

CONSCIOUS FASHION × RETENTION MARKETING

Janvi Lifestyle

How we turned a **Meta-dependent label** into a repeat-buying, profitable brand.

+150% returning customers in under 90 days.

+150%

REPEAT CUSTOMERS

12% → 30% returning rate

<90

DAYS TO RESULTS

single retention sprint

0→★

PRODUCT REVIEWS

now on every product

WHO WE WORKED WITH

Loved by customers. Invisible after checkout.

Janvi Lifestyle is a conscious fashion and lifestyle brand founded in 2018, built on the belief that comfort, craftsmanship and sustainability can coexist. It creates thoughtfully designed apparel and accessories from premium cotton, made through ethical, zero-waste production in partnership with local artisans and homegrown makers across India, with relaxed silhouettes, handcrafted detail and timeless design rooted in slow, climate-conscious fashion.

INDUSTRY

Conscious Fashion & Lifestyle

FOUNDED

2018

IDEAL CUSTOMER

Urban Women

CHANNELS

Meta · WhatsApp · Instagram

MANDATE

Retention · Trust · Profitability

POSITIONING

D2C · Slow Fashion · Zero-Waste

WHY THEY CAME TO US

Janvi had product-market fit; customers genuinely loved the clothing. But the brand was **buying every order from Meta and never seeing those buyers again**. No reviews to prove quality, no clear post-purchase communication, rising returns, and an **LTV:CAC ratio that left the brand barely profitable**. Before onboarding, we audited the Shopify store and the entire customer journey to find exactly where trust and revenue were leaking.

“Acquisition gets you the first order. Without a retention loop, you’re renting customers from Meta forever. Janvi already had the love, it just had no way to keep it.”

SARVINDER SINGH, RETENTION STRATEGIST

THE DIAGNOSIS

Orders coming in. Profit leaking out.

The ads worked, and orders arrived. But almost **none of those buyers came back**, almost **none left a review**, and many shipped as COD with no clear expectations set. Every month started from zero, fully dependent on paid spend.

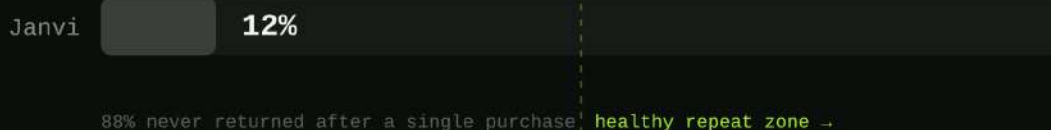
ROOT CAUSE

Only **12%** of customers ever returned, and the store gave new buyers no reason to trust it.

With **near-zero reviews**, no owned retention channel, and no communication around shipping, returns or exchanges, Janvi had no trust signals and no repeat loop. Growth could only come from spending more on Meta, so **CAC stayed high while LTV stayed flat**, squeezing margins despite a product people loved.

Returning Customer Rate at Audit

% OF CUSTOMERS PLACING A SECOND ORDER



- **No social proof.** Customers loved the products but left almost no reviews, so new visitors had nothing to trust.
- **No retention loop.** Returns were high, repeat purchase was low, and there was no owned channel to win lapsed buyers back.
- **No post-purchase clarity.** Unclear shipping, return and exchange communication frustrated buyers and pushed orders to COD.

WHAT WE DID

Fix conversion first. Then build the loop.

Before pushing more traffic, we made the store convert better and earn trust, then built an owned WhatsApp engine that brings buyers back without paying for them twice.



PHASE 1 · OWNED RETENTION ENGINE

With conversion and trust fixed, we set up the **WhatsApp Business API** and built automated flows for shipping updates, abandoned-cart recovery, review requests and win-back. Broadcasts weren't blasts for sale; they **educated buyers** on how each piece suits their body and helps the planet, plus new launches. **AI now handles almost every query on WhatsApp and Instagram.**

THE THREE RETENTION PILLARS

01

Conversion Infrastructure

- Sticky cart for fewer drop-offs
- One-page checkout
- Loyalty & rewards program
- Easy return & exchange app

02

WhatsApp & Email Flows

- Shipping & order-status updates
- Abandoned-cart recovery
- Automated review requests
- Win-back for lapsed buyers

03

Trust & Profitability

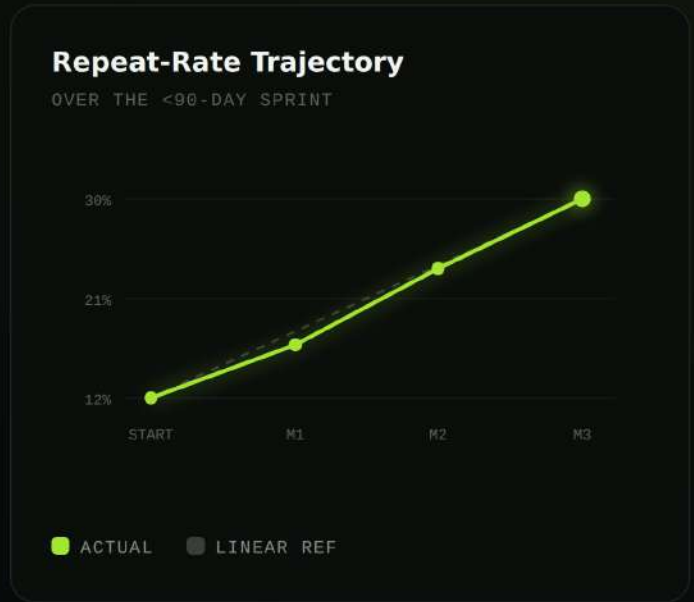
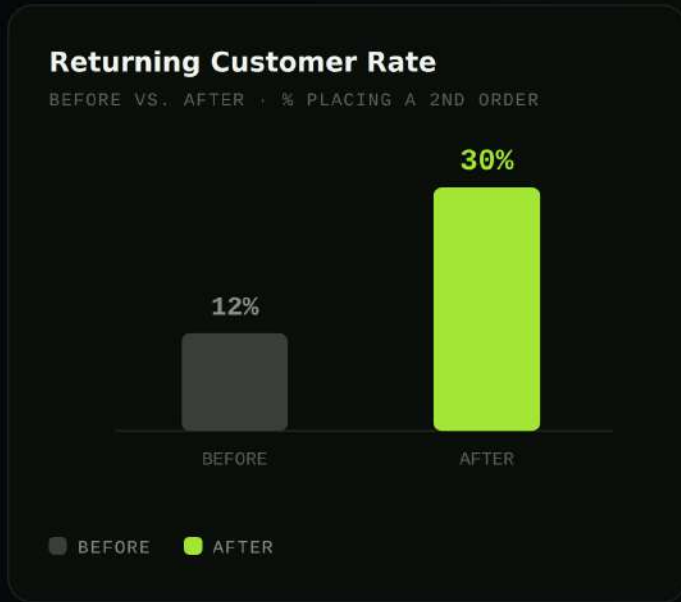
- Educational, non-salesy broadcasts
- COD → prepaid via automation
- Reviews on every product
- AI support on WhatsApp & IG

THE PRINCIPLE

Owned retention beats paid acquisition. Earn the second order, and profit takes care of itself.

UNDER 90 DAYS LATER

The loop closed, **fast.**



vs. Apparel Average

TYPICAL D2C REPEAT RANGE

Above avg

A 30% repeat rate clears the typical apparel benchmark, built in a single sub-90-day sprint.

↑
REVIEWS ON EVERY PRODUCT (WAS ~0)

↓
RETURNS REDUCED WITH CLEAR COMMS

COD →
PREPAID SHIFT VIA AUTOMATION

AI
MOST WA & IG QUERIES AUTO-HANDLED

METRIC	RESULT	IMPACT
Returning Customer Rate	12% → 30%	High
Repeat-Customer Growth	+150%	High
Product Reviews	~0 → every product	High
Support Automation (WA + IG)	AI-handled	High
Customer Returns	Reduced	Positive
COD → Prepaid	Shifted up	Positive

WHAT THIS MEANS FOR YOUR BRAND

Results speak for themselves.

- **Your repeat rate is your profit margin.** Doubling returning customers, from 12% to 30%, turned a Meta-dependent label into a brand that earns from buyers it already paid to acquire.
- **Trust is built, not assumed.** Reviews on every product, clear post-purchase communication and AI support gave new buyers a reason to convert and existing buyers a reason to stay.
- **Owned channels lower your cost of growth.** An automated WhatsApp loop, prepaid conversions and fewer returns mean each order does more, without spending twice to get it.

+150%

REPEAT CUSTOMERS

30%

RETURNING RATE

<90

DAYS

YOUR TURN

Want similar results for your brand?

From retention strategy to measurable growth. Let's find the revenue already hiding in your customer base. Same playbook, built for your brand.

[Book a retention audit →](#)sarvindersingh.com