jain...</b> SKU ID : 456622		₹ 1	54,373.62	38,610
<b>Chandrima Butterfly...</b> SKU ID : 386185		₹ 5	7,806.79	35,990
<b>Samyukta Singhania M...</b> SKU ID : 218451		₹ 74	471.89	34,845

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