ETHNIC WEAR × RETENTION MARKETING

TARA-C-TARA

How a WhatsApp channel nobody was running became a ₹79L revenue line, while total sales grew 59.7% in one quarter.

+59.7%
TOTAL SALES
July to September

39.43%
RETURNING CUSTOMERS
up from 28.2%

₹79L
WHATSAPP REVENUE
9 Jul to 30 Sep

WHO WE WORKED WITH

A craft-led label with 1 lakh customers and nobody talking to them.

TARA-C-TARA is an artisanal Indian ethnic wear brand, built on India's craft traditions and founded by **Rahul**. It had already done the hard part: **1 lakh buyers** on the books. After the first order, though, no one followed up with them.

INDUSTRY Artisanal ethnic wear	CUSTOMER BASE 1,00,000+ buyers
CHANNELS WhatsApp and website	START July 2026
MANDATE Retention and revenue growth	AD SPEND Unchanged throughout

> ”A customer list only earns when you talk to it. TARA-C-TARA had 1 lakh people and no conversation running.”
>
> SARVINDER SINGH · GROWTH SYSTEMS ARCHITECT

THE DIAGNOSIS

1 lakh customers. Under ₹7L a month from WhatsApp.

When we took over in July, the WhatsApp channel was **dormant**. No one was running campaigns or flows on it, and June brought in **less than ₹7L** from it.

WHATSAPP REVENUE · JUNE

< ₹7L

RETURNING CUSTOMERS · BEFORE

28.2%

01 Most sales came from first-time buyers
Returning customers sat at 28.2%. Growth depended on finding new people every month.

02 A dormant owned channel
The brand had a direct line to 1 lakh buyers and wasn't using it.

03 Visitors weren't reaching the cart
The session-to-cart rate had clear room to improve.

04 Every rupee of growth was paid for
With few repeat orders, more sales meant more ad spend.

The diagnosis: the customers were already there. **Nobody was asking them to come back.**

WHAT WE DID

Switch WhatsApp back on. Fix the path to cart.

Two workstreams ran in parallel. On WhatsApp, we set up the full set of lifecycle flows and ran targeted campaigns to the customers most likely to buy again. On the website, we recommended changes that lifted the session-to-cart rate by **33%**. Ad spend stayed where it was.

WORKSTREAM 01 · WHATSAPP

Lifecycle flows plus targeted campaigns

Delivery averaged 67% across campaigns.

WORKSTREAM 02 · WEBSITE

+33% session-to-cart rate

From site changes we recommended.

FLOWS WE BUILT

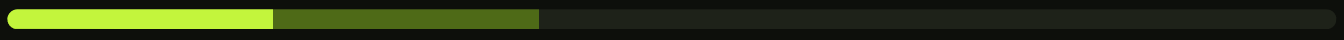
- Welcome
- Cart recovery
- Win-back
- Post-purchase
- Loyalty
- Broadcast campaigns

Anonymous visitor recovery

We identified visitors who browsed without logging in and brought them back through WhatsApp automations.

AUDIENCE ACTIVATED

of 1,00,000 customers



Phase one: 20,000 Phase two: 40,000

ONE QUARTER LATER

One quarter. Same ad budget.

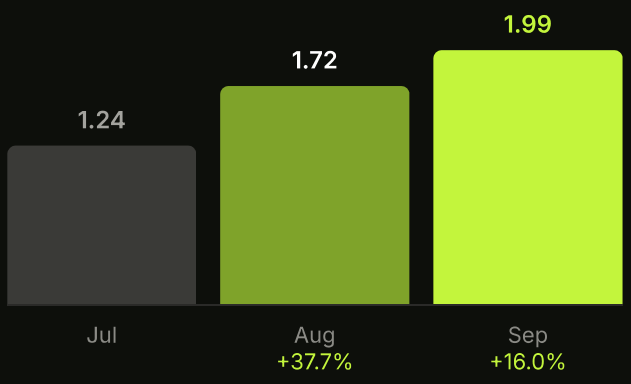
+59.7%
Total sales, July to September

39.43%
Returning customers, up 40% from 28.2%

+33%
Session-to-cart rate

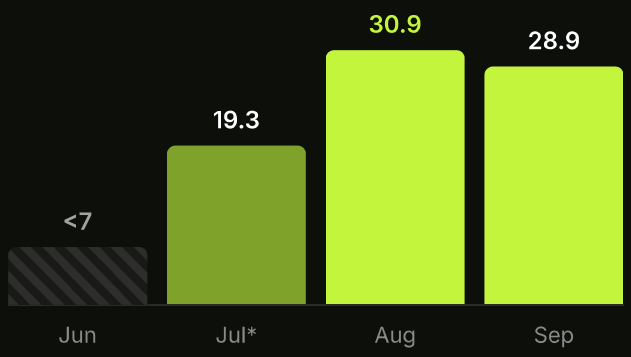
Total sales by month

₹ Cr



WhatsApp revenue by month

₹ lakh



WhatsApp dashboard

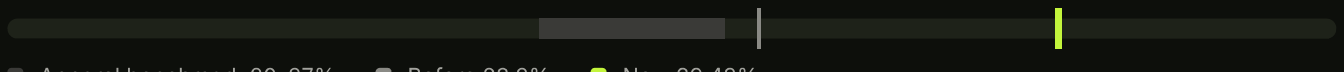
9 JUL TO 30 SEP

CAMPAIGNS	VISITOR RECOVERY	DELIVERY
₹31.86L	₹7.77L	67%
1,426 orders	296 orders	campaign average

AOV	SHARE OF SALES	AD SPEND
₹2,300+	~16%	Unchanged
held, from ₹2,290	WhatsApp, Jul to Sep	vs previous period

Returning customers vs apparel benchmark

0 to 50%



Apparel benchmark 20–27% · Before 28.2% · Now 39.43%

*July WhatsApp revenue counted from 9 July. Benchmark range from 2026 industry reports on apparel repeat purchase rates.

WHAT THIS MEANS FOR YOUR BRAND

The cheapest sale is to someone who already bought.

- **A quiet WhatsApp list is revenue left on the table.**
  TARA-C-TARA's went from under ₹7L to ₹30.9L a month.

- **Growth doesn't have to cost more.**
  Sales rose 59.7% on the same ad budget.

"Before Sarvinder Singh from Pivot Hive, nobody was running our WhatsApp. Now it's a revenue line we plan around, and our repeat buyers are coming back. We're building next season with them."

RAHUL · FOUNDER, TARA-C-TARA

What's next
The audience doubles to 40,000 customers ahead of next season, with a target of a bigger WhatsApp share of sales.

YOUR TURN

Want the same for your brand?

If your customer list is bigger than your repeat revenue suggests, let's look at where it's leaking.

Book a retention audit →

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