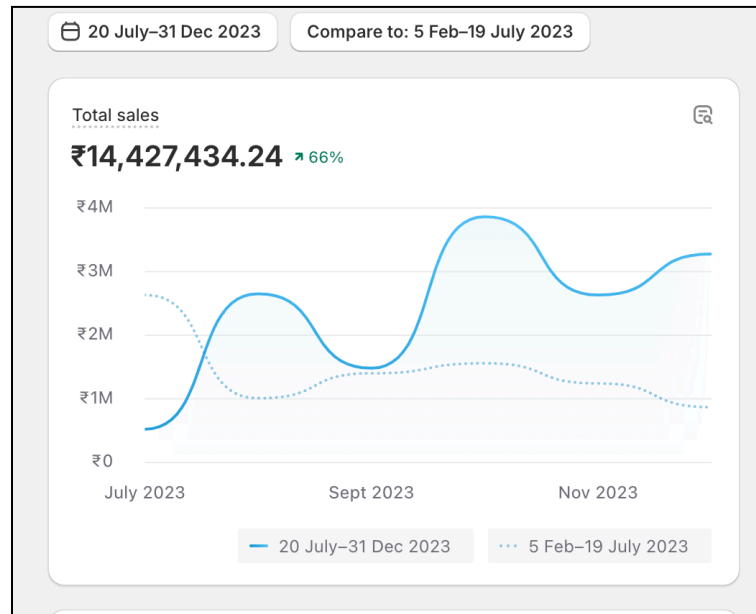


## How did we increase this gifting brand's monthly revenue from **13 Lacs to 32 Lacs during the non-festive season**?

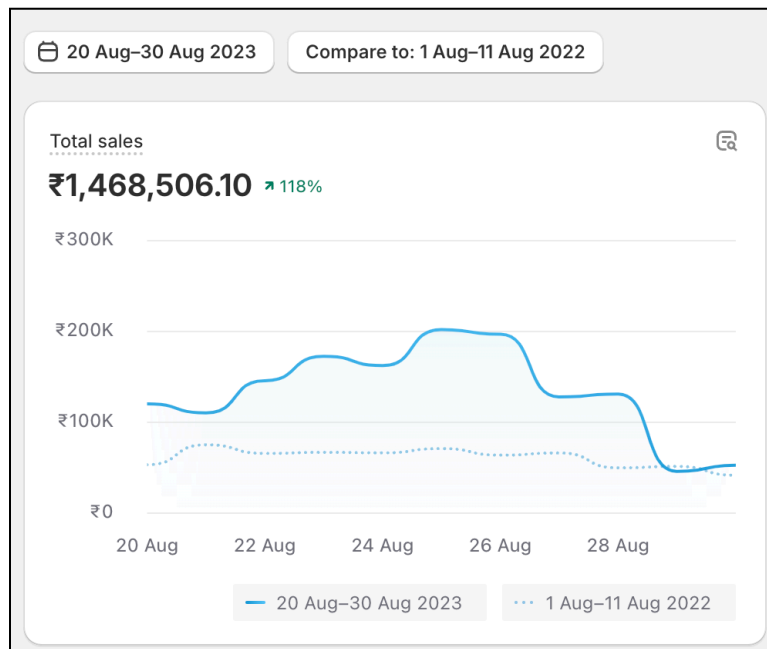


We welcomed this gifting brand in the middle of July 2023 and gradually scaled their revenue by 66% over the next 5.5 months, maintaining the growth during non-festival seasons as well! But how did we achieve this?

As you're aware, August marks the beginning of the festive season in India. With Rakshabandhan approaching, we naturally expected a boost in revenue, given the significant increase in sales for gifting brands during this period. However, we aimed to surpass the previous year's performance for this brand during Rakhi, as that was the essence of bringing us on board, wasn't it?

To achieve this, we devised 10 innovative gifting video concepts for the Rakhi campaign and rolled them out one by one. Three of these videos resonated exceptionally well with the audience. Subsequently, we launched these top-performing videos through various cost cap and advantage + Shopping Campaigns to maximize our impact during Rakhi.

The result? A remarkable 118% increase in revenue during Rakhi 2023 (on 30th August) compared to Rakhi 2022 (on 11th August).



Following Rakhi, we experienced a lull period in September, prompting us to recognize the importance of sustained growth for a gifting brand, even during non-festive periods.

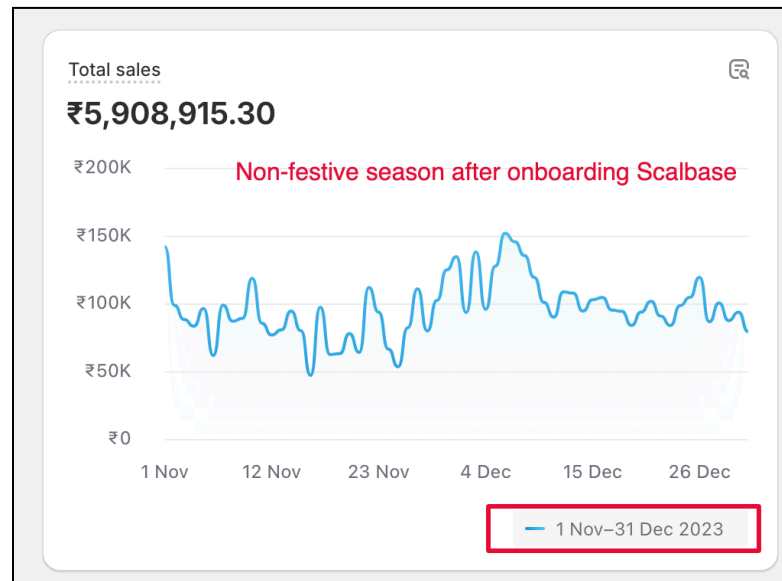
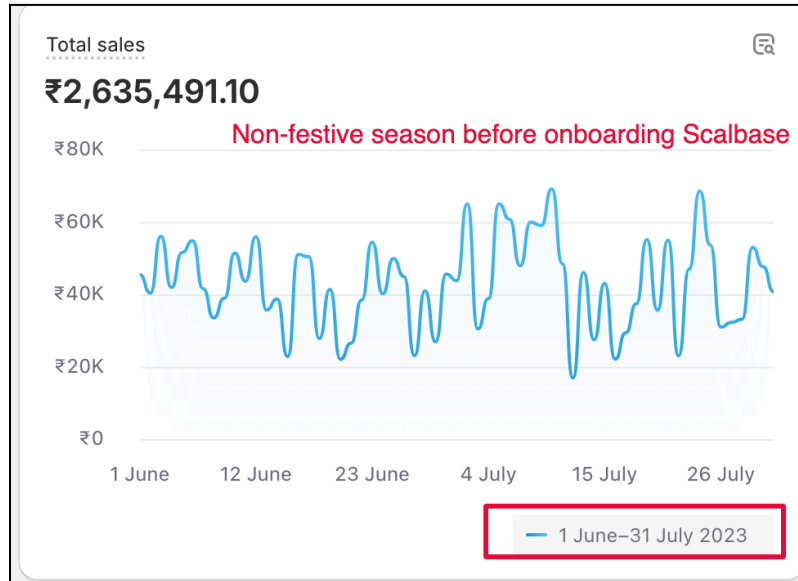
This realization sparked a brainstorming session for fresh video creative ideas and collaborations with micro-influencers.

Credit goes to the founder and their team for their full involvement in the planning process, ensuring swift execution of ideas.

We conducted thorough creative tests and identified the top three performing ads. Analyzing metrics such as hook rate, hold rate, CTR, and CPM closely, we prepared for aggressive scaling.

The results were outstanding! Within just 10-12 days, despite being in an off-season, our numbers soared. From then on, we maintained momentum, continuously scaling the account week after week.

While the gifting season around Karva Chauth in late October provided a brief revenue boost, there were no significant festivals for the brand from October to December (note: the product category is such that it's not relevant for gifting during Diwali or Christmas/New Year). Nonetheless, we managed to double their average monthly revenue from 13 to 14 Lacs to 29 to 32 Lacs during these non-festive months.



In summary, our strategic shift towards innovative creative strategy, coupled with micro-influencer video ads and Facebook & Google campaign strategies, played pivotal roles in scaling this brand during the non-festive season.