

Pepe Jeans BIG ATOM

CASE STUDY

SCALE WITH EFFICIENCY

Automations and Strategies leveraged by
Pepe Jeans for scaling Catalog Ads Efficiently



Contents.

Brand Overview

01

Key Results

02

Solutions & Strategies

05

Business Context

02

Challenges in Scaling

04

Outcome

06

Overview

Pepe Jeans partnered with BigAtom to improve performance marketing efficiency and unlock scalable growth from its catalog business across Meta and Google.

While the brand had strong demand and steady revenue growth, scaling further without compromising profitability had become increasingly challenging. Growth was constrained by discount dependency, limited control at the product level, and inefficiencies in catalog-led campaigns.

BigAtom enabled Pepe Jeans to transition from campaign-level optimisation to a product-led approach — where decisions on spend, creatives, and inventory were driven by SKU-level intelligence. By connecting all ad platforms (Meta, Google, Snapchat), website backend, GA4 and inventory data into a unified system, the brand was able to scale catalog ads contribution to revenue, improve ROAS stability, and create more structured, sustainable growth.

The Business Context

Pepe Jeans was at a stage where revenue growth was steady, but sustaining efficiency while scaling had become increasingly difficult. The brand needed to unlock new growth while improving profitability and control.

Key business challenges included:



- **Reducing discount-driven revenue**

A large portion of sales was driven by discounts. While this supported volume, it led to inconsistent profitability. The brand needed to identify and scale products that could perform without heavy reliance on offers.

- **Increasing catalog ads contribution to revenue**

Catalog ads, despite being a strong growth lever for fashion brands, contributed only ~20% of total revenue. Scaling this channel was critical, but challenging due to product saturation, inefficient spend allocation, and lack of SKU-level controls.



• Ensuring stability of catalog ad ROAS while scaling

As catalog budgets increased, maintaining consistent & sustainable ROAS became difficult:

- Products with broken inventory (e.g., missing core sizes) continued to receive spend
- Saturated or declining products were not deprioritized in time. This created volatility in returns and highlighted the need for stronger product-level controls such as inventory-aware exclusions and spend thresholds.

• Driving diversification of category revenue

Revenue was concentrated in a few dominant categories. Emerging segments like footwear had not yet been systematically scaled due to the absence of a clear framework to identify and push high-potential products.

• Solving creative fatigue for catalog ads

With large catalogs, creatives with plain background began to fatigue quickly, leading to declining engagement. In a post-Andromeda environment, maintaining freshness and variation at scale became essential.

Key Results

7–10% increase in CTR through creative automation

190%
ROAS

160%
CAC

100%
CTR

Catalog ads contribution to revenue increased from 20% – 37%

The Approach

To address these challenges, Pepe Jeans adopted a product-led growth framework powered by automation.

Instead of optimising campaigns in isolation, the focus shifted to:

**Understanding
product-level performance
across platforms**

**Automating decisions
around spend, creatives,
and inventory**

**And aligning marketing
more closely with
merchandising realities.**

This shift allowed the brand to move from reactive optimisation to a more structured and scalable system for growth.

The Solution

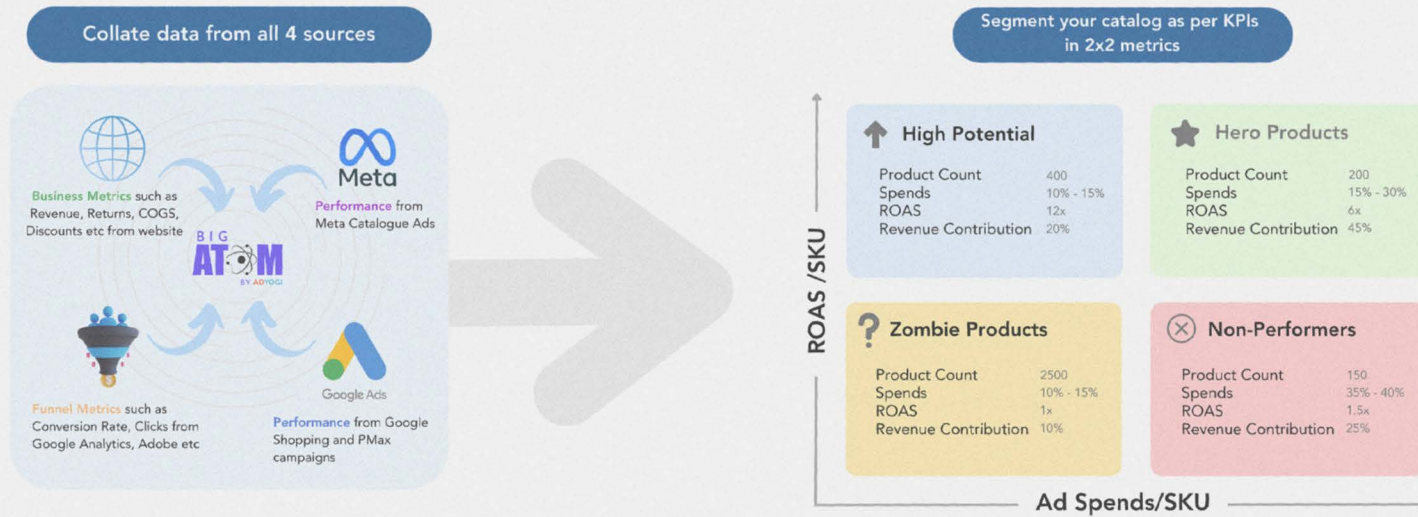
Product-Level Performance Intelligence

The first step was establishing true visibility at the SKU level.

BigAtom integrated data across Meta Ads, Google Ads, GA4, app analytics, and Shopify to create a unified product-performance layer. This was critical because product behaviour varies significantly across platforms — a product scaling on Meta may not perform the same way on Google.



AI Product Level Analytics & Insights To Drive Efficiency Of Catalog Ads



Why PPM Is Critical

- Revenue concentrated in limited SKUs
- Hero-SKU dependence = volatility
- Zombie spend dilutes efficiency

Outcome

- Horizontal revenue scale
- Stable ROAS at higher spends
- Automated reallocation

Expected contribution
10-12% of incremental revenue

Stop-Loss Automation for Smarter Spend Control

Every product goes through a lifecycle, with different peak performance thresholds across products and categories.

BigAtom's stop-loss automation captured the optimal spend range for each product at a given time range and automatically removed such products from promotion once performance declined. Beyond simple pausing, it enabled smart inclusion and exclusion logic at the product-set level – removing underperforming products while dynamically reintroducing them if performance recovered.

Filter Summary

Exclusion Rule

Total spends per product greater than 5000 in last 7 days
 And
 Website blended ROAS is less than 2.2

Category 1 is Men
 And
 Category 2 is T-Shirt
 And
 Exclude products with "Best Seller"

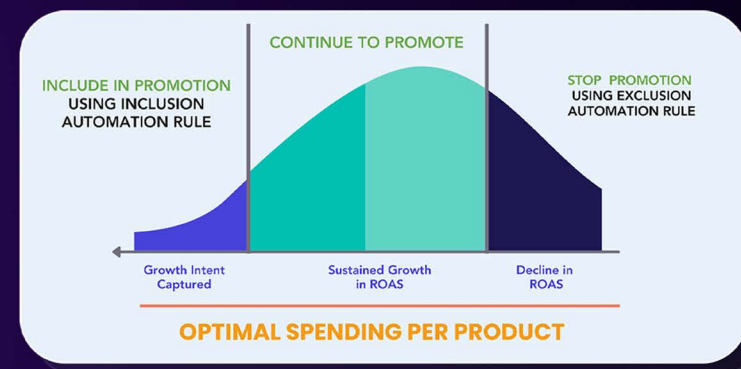
Meta
 Where campaign is in Pepe New products

 Where campaign is not "PMAX - retargeting"

Inclusion Rule

Total spends per product less than last 7 days
 And
 Organic revenue per product is greater than 1000 in last 7 days
 And
 Conversion rate is greater than 1.5%

Category 1 is Men
 And
 Category 2 is T-Shirt
 And
 Exclude products with "Best Seller"





This ensured that:

- Inefficient products were automatically identified and automatically removed from promotion
- Spends saved was automatically redirected toward Best Sellers & High Potential SKUs
- Scaling did not lead to uncontrolled wastage

Importantly, the system also quantified ad spend saved through automation, giving visibility into efficiency gains.

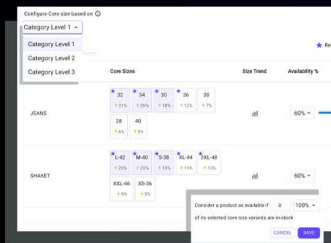
BigAtom also had signals in place to reintroduce the removed products back into promotion which helped in avoiding dead inventory. This became a key lever in maintaining stability of catalog ad ROAS while scaling.

Inventory-Based Automation

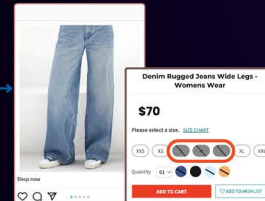
A major inefficiency came from promoting products that were technically in stock but commercially weak due to missing key sizes.

Because BigAtom is directly connected to the website backend and inventory systems, it enabled size-level inventory intelligence — including understanding revenue contribution by size and color across categories.

Configure Rule



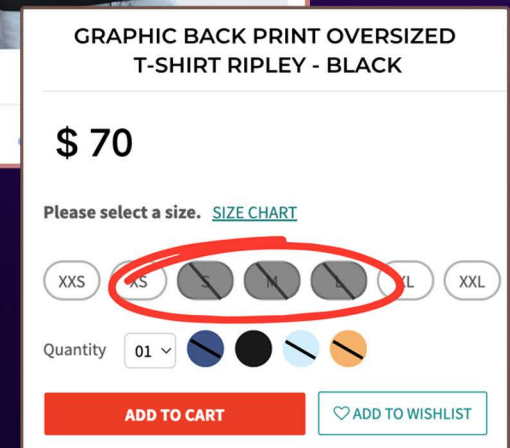
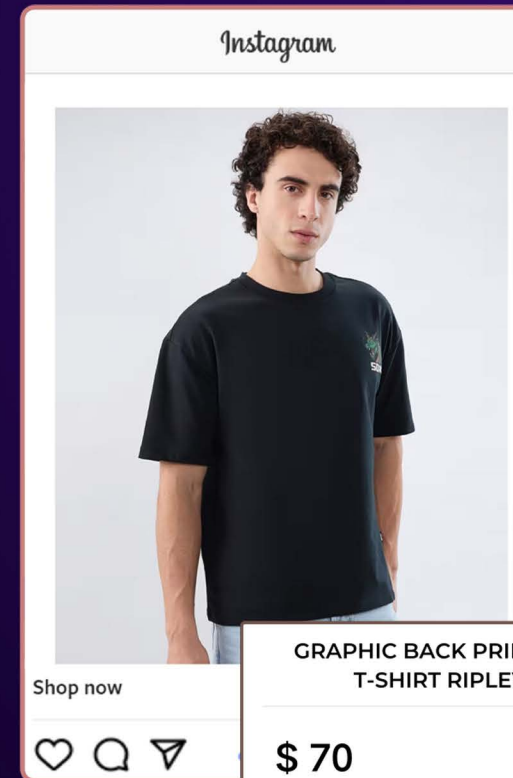
Real-Time Monitoring



Automation

Core Size Out of Stock
Excluding Promotion From

Core Size Back-In-Stock
Including Back in Promotion



Disappointed **Customers** → No **Conversions** → Waste Of **Spends**

SHREYAS IYER

in
Pepe Jeans
LONDON



Using this, Pepe Jeans configured category-specific rules to:

- Auto-identified revenue contribution of core sizes & colors at category and subcategory level
- Set up customised logic across categories (e.g., different core sizes for footwear vs apparel),
- Auto exclude products when core sizes went out of stock,
- and dynamically reintroduce (removed) products as inventory comes back in stock.

Additionally, inventory run-rate intelligence helped the team make better merchandising decisions, creating a tighter feedback loop between demand generation and supply planning.

- Higher conversion efficiency,
- Reduced wasted spend,
- Stronger ROAS stability during scaling.

Creative Automation to Solve Catalog Fatigue

As catalog scale increased, creative fatigue became a major performance bottleneck — especially in a post-Andromeda environment where creative freshness plays a larger role.

BigAtom enabled large-scale creative automation by:

- Generating background variations across 5,000+ SKUs,
- A/B testing different visual styles to identify what resonated best,
- Scaling winning variations automatically.

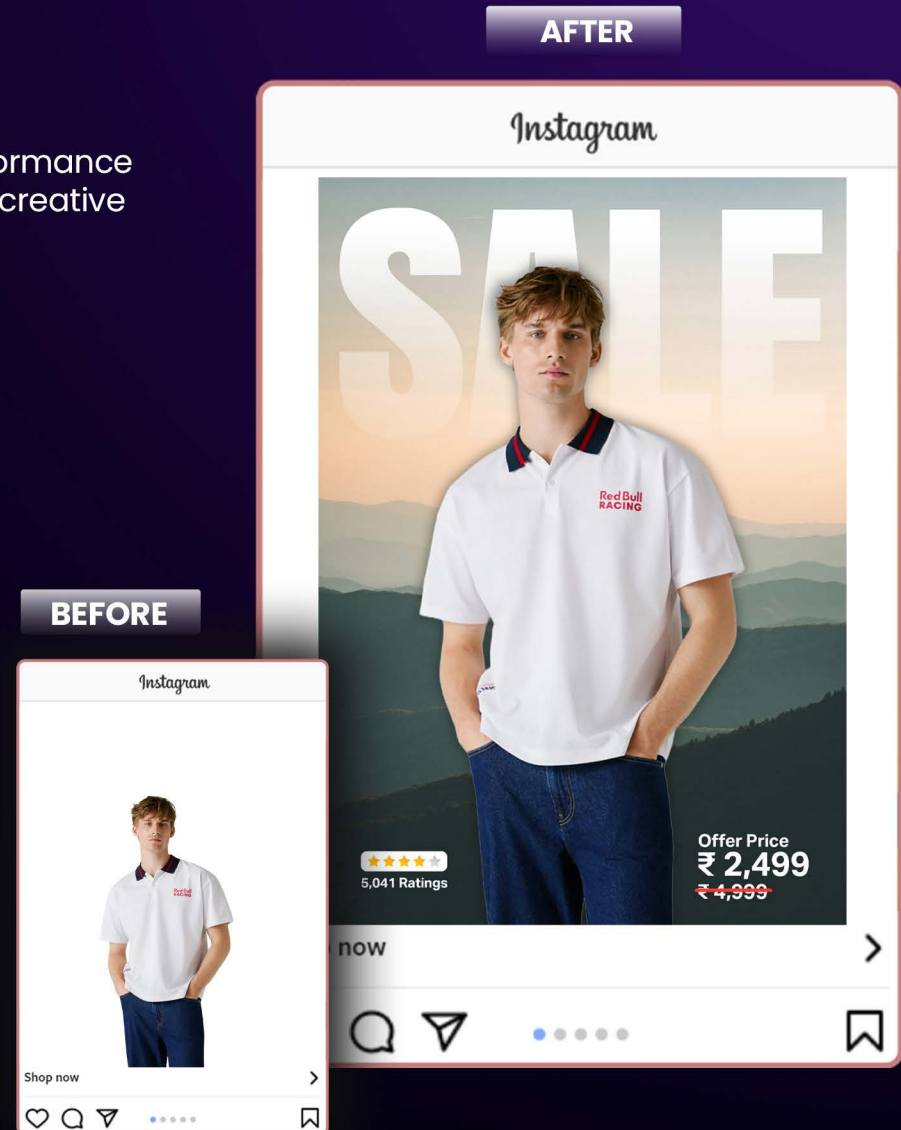
Dynamic overlays were also used to:

- Display pricing, offers, and sale messaging,
- Sync directly with website data, ensuring real-time accuracy.

This ensured that catalog creatives stayed fresh and relevant without manual effort.

The result:

- 7–10% increase in CTR
- ~19% improvement in catalog ROAS
- 16% reduction in cost per purchase



Product Segmentation for Category Diversification

To address category concentration, Pepe Jeans used product segmentation to bring structure to how the catalog was promoted.

Instead of running all products uniformly, the catalog was segmented into product groups & product sets such as:

- High-performing SKUs ready for scale
- Emerging-category products (e.g., footwear)
- Sale-driven products for short-term demand spikes
- Low-performing or deprioritised SKUs
- Promotion of high margin products

This enabled:

- Focused scaling of emerging categories, increasing footwear contribution significantly to 20% of total revenue which became a key lever for growth
- Promotion of high margin products leading to reduced dependency on discount led sales
- Better control over new launches and merchandising priorities
- Structured campaign strategies across both BAU and sale periods

Segmentation was also used to plan offer-led campaigns, such as recurring “Buy One Get One” events — driving predictable spikes in demand while maintaining efficiency.

This approach led to stronger diversification of category revenue and more controlled, repeatable growth.



The Outcome

By combining product intelligence with automation, Pepe Jeans transformed its performance marketing approach.

The brand was able to:

- Significantly increase catalog ads contribution to revenue
- Maintain stable and improved ROAS while scaling
- Reduce dependency on discount-driven sales
- Solve creative fatigue at scale
- Build a more diversified category revenue mix

More importantly, the shift to a product-led system enabled continuous optimisation — where decisions were driven by real-time product performance rather than broad campaign signals.

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