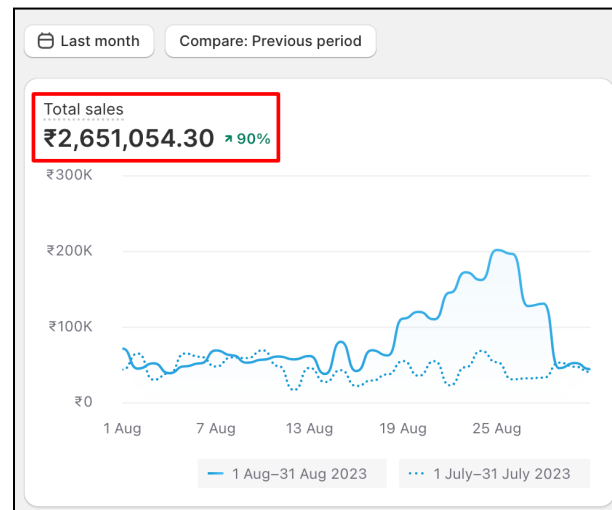


How we increased a jewellery brand's monthly revenue by 90% in August 2023!



We welcomed this jewellery brand in the middle of July 2023 and did a 90% higher revenue in August 2023 than the previous month. But how did we achieve this?

As you would know August heralds the commencement of the festive season in India. This period witnesses a significant increase in e-commerce advertising expenditures, often doubling or tripling, as both established and emerging brands intensify their ad campaigns.

This not only increases the advertising costs but makes it difficult for a lot of brands to stand out and distinguish themselves in the market; especially in the jewellery industry - where every brand is selling almost similar types of designs, targeting the same audiences with the same messaging!

And honestly, this brand was no exception.

Since Rakshabandhan was coming, we brainstormed and realized the ideal opportunity to infuse a gifting angle into the brand.

One might argue that most brands have a so-called “gifting collection”, typically consisting of products closely resembling their regular products, which often struggle to gain traction.

But our approach had a twist, we integrated existing products into the gifting collection but distinguished them through innovative packaging and messaging. And it made all the difference for us!

Once the collection and packaging were discussed and finalized, our focus shifted to ad creatives.

We pondered over - which creatives to run and how to convey the messaging correctly.

Our solution? We decided to leverage micro-influencer video ads! Since it aligned with the founder's preference for an economical content generation strategy.

By the way, kudos to the founder and the brand team for staying fully involved with us in the planning, and facilitating quick and precise execution of our ideas.

Once we received the content and everything was finalized on the website, we launched our first campaign for Rakhi. For the first 5-6 days it didn't pick up because CPM (advertising cost) increases by almost 2-2.5x during festivals, making it difficult for us to reach out to a large audience base.

However, we monitored the data closely and discovered that CPM was much lower on reels and story placement as compared to feed placements, so we started a Campaign Budget Optimization (CBO) campaign exclusively on reels and placement.

And that was it! Within two days the numbers were through the roof!

And aggressive scaling began.

Closer to Rakhi, we wanted to experiment with 'add-ons' to gauge customer response. And surprisingly, the majority of the gifting orders included these additional products as well, further boosting the AOV for us!

Please check out the screenshot below for Facebook results. It's worth noting that we were achieving almost similar results from Google as well, but we employed a different strategy there and it's a case study for another occasion.

Campaign Name contains rakhi X Campaign Name contains sb X

Save Clear

Last month: 1 Aug 2023 - 31 Aug 2023

Search and filter

Campaigns

Ad sets

Ads

Create

Edit

More

View Setup

Columns: C-Funnel

Breakdown

Reports

Off/On	Campaign	Amount spent	Purchase ROAS (return on ad spend)	Results	Cost per result	Reach
<input type="checkbox"/>	SB Rakhi	₹157,511.20	4.61 [2]	261 [2] Website purchases	₹603.49 [2] Per Purchase	2,848,
<input type="checkbox"/>	SB Rakhi	₹9,642.02	3.46 [2]	11 [2] Website purchases	₹876.55 [2] Per Purchase	118,
<input type="checkbox"/>	SB Rakhi	₹3,118.39	3.36 [2]	4 [2] Website purchases	₹779.60 [2] Per Purchase	121,
<input type="checkbox"/>	SB Rakhi	₹2,187.36	—	— Website purchase	— Per Purchase	28,
Results from 4 campaigns		₹172,458.97 Total Spent	4.47 [2] Average	276 [2] Website purchases	₹624.85 [2] Per Purchase	2,916 Accounts Centre ac

In summary, our strategic shift towards a gifting perspective, coupled with micro-influencer video ads and Facebook & Google campaign strategies, played pivotal roles in increasing our jewellery brand client's monthly revenue to a remarkable 90% in August 2023.