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CASE STUDIES

Paid Media

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Retail

Introduction:

Rosa Herbal Care, a brand specializing in women's skincare and wellness products, embarked on a social media ad campaign to increase brand visibility, drive engagement, and boost sales. This case study explores the strategies employed by Rosa Herbal Care, highlighting their exceptional achievement of a **600% Return** on Advertising Spend (ROAS) and the pivotal role played by audience segmentation, remarketing, and timely incentives in the campaign's success.

Campaign Objectives:

1. Increase brand awareness and recognition among a female audience.
2. Drive website traffic and encourage product exploration.
3. Boost online sales and revenue.
4. Optimize ad spend for a high return on investment.

Campaign Strategy:

1. Audience Segmentation: Rosa Herbal Care recognized the importance of targeting the right audience segments. They divided their approach into two main categories:

a. Engaged Shoppers (Women): This segment included women who had a history of engaging with similar skincare and wellness brands on social media, showing a clear interest in such products.

b. General Women Audience: This broader segment aimed to introduce the brand to potential customers who might not have previously interacted with similar brands but were part of the target demographic.

2. Remarketing: After generating initial interest, Rosa Herbal Care implemented a strategic remarketing strategy. Users who had clicked on their ads or viewed their products within the last 30 days were exposed to more brand-specific content, enhancing brand recall value.

3. Cart Abandonment Incentives: To reduce cart abandonment rates and encourage immediate purchases, Rosa Herbal Care offered a time-sensitive 10% discount to users who added products to their carts but did not complete the purchase. This incentive played a vital role in converting potential customers into buyers.

Results: The campaign's results exceeded expectations:

- 600% ROAS: The most remarkable achievement was the exceptional Return on Advertising Spend (ROAS), indicating that for every dollar invested in advertising, Rosa Herbal Care generated six dollars in revenue.
- Increased Brand Recall: Remarketing efforts significantly improved brand recall value among the target audience, leading to a higher likelihood of conversion when users were ready to make a purchase decision.
- Cart Abandonment Reduction: The 10% discount for cart abandoners led to a noticeable reduction in cart abandonment rates, resulting in a boost in immediate sales.

Conclusion: Rosa Herbal Care's social media ad campaign exemplifies the power of strategic audience segmentation, remarketing, and timely incentives in achieving remarkable results. The brand effectively tapped into the interests of engaged shoppers and introduced their products to a broader female audience. By nurturing brand recall and reducing cart abandonment through discounts, Rosa Herbal Care not only met but exceeded its campaign objectives, achieving a remarkable 600% ROAS. This case study serves as a valuable reference for businesses aiming to optimize their social media advertising campaigns and maximize returns on investment.

CollegeChalo

Introduction:

This case study showcases the remarkable success story of CollegeChalo, a prominent player in the education industry, in transforming its lead generation efforts. Through a comprehensive strategy encompassing Conversion Ads on Google and Facebook, along with email, WhatsApp, and SMS outreach, CollegeChalo achieved a 50% increase in conversion rates and a 25% reduction in the Cost Per Lead (CPL) for qualified leads. Their innovative approach also led to a substantial increase in average Click-Through Rates (CTR) for Search Ads, and efficient lead management strategies resulted in a vast database of over 200,000 leads.

Campaign Objectives:

1. Generate high-quality leads for the education sector.
2. Improve conversion rates while reducing the CPL for qualified leads.
3. Increase user engagement and retention.
4. Optimize CTR for Search Ads on Google.

Campaign Strategy:

1. Multichannel Approach: CollegeChalo implemented a multichannel lead generation strategy, leveraging various platforms to reach their target audience effectively.

- **Conversion Ads (Google & Facebook):** Conversion Ads on Google and Facebook were designed to drive potential students and parents to CollegeChalo's platform, encouraging them to engage and express interest in educational opportunities.

- **Email, WhatsApp, and SMS:** These channels were used for personalized outreach, nurturing leads, and keeping them engaged with relevant educational content.

2. Targeted Audience Segmentation: Audiences were meticulously segmented based on factors such as educational interests, demographics, and geographical locations to ensure that messaging was highly relevant to each group.

3. Optimization Efforts:

- CTR Enhancement: The team focused on improving the Click-Through Rates for Google Ads, boosting user engagement from search results.

- CPL Reduction: Through refined audience targeting and creative optimizations, the CPL for qualified leads was reduced by 25%, making lead acquisition more cost-effective.

4. Lead Management and Automation: High-priority leads were identified and nurtured through remarketing efforts across social media, Google, email, and WhatsApp. Automation systems were employed to keep generated leads engaged and informed about educational opportunities, extending the duration of their interaction with CollegeChalo.

Results: The campaign yielded impressive outcomes:

- 50% Increase in Conversion Rates: CollegeChalo's conversion rates saw a substantial 50% improvement, reflecting the effectiveness of their multichannel approach.

- 25% Reduction in CPL for Qualified Leads: The CPL for qualified leads decreased by 25%, demonstrating the cost-efficiency of their lead generation strategies.

- Enhanced CTR: The CTR for Search Ads on Google increased from 6% to an impressive 15%, indicating a higher level of user engagement with the brand.

- Efficient CPL on Facebook and Google: The CPL for Facebook Ads was 35 INR, significantly lower than the CPL of 100 INR for Google Ads.

- Extensive Lead Database: CollegeChalo successfully generated more than 200,000 leads, building a substantial pool of potential students and parents.

Conclusion:

CollegeChalo's multichannel lead generation strategy, encompassing Conversion Ads on Google and Facebook, along with email, WhatsApp, and SMS outreach, led to remarkable results. Their innovative approach not only increased conversion rates and reduced CPL but also optimized CTR for Search Ads. The use of automation ensured sustained engagement with leads, further enhancing their retention. This case study serves as a valuable reference for brands in the education sector and beyond, looking to elevate their lead generation efforts through a holistic and data-driven approach.

Eat with Better

Introduction:

This case study highlights the successful integration of Conversion Ads and Brand Awareness Ads on Google and Facebook for "Eat with Better," a brand in the packed jackfruit instant dishes industry. The primary objectives were to increase brand awareness and drive product purchases while optimizing campaign efficiency. By strategically targeting audiences with Awareness, Engagement, and Conversion ads concurrently, the brand achieved remarkable results, including a 200% increase in website traffic and a 50% reduction in Cost per Add to Cart.

Campaign Objectives:

1. Raise brand awareness for "Eat with Better" within the target audience.
2. Drive website traffic and encourage product purchases.
3. Optimize the cost-efficiency of advertising campaigns.

Campaign Strategy:

1. Multi-Stage Funnel Approach: Eat with Better implemented a multi-stage funnel approach, consisting of Awareness, Engagement, and Conversion ads, all running concurrently.

- Awareness Ads: These ads aimed to introduce the brand to a broader audience segment. The focus was on reaching users who were not familiar with the brand or its products.

- Engagement Ads: Once users became aware of the brand, Engagement Ads were used to further captivate their interest. This stage involved showcasing the unique aspects of packed jackfruit instant dishes and encouraging interaction with the brand's content.

- Conversion Ads: As users engaged with the brand and its content, Conversion Ads were strategically deployed to prompt product purchases and direct users to the website.

2. Audience Segmentation: Audiences were carefully segmented based on demographics, interests, and behaviors related to food, health, and sustainability. This ensured that each ad type reached the most relevant audience segment.

3. Continuous Monitoring and Optimization: The campaign was closely monitored, with regular adjustments made to allocate budget where it had the most impact. Ad creatives and messaging were also optimized based on performance data.

Results: The campaign delivered impressive results:

1. 200% Increase in Website Traffic: The integrated approach of Awareness, Engagement, and Conversion ads led to a substantial increase in website traffic, effectively raising brand visibility and driving user interest.
2. 50% Reduction in Cost per Add to Cart: By optimizing audience targeting and ad creatives, the cost-efficiency of the campaign significantly improved, resulting in a 50% reduction in Cost per Add to Cart.
3. Increased Orders from Social Media: The Conversion Ads successfully drove orders from social media, demonstrating the effectiveness of the multi-stage funnel approach.

Conclusion: "Eat with Better" successfully leveraged Conversion Ads and Brand Awareness Ads on Google and Facebook to achieve its campaign goals. The integrated approach of Awareness, Engagement, and Conversion ads, combined with strategic audience segmentation and continuous optimization, resulted in a 200% increase in website traffic and a 50% reduction in Cost per Add to Cart. This case study serves as an example of how brands in the packed jackfruit instant dishes industry, and similar sectors, can effectively utilize online advertising to raise awareness, drive product purchases, and optimize campaign efficiency.

SHEETAL INFRASTRUCTURE

Introduction:

This case study highlights the remarkable achievements of Sheetal Infrastructure, a prominent player in the real estate industry. Their goal was to generate high-quality leads for high-end commercial properties. By leveraging Conversion Ads on Google and Facebook, Sheetal Infrastructure not only achieved a 100% decrease in Cost Per Lead (CPL) but also significantly increased the flow of potential buyers for their premium commercial properties. Remarketing and Custom Data Audiences emerged as the top-performing strategies, delivering exceptional conversion rates.

Campaign Objectives:

1. Generate high-quality leads for Sheetal Infrastructure's high-end commercial properties.
2. Decrease the Cost Per Lead (CPL) while maintaining lead quality.
3. Increase the volume of potential buyers interested in premium commercial real estate.

Campaign Strategy:

1. Conversion-Centric Approach: Sheetal Infrastructure adopted a conversion-centric strategy, focusing on driving actions that indicated strong intent to purchase commercial properties.

2. Audience Targeting: The campaign employed precise audience targeting to ensure that ads reached individuals most likely to engage with the brand and convert into leads. Key audience segments included:

- Remarketing Audiences: Users who had previously interacted with Sheetal Infrastructure's website or shown interest in commercial properties but hadn't completed a lead generation form.
- Custom Data Audiences: Utilizing existing customer data and lookalike audiences, Sheetal Infrastructure targeted users who closely matched the profiles of their high-value clients.

3. Ad Creatives and Messaging: Compelling ad creatives and messaging were designed to emphasize the unique selling points of Sheetal Infrastructure's premium commercial properties, addressing the specific needs and desires of potential buyers.

4. Ongoing Optimization: The campaign was closely monitored, and adjustments were made to optimize ad performance, refine audience targeting, and allocate budget effectively.

Results: The campaign delivered impressive results, transforming Sheetal Infrastructure's lead generation efforts:

- 100% Decrease in CPL: By refining audience targeting, optimizing ad creatives, and focusing on conversion-oriented strategies, Sheetal Infrastructure achieved a remarkable 100% decrease in Cost Per Lead.

- Increased Lead Flow: The campaign significantly increased the flow of potential buyers interested in high-end commercial properties, providing the sales team with a steady stream of high-quality leads.

- Remarketing and Custom Data Audiences: Remarketing and Custom Data Audiences emerged as the top performers, delivering higher conversion rates and reinforcing the importance of targeted audience segments.

Conclusion:

Sheetal Infrastructure's success in lead generation through Conversion Ads on Google and Facebook is a testament to the effectiveness of precision audience targeting and conversion-centric strategies. By adopting a data-driven approach, the company not only decreased the CPL but also increased the flow of potential buyers for their premium commercial properties. Remarketing and Custom Data Audiences played a pivotal role in achieving remarkable conversion rates. This case study serves as a valuable reference for real estate brands seeking to optimize their lead generation efforts through online advertising.

Freshhaat

Introduction:

This case study delves into the remarkable success story of Freshhaat, a leading player in the grocery delivery industry. The brand's primary objective was to increase app installations while simultaneously reducing the Cost Per Install (CPI). By employing Conversion Ads on Google and Facebook, Freshhaat not only achieved a 50% reduction in CPI but also witnessed exponential growth in app installations. Most notably, a remarkable 20% of these installations seamlessly transitioned into customers, placing their first orders. The campaign's triumph was attributed to its meticulous use of Lookalike, Custom, and Detailed Targeting audiences, which helped reach the precise target user base while diverting customers from competitors.

Campaign Objectives:

- Increase app installations for Freshhaat's grocery delivery application.
- Achieve a 50% reduction in Cost Per Install (CPI).
- Grow the customer base by encouraging first orders from app users.

Campaign Strategy:

1. **Conversion-Centric Approach:** The campaign prioritized conversions by placing a strong emphasis on transforming app installations into paying customers.

2. Audience Targeting: Freshhaat's campaign harnessed a variety of audience targeting techniques to ensure the precision of their outreach.

- Lookalike Audiences: Freshhaat identified and targeted users who closely resembled their existing high-value customers. This approach increased the likelihood of converting app installs into customers.
- Custom Audiences: The brand tapped into their existing customer data to re-engage with past customers and nurture their loyalty.
- Detailed Targeting: Freshhaat meticulously fine-tuned their audience criteria to reach individuals with specific grocery shopping habits and preferences.
- Competitor Audience Cutting: By targeting users who had shown interest in competitors' apps and services, Freshhaat aimed to divert potential customers to their platform.

3. Ad Creatives and Messaging: Engaging ad creatives and messaging were crafted to highlight Freshhaat's unique selling points, focusing on convenience, variety, and quality, to encourage app installations and first-time orders.

Results:

The campaign delivered remarkable outcomes:

1. 50% Reduction in CPI: Freshhaat successfully reduced the Cost Per Install by 50%, making their app installations more cost-efficient.
2. Exponential App Installations: The campaign led to an exponential increase in app installations, expanding Freshhaat's user base significantly.
3. High Conversion Rates: An impressive 20% of app installations translated into customers who placed their first orders, demonstrating the campaign's ability to convert installations into actual revenue.

Conclusion: Freshhaat's success in driving app installations and conversions through Conversion Ads on Google and Facebook serves as a testament to the effectiveness of a well-crafted multichannel strategy. By prioritizing conversions, leveraging advanced audience targeting, and delivering compelling messaging, the brand not only achieved a 50% reduction in CPI but also significantly increased their customer base. This case study provides valuable insights for companies in the grocery delivery industry and similar sectors looking to optimize their app-based customer acquisition strategies.

Karvaan

Introduction:

This case study illuminates the phenomenal success of Karvaan Travels, a pioneer in eco-tourism, leveraging Instagram Ads to connect with potential customers and optimize their advertising strategy. With an array of enticing itineraries, including Kasol-Kheerganga, Kasol-Kheerganga-Bir, Manali Voyage, Sikkim Expedition, and more, Karvaan Travels' primary objective was to engage users on Instagram Chat and WhatsApp Chat through automated responses to maximize lead conversion. The results were outstanding, with a remarkable 700% Return on Advertising Spend (ROAS) achieved in the last quarter and 500% ROAS over the entire year. The campaign encompassed various ad types, including reels, single posts, and carousels, each showcasing itineraries of similar duration or price range. Additionally, remarketing ads were employed to enhance brand recall and foster repeat business.

Campaign Objectives:

1. Drive engagement on Instagram Chat and WhatsApp Chat through automated responses.
2. Achieve a 700% ROAS in the last quarter and 500% ROAS for the entire year.
3. Showcase diverse itineraries, enticing users with compelling visuals and offers.

Campaign Strategy:

1. Automated Customer Engagement: Karvaan Travels used Instagram Ads as a bridge to connect with potential customers directly on Instagram Chat and WhatsApp Chat. Automated responses were implemented to provide instant information and capture leads effectively.

2. Variety in Ad Types: The campaign utilized a diverse range of ad types, including reels, single posts, and carousels. Each ad format showcased itineraries of similar duration or price range, catering to different customer preferences.

3. Remarketing Strategy: To enhance brand recall and foster repeat business, Karvaan Travels ran remarketing ads. These ads targeted previous website visitors and users who had previously engaged with their content, encouraging them to consider Karvaan Travels for their next eco-tourism adventure.

Results:

The campaign yielded exceptional results, solidifying Karvaan Travels' position in the eco-tourism industry:

1. 700% ROAS in the Last Quarter: The last quarter of the campaign achieved a remarkable 700% ROAS, demonstrating the efficacy of the engagement and automated response strategy.
2. 500% ROAS for the Entire Year: Over the course of the entire year, the campaign maintained an impressive 500% ROAS, indicating consistent success in attracting and converting potential travelers.
3. Diverse Ad Formats: The use of diverse ad formats, including reels, single posts, and carousels, allowed Karvaan Travels to cater to a wider audience, presenting enticing itineraries tailored to various preferences.
4. Enhanced Recall Value: Remarketing ads effectively increased brand recall, encouraging previous visitors and engaged users to consider Karvaan Travels for future travel plans.

Conclusion:

Karvaan Travels' Instagram Advertising campaign exemplifies the power of customer engagement, variety in ad formats, and remarketing in the eco-tourism industry. Their ability to connect with potential customers on Instagram and WhatsApp through automated responses led to outstanding ROAS results, both in the last quarter and over the course of the year. This case study serves as a valuable reference for businesses in the travel and tourism sector looking to optimize their Instagram advertising strategy for lead generation and brand growth.

Thank You

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