



# Case Study

## Background

An Artificial Jeweler reseller who love art, crazy about designs, absolutely adore anything out-of-the-box. A company focusing on delivering not only jewelry but also an experience crafted out of love and selling products with a huge client base of wholesale customers.

# SANARA's Expectations

SANARA wished to expand their sales and reach in USA, Middle eastern countries and parts of Europe in a very minimalistic approach of design awareness and more focus on increasing website traffic and Add to cart conversions.

# Client Success - Sanara









# Deliverables

Team SANARA wished to have a complete revamp and come out as professional brand image for new and existing audience.



### DELIVERABLE

Generating New Content for Social Media as audience can only be attracted via Digital Art / Social Media Post when online, without having the feel of finished product.

Increasing Numbers of Social Media Indicators (Followers, impressions, engagement etc..) without any bots and maintaing 5-10% ratio of enagagement. Also, increaing the product respose respectively.





Increasing the number of Website traffic and running campaigns for conversions in India USA, Europe and parts of Middle East, working upon total increase of sales and clicks on add to cart button

Retargetting the Audience who showed interest in the past 30 days and generating coneversions out of them. Also, Intiating Influencer marketing as a tool for a better outreach of the brand and Honest product reviews.



DELIVERABLE

# Old Content See the next slide for Deliverable Result



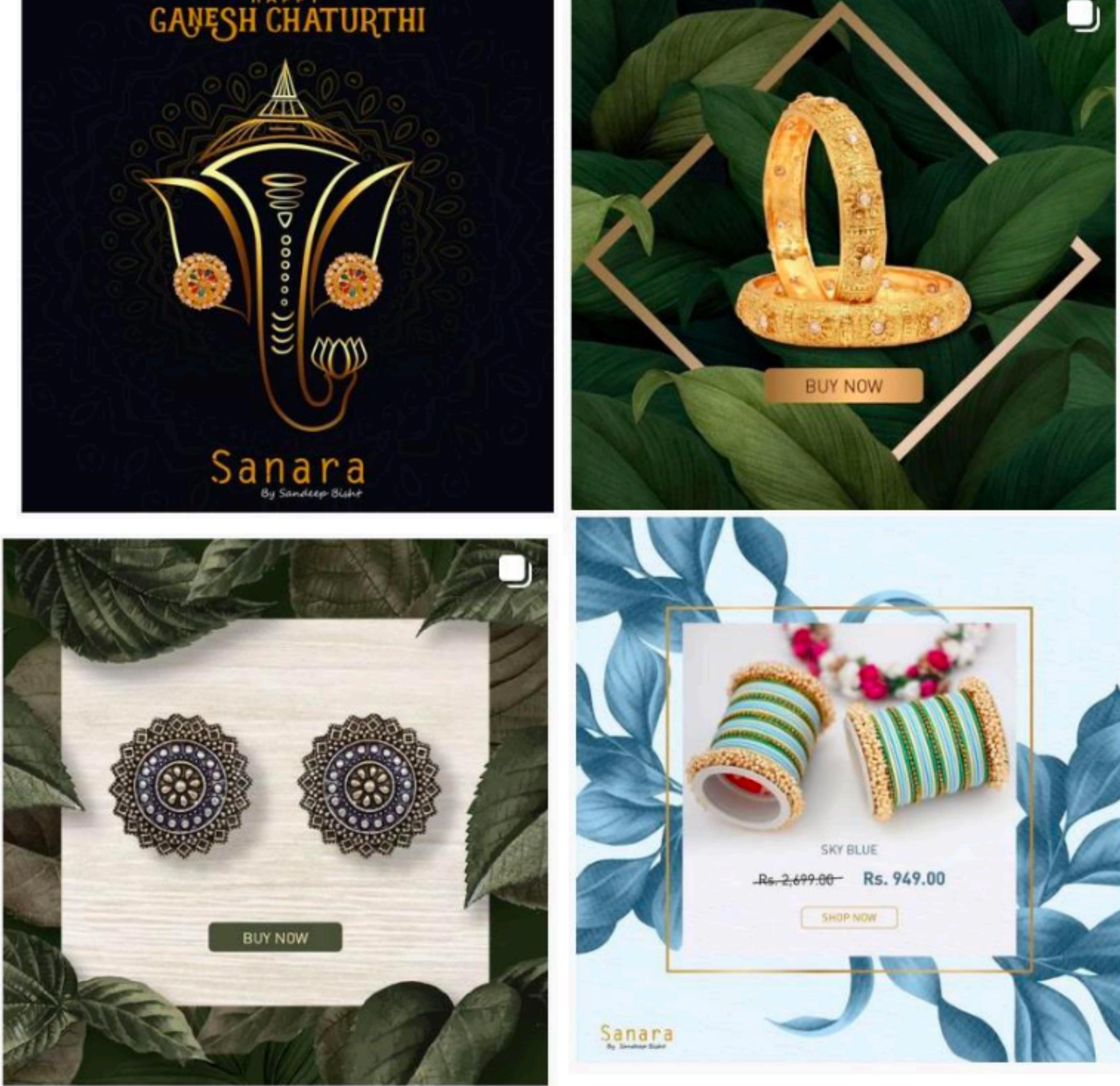












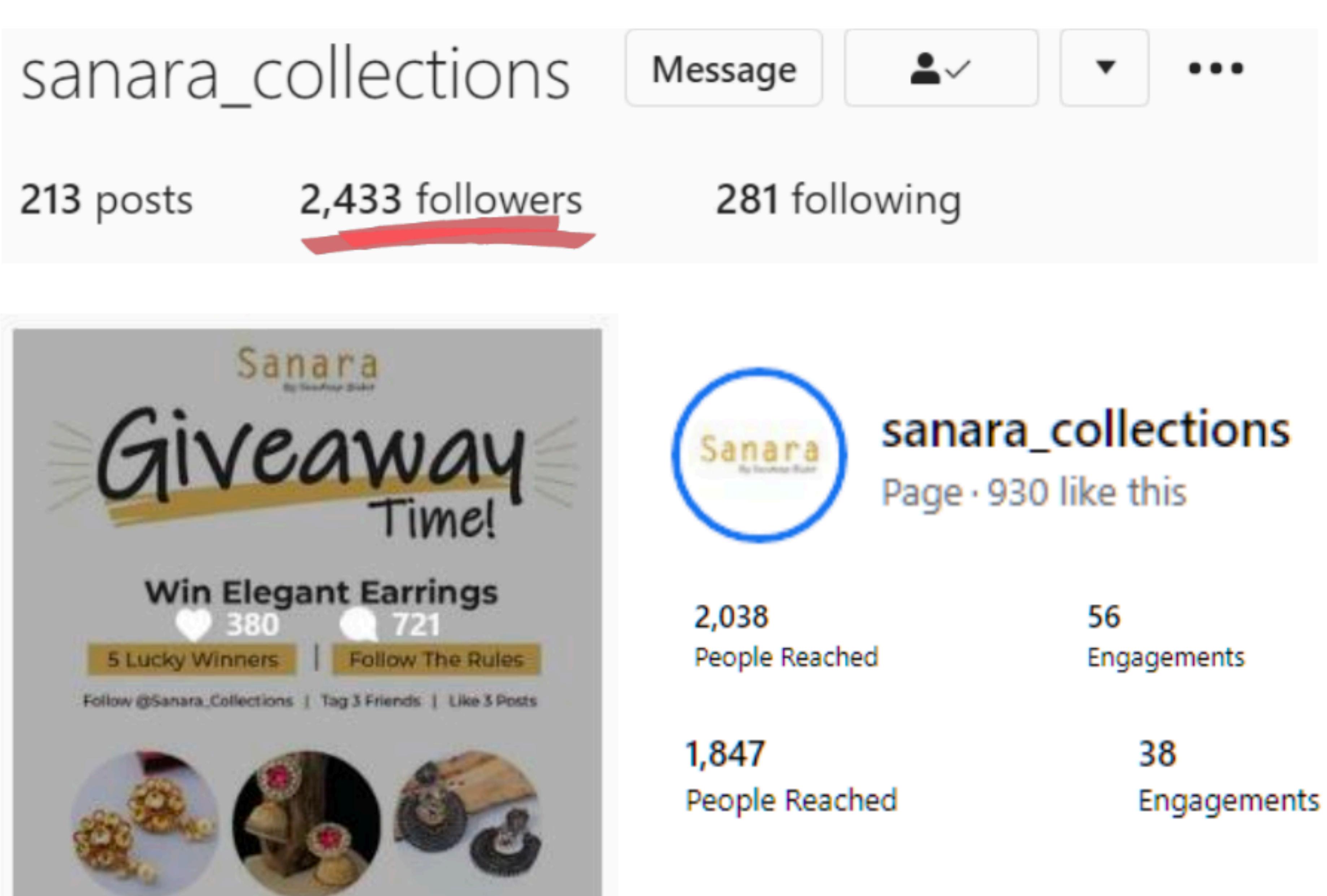


## Generating New Content for Social Media





Increasing Numbers of Social Media Indicators, We started from 359 followers 59 fb likes and within two months we reached this parameter





sanara\_collections • Following

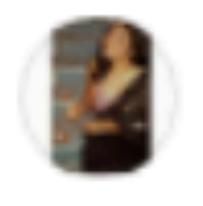
6w



### nisha\_kolay 🤩 😌

6w 1 like Reply

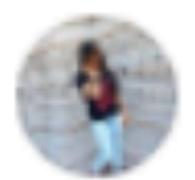
— View replies (1)



fearless\_feminist\_1 Wow 🙂 😌 •

6w 1 like Reply

View replies (1) \_\_\_\_\_



### mahi\_d.469 😍 😍

6w 1 like Reply

View replies (1) \_\_\_\_\_

2,674 People Reached

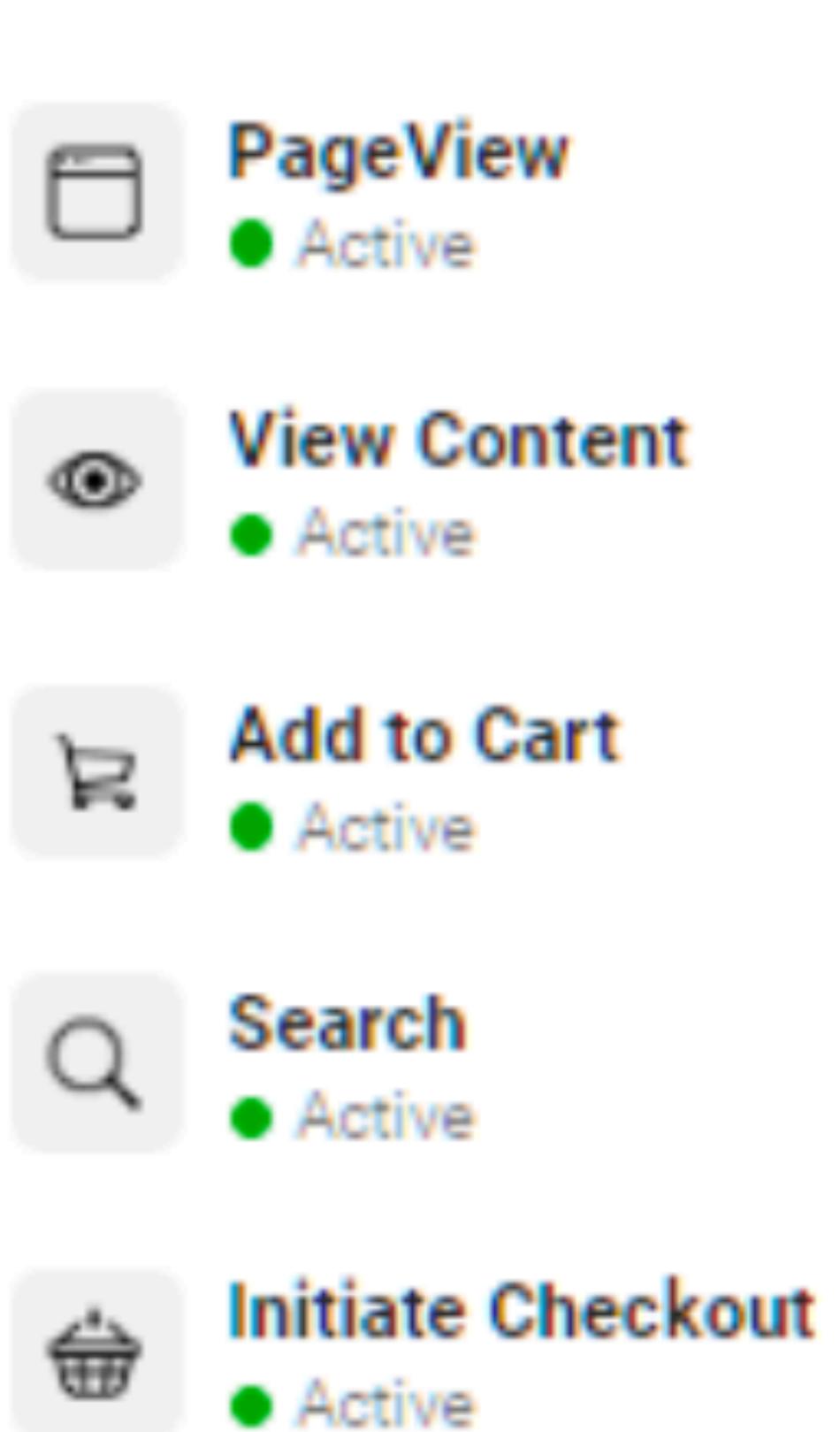
### 105 Engagements

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# Campaign Results

Increasing the number of Website traffic and running campaigns for conversions, we started Our journey where SANARA used to receive 5-20 visitors a day and 2-3 sales a month.



Purchases can't be highlighted in response to client confidentiality

Ad Set

2 Ad Sets



Browser

Browser

Browser

Browser

Browser

7.3K Last received 2 hours ago

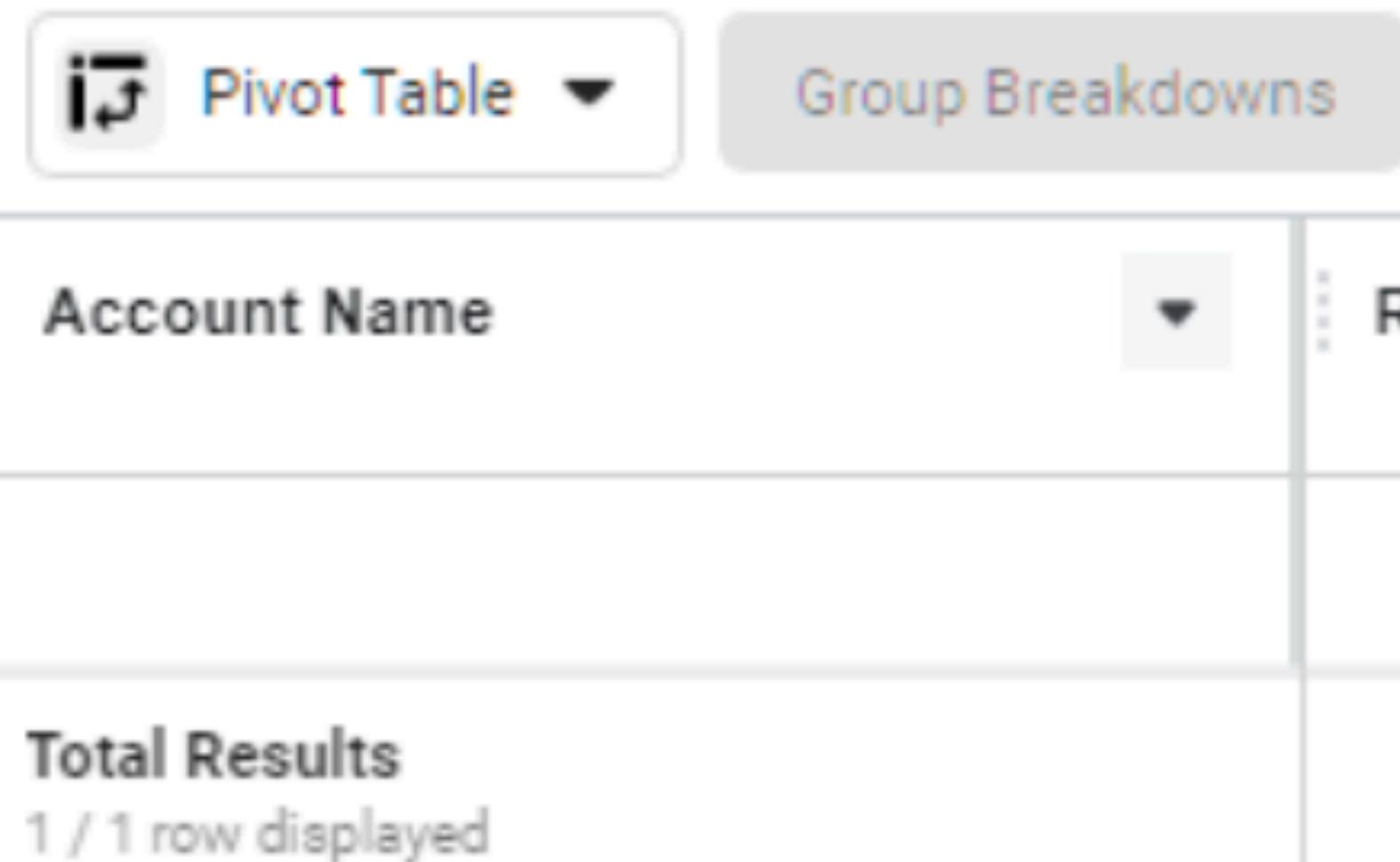
2.5K Last received 3 hours ago

387 Last received 4 hours ago

211 Last received 3 days ago

70 Last received 1 day ago

# Campaign Results Running campaigns for conversions and below results are for 2.5 month marketing spend.



							Customize
Reach		Impressions		Frequency	Amount Spent	CPC (AII)	Adds of Payment • Info Conversion
	436,956		630,148	1.44	₹34,960.96	₹1.78	₹124,944.57
	436,956 People		630,148 Total	1.44 Per Person	<b>₹34,960.96</b> Total Spent	₹1.78 Per Click	<b>₹124,944.57</b> Total

