

## Case Study

**How we helped our client to generate INR 52K+ with INR 9034 Ad spent?**

**Our Client:** Clothing Business Owner (Men's Clothing Store)

**Client Goal/Objective:** To increase sales through a strategic Facebook Ads campaign.

### Key challenges:

1. Increase sales
2. Enhance website user experience
3. To beat the competition
4. Reach a wider audience

### Our strategy:

**Target Audience:** Target audience is the foundation of any Ad campaign. Who are you trying to reach? What is their buying behavior? What are their demographics and interests?

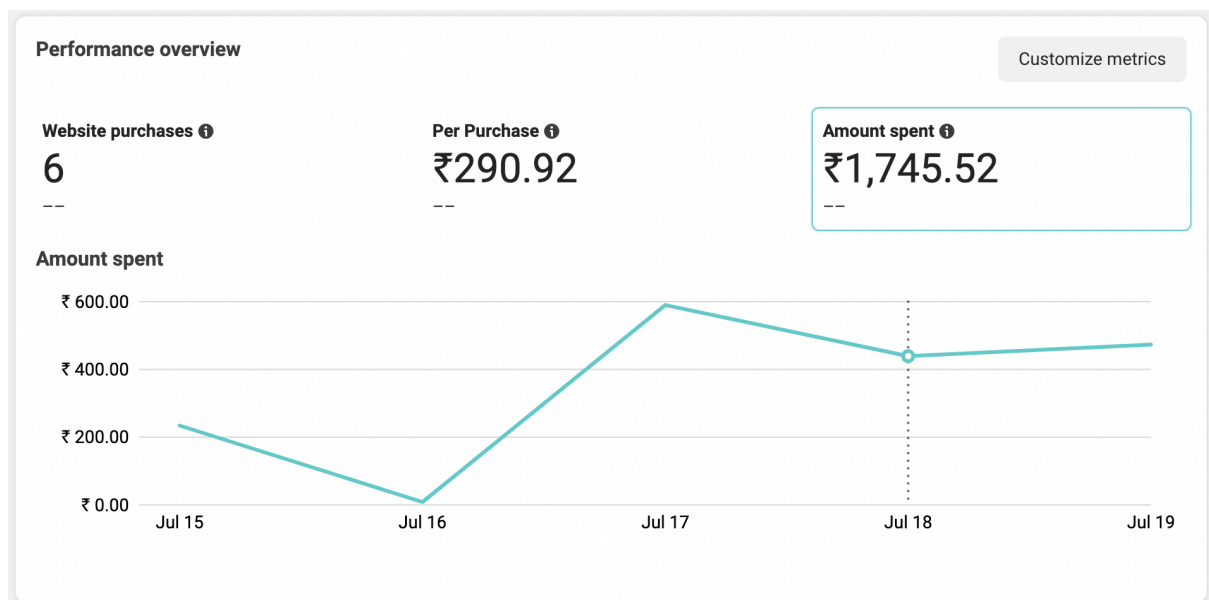
The Facebook Ad campaign targeted men aged 20-45 who live in India and are interested in clothing, online shopping, and related relevant topics.

**Ad Formats:** As this is a clothing brand and the goal is to increase sales, we used catalog-based ads instead of manual upload (single, carousel, or video). Also, we placed Ads manually on Facebook & Instagram instead of advantage + placements.

**Budget Allocation:** A daily budget of INR 500 was allocated for the Facebook Ads campaign over one month.

**Copywriting:** Write Catchy Ad Copy that encourages visitors to take action

### Results in the first week



To reduce the cost per purchase, we analyzed the campaign insights and saw that there are some changes we can make to increase the chances of getting more sales.

## When we made changes to our Ad campaign

We made some changes to our target audience's demographics and interests. And this time, we were super confident that we will definitely get more sales. And yesss, by making some changes, we reduced the cost per purchase from INR 290 to INR 99 in just 9 days and able to achieve the desired results.

Ohh, we forgot to tell you one thing: with these changes, we reduced the daily budget from INR 500 to INR 300. Yes, you heard right. There are many key elements that impact the overall growth of the ad campaign, such as the ad copy, CTA, your product offers, etc.

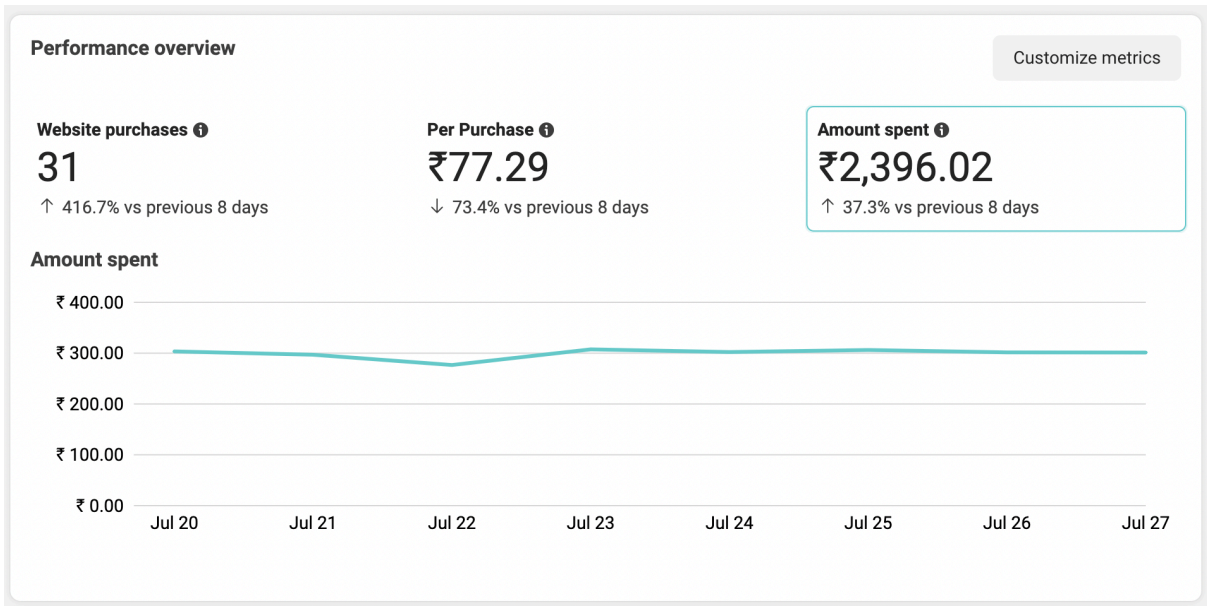
## Results after changes:

**Total sales:** 31 in just 7 days

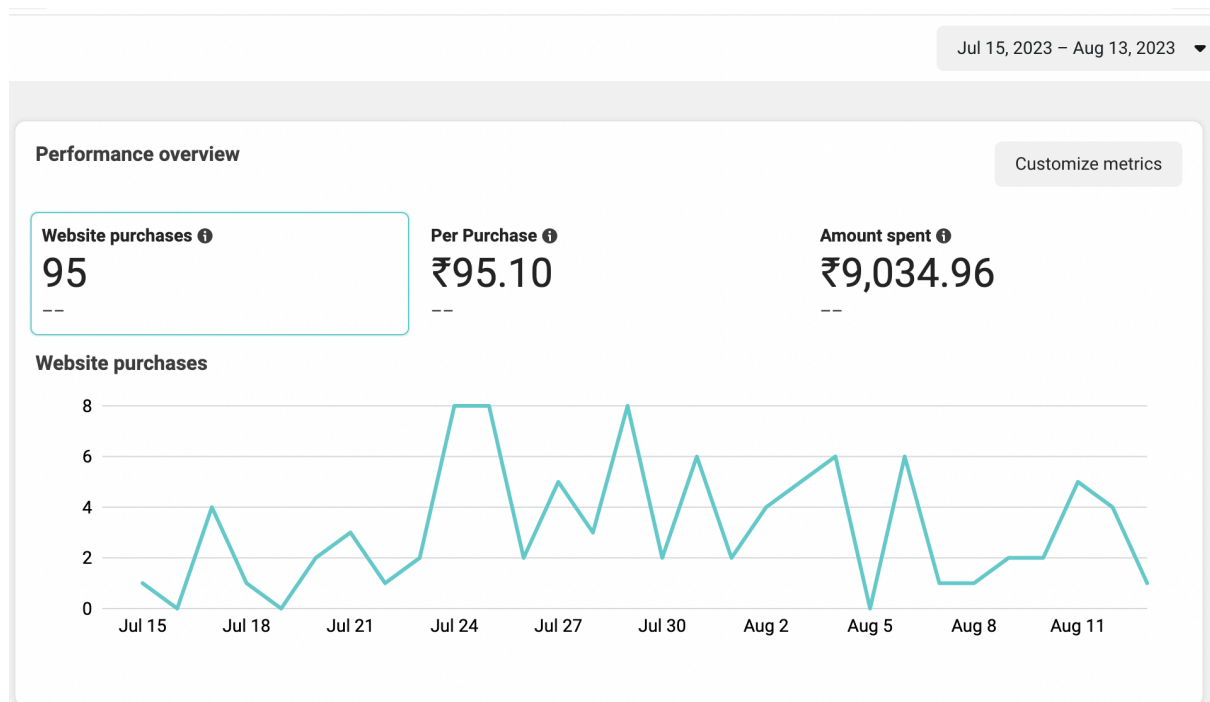
**Daily Ad Spend:** INR 300

**Total Ad Spend:** INR 2392

**Cost per purchase:** INR 77



## Overall Results



No matter who you are. Whether you're a service-based business, e-commerce business, or an online coach, if you want to give your business an instant BOOST then you can leverage Facebook & Instagram Ads. It's not required for you to invest thousands of dollars to advertise your business on Facebook or Instagram; you can start with a smaller budget.

If you **send us the work request** then we will provide you with a complete strategic action plan on how you can **scale your business through Facebook Ads** in a short period of time.

**Waiting for your response!**