Performance Marketing Case Studies-Fashion Industry

mp	paigns	Quench 2024 (5867982904	48214) 🔻				Updated just now	🖸 💼 Discar	d Drafts Review	v and publish (1)	
	🖿 All a	ds 🖇 Active ads	✤ Had delivery +	More views					🗐 1 Nov 2	2024 - 30 Nov 2024	
arc	:h by name, I	D or metrics									
	Campaigns		D Ad sets		🗂 Ads						
+ c	Create	🚺 Duplicate 📗 🎤 Edit	t	More 👻		Columns: P	Performance 👻 🔵	🗧 Breakdown 👻	- 🗎 🖪 Reports 🗸][🖸 Export 📗	•
2	Off/On	Campaign 🔹	Impressions •	CPM (cost per 1,000	Link clicks •	CPC (cost per link click)	CTR (link click-throug	Clicks (all) 🔹	CTR (all) •	CPC (all) •	
		MC_Maual 29-11-202	225,661	₹3.06	36	₹19.18	0.02%	187	0.08%	₹3.69	
		MC_Manual Insta DM	89,927	₹3.67	24	₹13.77	0.03%	89	0.10%	₹3.71	
)		MC_Manual 30-10-20	111,903	₹82.51	2,477	₹3.73	2.21%	8,591	7.68%	₹1.07	
		Results from 3 campaig	427,491 Total	₹23.99 Per 1,000 Impressions	2,537 Total	₹4.04 Per Action	0.59% Per Impressions	8,867 Total	2.07% Per Impressions	₹1.16 Per Click	

QUENCH **PERFORMANCE REPORT**

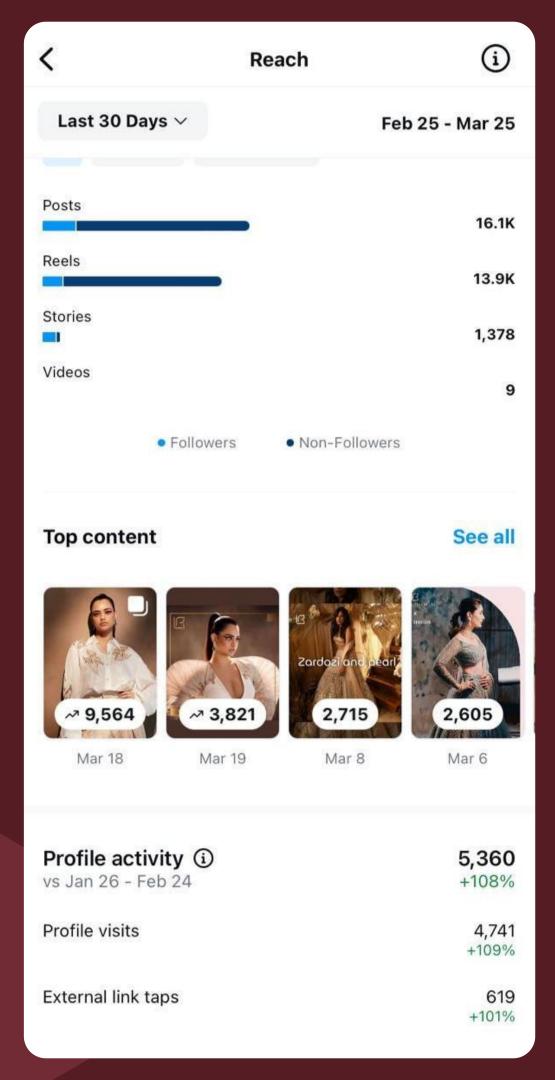
ROAS 3.5X

Camp	aigns	Quench 2024 (5867982904	•48214) 🔹				Updated ju	st now 🛛 🖉 💼	Discard Drafts	Review and publish	(1)
٩	🖿 All a	ds 🖇 Active ads	& Had delivery	+ More views	s				Ē	1 Nov 2024 - 30 No	ov 2024 🔻
Searc	h by name, li	D or metrics									
	Campaigns		OD Ad sets		🗂 Ads						
+ 0	reate	🖺 Duplicate 📗 🖍 Edit	t	st] More 🗣	•		umns: Performance .	🕶][🖀 Break	down 👻] 🛛 🔳 Re	eports 👻 🛛 🖾 Exp	oort 🛛 🔹 🗍
	Off/On	Campaign 🗸	mount spent 👻	Ends 👻	Impressions •	CPM (cost per 1,000	Link clicks 🔹	CPC (cost per link click)	CTR (link click-throug	Clicks (all) 🗸	CTR (all)
		MC_Maual 29-11-202	₹690.35	Ongoing	225,661	₹3.06	36	₹19.18	0.02%	187	
		MC_Manual Insta /	₹330.47	Ongoing	89,927	₹3.67	24	₹13.77	0.03%	89	
		MC_Manual 30-10-20	₹9,233.26	Ongoing	111,903	₹82.51	2,477	₹3.73	2.21%	8,591	
		Results from 3 campaig	i ₹10,254.08 Total Spent		427,491 Total	₹23.99 Per 1,000 Impressions	2,537 Total	₹4.04 Per Action	0.59% Per Impressions		Per Imp

pdated	just now	
Jugace	0.54 110 11	

LOTUSBLOOM PERFORMANCE REPORT ROAS 4X

Description	Budget (\$)	Start Date	End Dae	Impression at start	Impression at end	Followers gained
Surbhi Chopra Cherry Dust	15	04-04-2024	07-04-2024	3770	7702	27
16 Kali Lehenga Surbhi Chopra	15	05-04-2024	08-04-2024	2313	31100	90
Badami Falak Saree	14	08-04-2024	09-04-2024	492	4015	30
18th March Reel - Ashima Behl	6.2	09-04-2024	12-04-2024	5952	13200	80
16 Kali Lehenga Surbhi Chopra	2.9	09-04-2024	12-04-2024	2313	31100	90
Dive into a world - Tamana Punjabi	16	20-04-2024	24-04-2024	670	15400	204
Infuse the summer wardrobe - Vvanivats	20	24-04-2024	28-04-2024	586	27700	111
Feel the warmth - mandirawirkhq	25	27-04-2024	02-05-2024	545	17500	201
Indulge in eternal beauty -mandirawirkhq	20	28-04-2024	02-05-2024	645	25800	217
e the bold statement in magenta - diyaraj	15	01-05-2024	04-05-2024	1540	38800	61
Embrace the vibrant	20	01-05-2024	05-05-2024	456	20600	64
Dazzle & SHine in our Champagne	15	03-05-2024	06-05-2024	350	1887	10



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Feb 23 - Mar 23
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Reached audience (i)

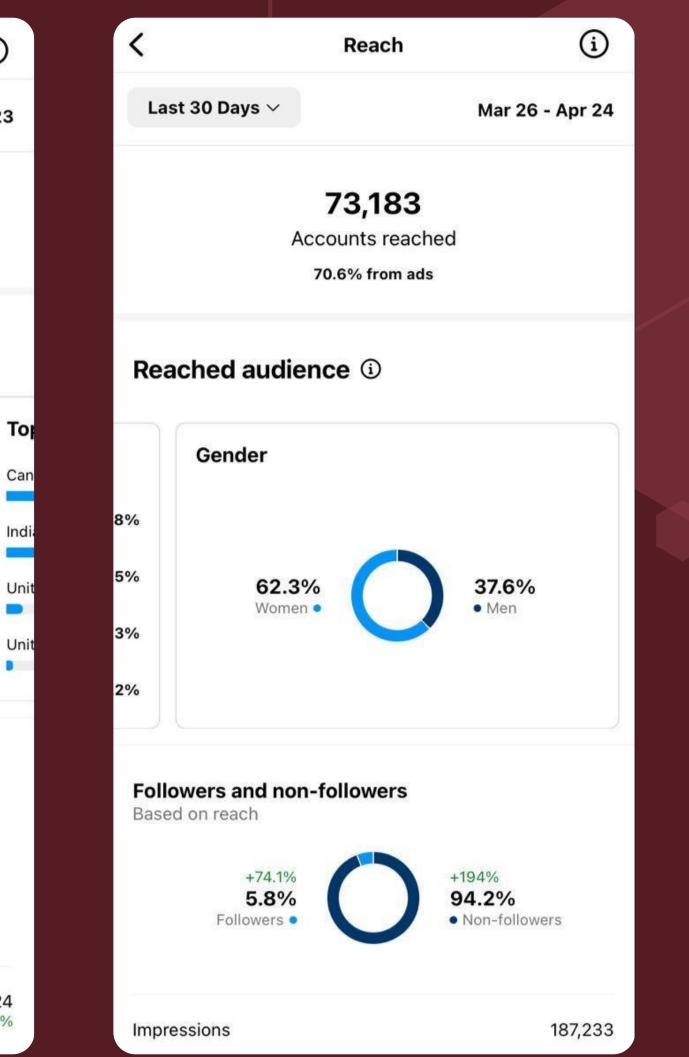
Top cities		
Brampton		
-	8.7%	1.0
Toronto		
-	8.4%	
Delhi		
-	5.8%	
Mumbai		
	5.6%	

Followers and non-followers

Based on reach



Impressions



Professional dashboard	0		Professional dashboard	0
Insights	5 Mar-3 Apr		Insights	5 Mar-3 Apr
Accounts reached	41K +114.2% >		Accounts reached	41K +114.2% >
Accounts engaged	932 +33.9% >		Accounts engaged	932 +33.9% >
Total followers	11K +2.4% >		Total followers	11K +2.4% >
Content you shared	173 >		Content you shared	173 >
	57	ollowers I Link clicks fetime 208 31	Minutes viewed \bullet $\uparrow 20.7K\%$ $3 \downarrow 91.2\%$ Reach breakdown Total 11,202 $\uparrow 1.3K\%$ From organic 213 $\downarrow 74\%$	

13 Mar

🗕 Reach 🛛 😑 From organic 🛛 😑 From ads

23 Mar

0

3 Mar



KEA COSMETICS

PERFORMANCE REPORT

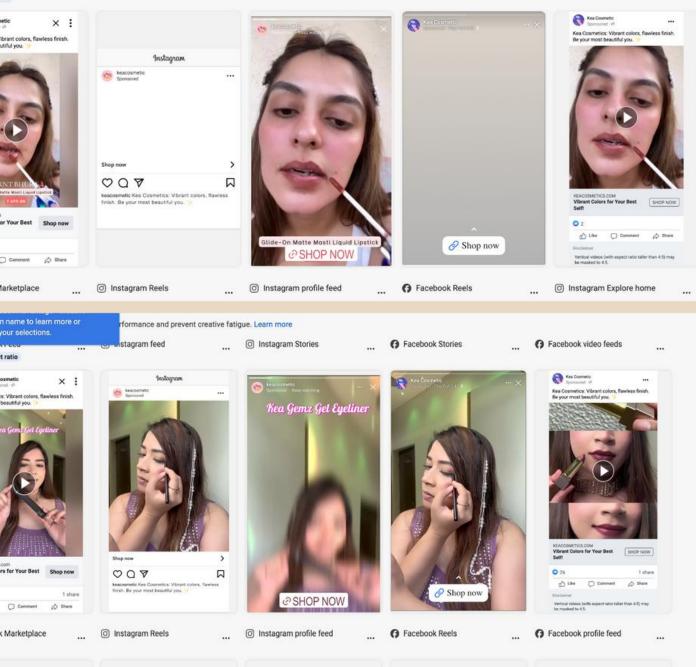
ROAS 5X

← Total sales	All channels 🗸								Print Export
Date 🗘	Order Product	Gross sales	Discounts	Returns	Net sales	Shipping	Return Fees	Taxes	Total sales
Totals		₹26,824.51	-₹3,236.89	-₹16,415.77	₹7,171.85	₹95.00	₹0.00	₹1,290.95	₹8,557.80
Mar 06, 2024	#1521 Gemz Gel Eyeliner	₹338.12	-₹101.43	₹0.00	₹236.69	₹0.00	₹0.00	₹42.61	₹279.30
Mar 06, 2024	#1521 Gemz Gel Eyeliner	₹338.14	-₹101.44	₹0.00	₹236.70	₹0.00	₹0.00	₹42.60	₹279.30
Mar 06, 2024	#1521 Gemz Gel Eyeliner	₹338.12	-₹101.43	₹0.00	₹236.69	₹0.00	₹0.00	₹42.61	₹279.30
Mar 06, 2024	#1521 Gemz Gel Eyeliner	₹338.14	-₹101.44	₹0.00	₹236.70	₹0.00	₹0.00	₹42.60	₹279.30
Mar 07, 2024	#1522 Creamy Matte Lipstick	₹550.00	₹0.00	₹0.00	₹550.00	₹0.00	₹0.00	₹99.00	₹649.00
Mar 07, 2024	#1522 N/A	₹0.00	₹0.00	₹0.00	₹0.00	₹49.00	₹0.00	₹0.00	₹49.00
Mar 07, 2024	#1523 N/A	₹0.00	₹0.00	₹0.00	₹0.00	₹49.00	₹0.00	₹0.00	₹49.00
Mar 07, 2024	#1523 Gemz Gel Eyeliner	₹338.12	-₹101.43	₹0.00	₹236.69	₹0.00	₹0.00	₹42.61	₹279.30
Mar 08, 2024	#1524 N/A	₹0.00	₹0.00	₹0.00	₹0.00	₹49.00	₹0.00	₹0.00	₹49.00
Mar 08, 2024	#1524 Gemz Gel Eyeliner	₹338.14	₹0.00	₹0.00	₹338.14	₹0.00	₹0.00	₹60.86	₹399.00
Mar 08, 2024	#1524 Creamy Matte Lipstick	₹550.00	₹0.00	₹0.00	₹550.00	₹0.00	₹0.00	₹99.00	₹649.00
Mar 08, 2024	#1524 Glide-On Matte Masti Liquid Lipstick	₹592.37	₹0.00	₹0.00	₹592.37	₹0.00	₹0.00	₹106.63	₹699.00
Mar 10, 2024	#1525 N/A	₹0.00	₹0.00	₹0.00	₹0.00	₹49.00	₹0.00	₹0.00	₹49.00
Mar 10, 2024	#1525 Creamy Matte Lipstick	₹550.00	₹0.00	₹0.00	₹550.00	₹0.00	₹0.00	₹99.00	₹649.00
Mar 12, 2024	#1525 N/A	₹0.00	₹0.00	₹0.00	₹0.00	-₹49.00	₹0.00	₹0.00	-₹49.00
Mar 12, 2024	#1525 Creamy Matte Lipstick	₹0.00	₹0.00	-₹550.00	-₹550.00	₹0.00	₹0.00	-₹99.00	-₹649.00
Mar 12, 2024	#1526 N/A	₹0.00	₹0.00	₹0.00	₹0.00	₹49.00	₹0.00	₹0.00	₹49.00
Mar 12, 2024	#1526 Glide-On Matte Masti Liquid Lipstick	₹592.37	₹0.00	₹0.00	₹592.37	₹0.00	₹0.00	₹106.63	₹699.00
Mar 15, 2024	#1515 Glide-On Matte Masti Liquid Lipstick	₹0.00	₹0.00	-₹592.37	-₹592.37	₹0.00	₹0.00	-₹106.63	-₹699.00

Facebook Feed	(Facebook Fee Vary aspect ratio
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Instagram Stories G Facebook Stories A Format

Instagram feed ... Instagram Stories G Facebook Stories Facebook video feeds

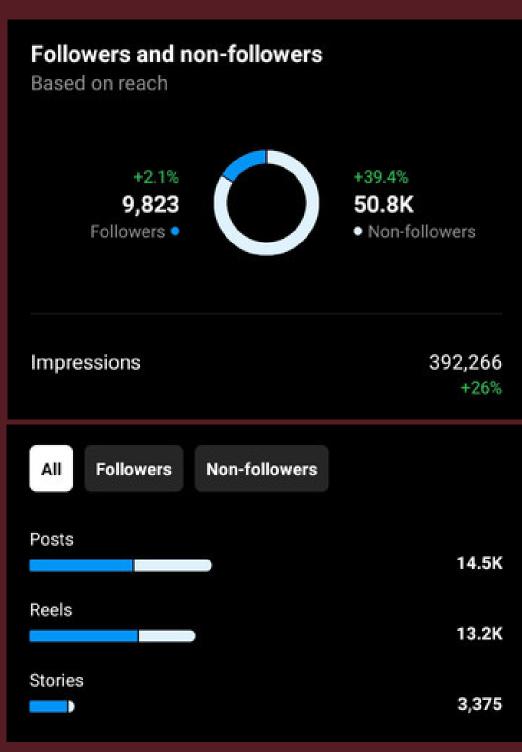


h different people to improve performance and prevent creative fatigue. Learn more

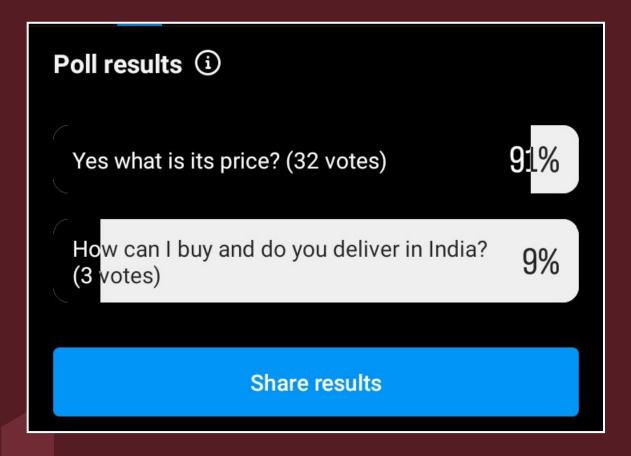
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				Keacosmetic Creamy Matte Lipstick			M	@ SHOP NOW
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k Stories		G Facebook video feeds		Instagram Explore		Facebook Marketplace		 Instagram Reels

AVIGNA FINE JEWELS GROWTH REPORT

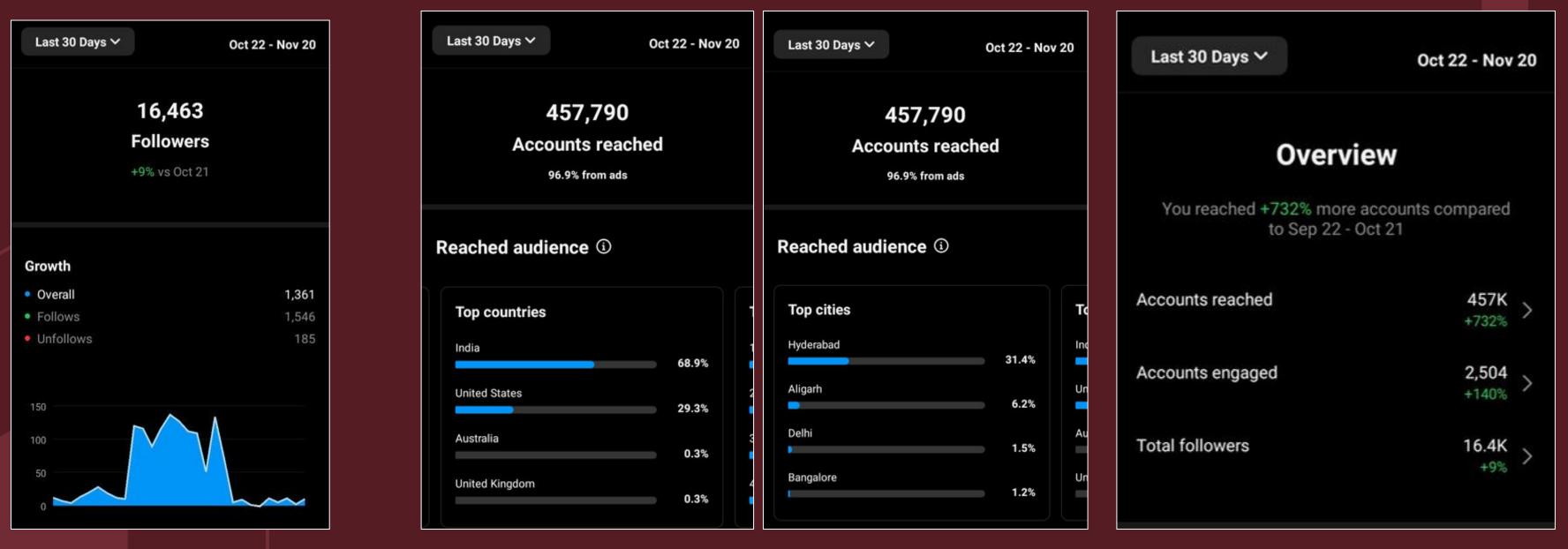




WE ACQUIRE **20 HIGH-VALUE CUSTOMERS DAILY** THROUGH INSTAGRAM, ALL OF WHOM ARE PREPARED TO PURCHASE PREMIUM- PRICED PRODUCTS.



AVIGNA FINE JEWELS GROWTH REPORT OCT-NOV



IN THIS MONTH WE GOT 1361 NEW FOLLOWERS.

WE TARGET ONLY RIGHT AUDIENCE

Posts	36	>
Stories	121	>
Reels	13	>
Videos	2	>
Live Videos	2	>

WITH THE RIGHT STRATEGY, WE INCREASE ENGAGEMENT

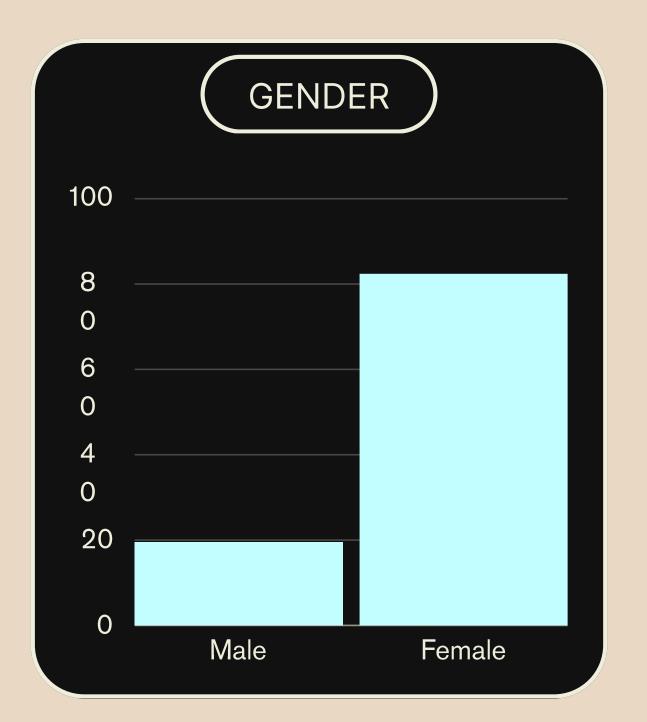
SOCIAL MEDIA INSIGHTS

FOLLOWERS INCREASE BY 5000+

AGE	
18-24 years old	6%
25-34years old	34.4%
35-44 years old	36.3%
45-54 years old	16.6%

LOCATION	
Mumbai	15%
Delhi	8.1%
Jaipur	6.9%
Hyderabad	6.4%
Bangalore	4.1%

JEWEL SAGA PERFORMANCE REPORT



OVERALL AD INSIGHT





46,828 – 49,290 Followers

Rs. 91,921 Ad payment



enquiries



23 Ad Content JEWEL SAGA PERFORMANCE REPORT

OVERALL AD INSIGHT



Number's shared



49,396 - 50,873



Rs. 57,796

Followers











IIII brindas_official · Original audio April 16 · Duration 0:23

Ad ①

Ad insights only includes insights for the most recent reel ad you boosted through Instagram.

34,592

Accounts Center accounts reached

Impressions Ad plays





Instagram Organic (i)

Instagram Organic insights exclude numbers that were counted when your reel was delivered as an ad.

37,682

Accounts reached

ays	1,354
kes	62
ives	30
omments	5
nares	2

Facebook Organic (i)

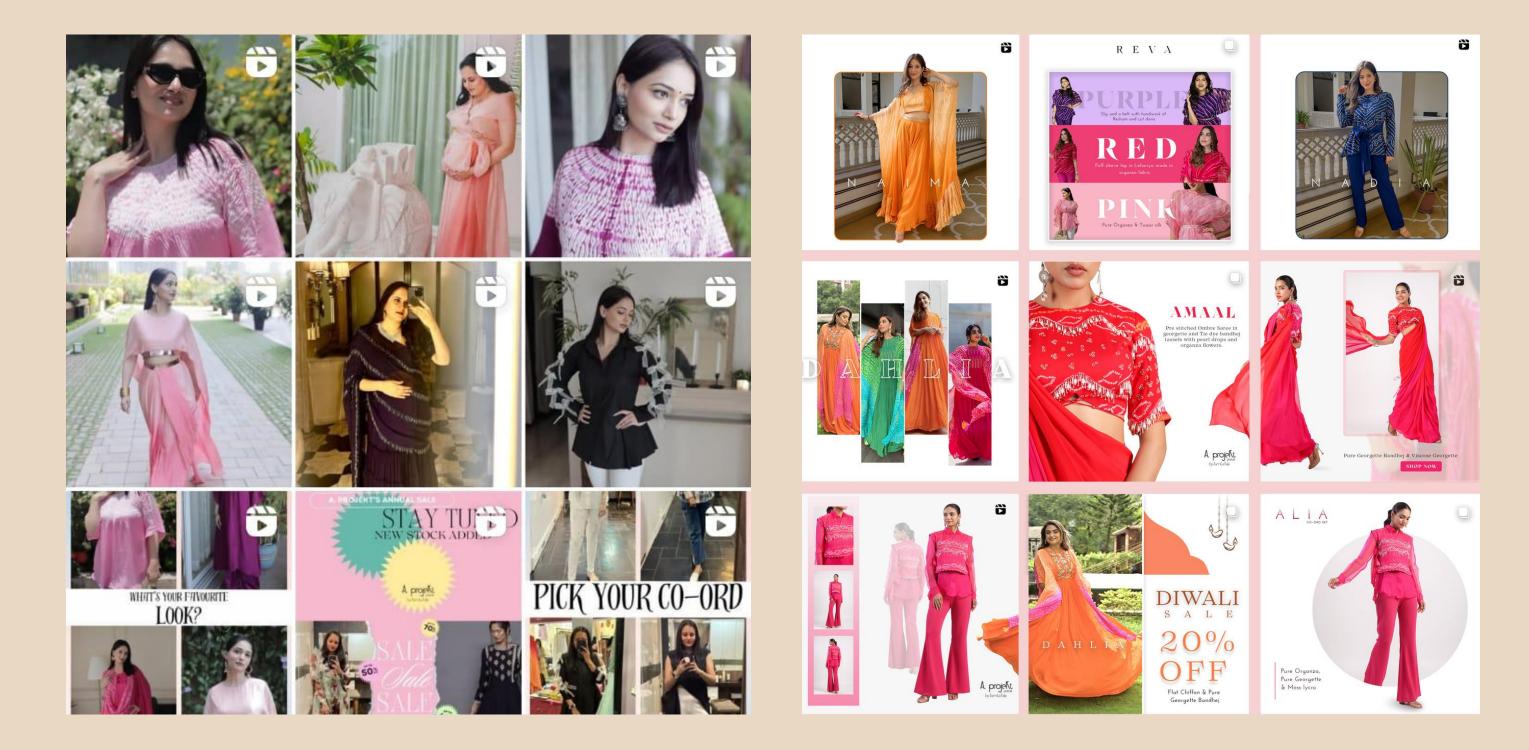
Facebook Organic insights exclude numbers that were counted when your reel was delivered as an ad.

Reactions

BRINDA'S PERFORMANCE REPORT ROAS 7X generated



A ProjeKt SOCIAL MEDIA MARKETING

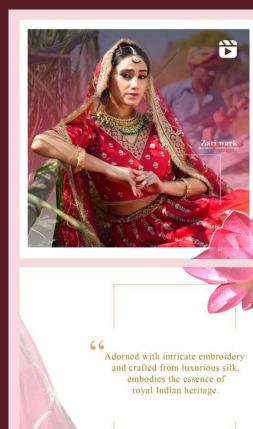


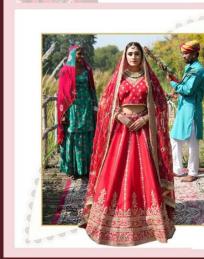
BEFORE

AFTER

Naindeep Creation SOCIAL MEDIA MARKETING







NE





AFTER

THANK YOU

