

DIAGNOSTIC

D2C Performance Marketing in India: The 2026 Playbook

Key insights and actionable frameworks

! Key Signals

Why is D2C customer acquisition getting more expensive?

Three structural forces are driving CAC up across every D2C category.

How should D2C brands structure their paid media budget?

The optimal budget allocation looks very different from the "80% Meta, 20% Google" split that dominated five years ago.

What role does organic search play in D2C performance?

Organic search is the most undervalued channel in D2C marketing.

SOLUTIONS

Fix 1

How to fix declining ROAS on Meta Ads for D2C

If your Meta ROAS has dropped below 3x (or below 2x for lower-margin categories), the problem is almost never just "bad ads."

Fix 2

Should D2C brands sell on marketplaces or the

This is not an either/or decision.

Fix 3

How to build a D2C retention engine that redu

The most profitable D2C brands in India have repeat purchase rates above 35%.

Fix 4

Final takeaway

D2C performance marketing in India now demands an integrated discovery system, not paid-only growth.

Ready to Take Action?

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