



Case Study of a Jewelry Brand.

How this Jewelry Brand ~~increased~~ increased its Sales in 3 Months

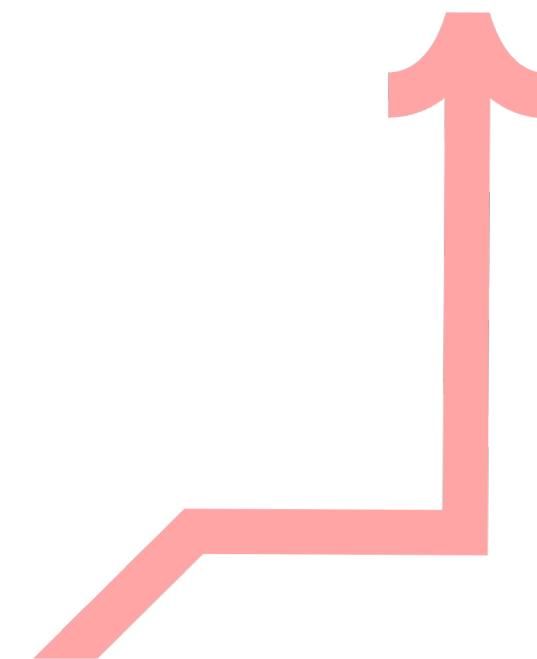


PRESENTED BY :
OptiFOX Media Solutions





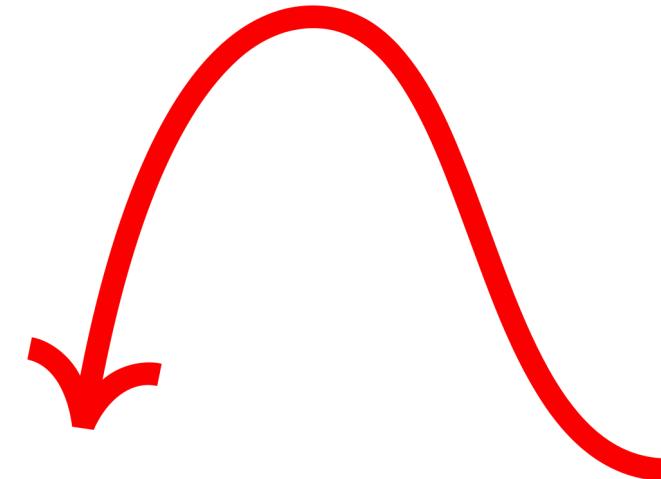
thinking it impossible?



1	Campaign Goals
2	Performance
3	Sales Journey
4	KPIs
5	Roadmap
6	Funnel Structure
7	Evaluation



Campaign Goals

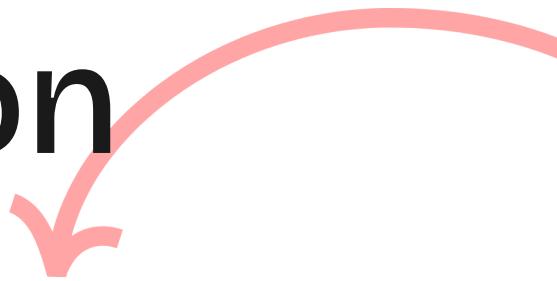


Our Goals :

- ✓ Increasing brand awareness.
- ✓ Drive Sales and Revenue
- ✓ Expand Customer Base
- ✓ Improve Customer Engagement and Loyalty



October : Structuring and Optimization



Identified Problems:

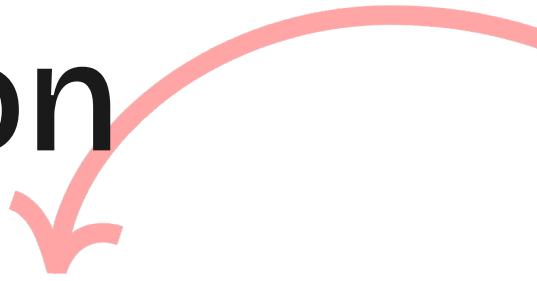
- Broad Targeting:** Previous campaigns lacked specificity, resulting in inefficient ad spend.
- Lack of Audience Understanding:** Insufficient insights into user behavior and buyer journey hindered targeting effectiveness.
- Complex Campaign Structure:** A cluttered campaign setup led to optimization challenges and ad fatigue.

Key Metrics:

- Total Ad Spend: ₹2,93,770
- Revenue Generated: ₹11,94,630
- ROAS: 4.07x

Results	Cost per result	Amount spent	Purchases Conversion Value	Website purchase ROAS ↓ (return on...)
37 [2] website purchases	₹746.80 [2] Per Purchase	₹27,631.75	₹201,132.00 [2]	7.28 [2]
112 [2] website purchases	₹986.24 [2] Per Purchase	₹110,459.02	₹590,680.53 [2]	5.35 [2]
14 [2] website purchases	₹1,706.99 [2] Per Purchase	₹23,897.85	₹109,390.73 [2]	4.58 [2]
50 [2] website purchases	₹1,568.74 [2] Per Purchase	₹78,436.91	₹226,526.40 [2]	2.89 [2]
10 [2] website purchases	₹1,452.78 [2] Per Purchase	₹14,527.81	₹29,950.20 [2]	2.06 [2]
8 [2] website purchases	₹2,649.01 [2] Per Purchase	₹21,192.10	₹36,950.74 [2]	1.74 [2]
96,731 ThruPlays	₹0.18 Cost per ThruPlay	₹17,624.61	₹0.00	—
— Multiple conversions	— Multiple conversions	₹293,770.05	₹1,194,630.60 [2]	4.07 [2] Average
			Total Spent	Total

October : Structuring and Optimization



Strategic Approach:

- **Campaign Restructuring:** We revamped the brand's campaign structure, creating separate campaigns for each jewelry category and subcategory. This allowed for tailored messaging and precise targeting.
- **Audience Testing:** Utilizing Facebook's audience insights and testing capabilities, we identified high-converting audience segments and refined targeting parameters accordingly.
- **Ad Creative Optimization:** We developed compelling ad creatives highlighting the unique selling points of products to capture audience attention and drive engagement.
- **Budget Allocation:** We allocated budgets strategically, focusing resources on campaigns with the highest potential for return on ad spend (ROAS).

November - Scaling and Remarketing Integration

Identified Problems:

- Missed Remarketing Opportunities:** Previous campaigns lacked a comprehensive remarketing strategy, leading to lost conversions.
- Budget Optimization:** While initial campaigns showed promising results, there was room for scaling and further optimization to maximize returns.
- Ad Fatigue Mitigation:** To prevent audience exhaustion and maintain engagement, it was crucial to refresh ad creatives and optimize campaign performance.

Key Metrics:

- Total Ad Spend: ₹3,53,773
- Revenue Generated: ₹14,26,862
- ROAS: 4.03x

Website purchases		₹662.30 [2] Per Purchase	₹41,724.90	₹364,115.08 [2]	8.73 [2]
Website purchases		117 [2] Per Purchase	₹130,931.54	₹557,507.62 [2]	4.26 [2]
Website purchases		4 [2] Per Purchase	₹3,721.74	₹14,598.00 [2]	3.92 [2]
Website purchases		3 [2] Per Purchase	₹4,213.29	₹16,399.00 [2]	3.89 [2]
Website purchases		19 [2] Per Purchase	₹27,158.25	₹97,805.51 [2]	3.60 [2]
Website purchases		25 [2] Per Purchase	₹39,940.11	₹139,181.28 [2]	3.48 [2]
Website purchases		42 [2] Per Purchase	₹59,072.57	₹176,655.83 [2]	2.99 [2]
Website purchases		11 [2] Per Purchase	₹26,064.10	₹60,600.28 [2]	2.33 [2]
43,749 ThruPlays		₹0.48 Cost per ThruPlay	₹20,947.02	₹0.00	—
Multiple conversions		—	₹353,773.52	₹1,426,862.60 [2]	4.03 [2]
		—	Total Spent	Total	Average



November - Scaling and Remarketing Integration

Strategic Approach

- **Remarketing Implementation:** We introduced dynamic retargeting campaigns targeting users who visited the website but did not complete a purchase. By serving personalized ads based on user behavior, we aimed to re- engage and drive conversions.
- **Budget Scaling:** Building on successful campaigns from the previous month, we scaled budgets judiciously to capitalize on high-performing ad sets while maintaining profitability.
- **Creative Refresh:** To combat ad fatigue, we refreshed ad creatives and messaging, testing variations to identify the most effective combinations that resonated with the target audience.
- **Performance Monitoring:** We closely monitored campaign performance, adjusting bids, targeting, and creative elements to optimize for maximum ROI.



Dec - Jan : Reaching New Heights

Objective:

- Account Errors and Payment Failures:** Technical issues and payment failures disrupted campaign performance, impacting revenue generation.
- High Return Rates (RTOs):** A surge in RTOs indicated potential issues with product quality or customer satisfaction, affecting overall profitability.
- Optimization for Year- End Offer:** Introducing a new year offer required careful planning and execution to drive maximum sales while maintaining profitability.

Key Metrics:

- Total Ad Spend:** ₹8,38,432
- Revenue Generated:** ₹28.5 lakhs
- Challenges Overcome:** Despite encountering technical and operational challenges, our proactive approach and relentless efforts enabled us to achieve exceptional results, surpassing revenue targets and delivering tangible business outcomes.

Amount spent	Adds to cart	Checkouts initiated	Results	Cost per result	Purchase ROAS (return on ad spend)	Purchases Conversion Value
₹6,908.09	181 [2]	23 [2]	13 [2] Website purch...	₹531.39 [2] Per Purchase	7.25 [2]	₹50,116.20 [2]
₹76,406.48	1,761 [2]	488 [2]	206 [2] Website purch...	₹370.91 [2] Per Purchase	4.29 [2]	₹327,870.60 [2]
₹2,392.26	—	—	3 [2] Website purch...	₹797.42 [2] Per Purchase	3.98 [2]	₹9,516.00 [2]
₹35,404.44	620 [2]	140 [2]	73 [2] Website purch...	₹484.99 [2] Per Purchase	3.37 [2]	₹119,486.10 [2]
₹23,130.78	660 [2]	116 [2]	49 [2] Website purch...	₹472.06 [2] Per Purchase	3.14 [2]	₹72,693.40 [2]
₹49,906.11	669 [2]	139 [2]	75 [2] Website purch...	₹665.41 [2] Per Purchase	2.80 [2]	₹139,541.50 [2]
₹32,712.55	568 [2]	118 [2]	46 [2] Website purch...	₹711.14 [2] Per Purchase	2.65 [2]	₹86,800.20 [2]
₹111,154.40	2,236 [2]	570 [2]	225 [2] Website purch...	₹494.02 [2] Per Purchase	2.54 [2]	₹282,535.10 [2]
₹35,510.75	828 [2]	183 [2]	68 [2] Website purch...	₹522.22 [2] Per Purchase	2.53 [2]	₹89,772.20 [2]
₹128,845.69	8,934 [2]	657 [2]	248 [2] Website purch...	₹519.54 [2] Per Purchase	2.24 [2]	₹288,889.80 [2]
₹21,336.91	334 [2]	51 [2]	26 [2] Website purch...	₹820.65 [2] Per Purchase	2.09 [2]	₹44,690.10 [2]
₹95,359.75	1,506 [2]	417 [2]	150 [2] Website purch...	₹635.73 [2] Per Purchase	2.04 [2]	₹194,564.40 [2]
₹35,874.13	1,328 [2]	129 [2]	59 [2] Website purch...	₹608.04 [2] Per Purchase	1.73 [2]	₹62,070.70 [2]
₹19,589.70	339 [2]	69 [2]	28 [2] Website purch...	₹699.63 [2] Per Purchase	1.69 [2]	₹33,194.30 [2]
₹61,941.03	856 [2]	154 [2]	72 [2] Website purch...	₹860.29 [2] Per Purchase	1.68 [2]	₹103,991.30 [2]
₹838,432.30	—	—	Total	Total	—	—
Total Spent	—	—	Multiple conversions	Multiple conversions	—	—
			Average	Average	—	—
			Total	Total	—	—



December-January's Green Success

Strategic Approach:

- **Technical Troubleshooting:** Our team swiftly addressed account errors and payment failures, ensuring seamless campaign execution and uninterrupted revenue generation.
- **RTO Reduction Measures:** To mitigate high RTOs, we implemented a double verification system, enhancing the screening process for potential fraudulent orders and improving overall order quality.
- **Offer Promotion:** Leveraging Facebook's ad formats and targeting capabilities, we promoted ' New Year offer with up to 25% off, capturing audience attention and driving urgency to purchase.
- **Performance Optimization:** Despite challenges, we maintained a rigorous optimization process, continuously refining targeting, creative, and bidding strategies to maximize ROI and mitigate risk



Sales Journey: Before/After

PROBLEM

The brand faced significant challenges in their Facebook advertising campaigns. Their previous agency's approach led to inefficient ad spend, and a lack of remarketing efforts. Additionally, complex campaign structures and insufficient insights into audience behavior hindered campaign performance.

SITUATION

The brand faced declining sales and waning customer engagement due to ineffective Facebook advertising efforts, posing a threat to its market relevance. Without a cohesive strategy, the brand risked falling behind competitors and losing visibility in the industry. Urgent intervention was needed to revitalize brand's online presence and drive meaningful results on the platform.

SOLUTION

We revamped campaigns for precise targeting, optimized audience parameters, and implemented dynamic remarketing. Strategic budget scaling and prompt technical troubleshooting ensured campaign continuity and improved efficiency. Leveraging Facebook's tools, we promoted offers effectively, driving conversions and maximizing ROI.



Key Performance Indicators



KPI #1

Monitoring Customer acquisition cost
whether CPA is under the market benchmark
in jewelry niche



KPI #2

Running conversion to get orders and
increase revenue profitably





Ramp up our customer expansion program

Capitalizing on opportunities with existing business relationships

Roadmap

We targeted to achieve 2.3x ROAS spending the allocated budget monthly to get purchases on the website to beat Breakeven ROAS in the first month.



01

Audited organic presence, website as well as ads account and pixel setup

02

Conducted competitor research & creative analysis. Compile current stats of customers

03

Applied first strategy on customer expansion.

04

Analyzed and tracked results. Making changes in the website to increase conversion.

05

Assales and other events increased. Tried Open targeting.



FUNNEL STRUCTURE

1

- Utilized engaging ad creatives showcasing Silverings' diverse range of silver jewelry products.
- Targeted broader audience segments to maximize reach and brand visibility.

2

- Implemented targeted campaigns focusing on specific jewelry categories and subcategories.
- Highlighted unique features and benefits to resonate with audience interests.

3

- Deployed dynamic retargeting campaigns to re-engage with website visitors.
- Offered personalized incentives and reminders to encourage conversions.



Evaluation

Achieving significant growth in sales and revenue for your jewelry brand is within reach when you invest in the right person and implement successful strategies to drive business growth.

