

Performance Marketing

Case Studies-Fashion Industry

TELON PERFORMANCE REPORT

← Professional dashbo...	⚙
Insights	26 Nov-25 Dec
Views	↗ 1.7M >
Interactions	↗ 5.6K >
New followers	↗ 2.1K >
Total message contacts	113 >
Content you shared	59 >
Ad insights	>

Had delivery		Search to filter by name, ID or metrics					1 Nov 2025 - 30 Nov 2025		
Pivot Table		Ungroup Breakdowns					Reset Column Widths	Format	Customise
Account name	Ad set name	Reach	Impressions	Frequency	Amount spent	Attribution setting			
Telen Santacruz 2025	All	214,191	369,989	1.73	₹48,082.79	Multiple attribution setti...			
	Wedding - USA - Whats...	3,779	7,966	2.11	₹10,670.74	7-day click or 1-day view			
	Wedding - Dubai - Whats...	11,353	25,185	2.04	₹8,342.95	7-day click or 1-day view			
	Karnataka - Luxury Cars	63,130	119,250	1.89	₹6,335.53	7-day click or 1-day view			
	Bread - US	975	1,883	1.93	₹5,562.15	7-day click, 1-day view or...			
	Engaged Shoppers Mum...	39,133	66,351	1.70	₹4,205.76	7-day click or 1-day view			
	Pune - Fashion Designers	45,159	80,676	1.79	₹4,195.51	7-day click or 1-day view			
	Wedding - UK - Instagram	2,867	4,990	1.74	₹3,881.18	7-day click or 1-day view			

Had delivery		Search to filter by name, ID or metrics					1 Oct 2025 - 31 Oct 2025		
Pivot Table		Ungroup Breakdowns				Reset Column Widths		Format	Customize
Account name	Ad set name	Reach	Impressions	Frequency	Amount spent	Attribution setting			
Telon Santacruz 2025	All	338,909	618,640	1.83	₹51,461.78	7-day click or 1-day view			
	Wedding - USA - Whats...	4,442	11,502	2.59	₹15,275.12	7-day click or 1-day view			
	Wedding - Dubai - Whats...	17,456	36,835	2.11	₹12,334.36	7-day click or 1-day view			
	Karnataka - Luxury Cars	82,505	170,166	2.06	₹9,178.90	7-day click or 1-day view			
	Engaged Shoppers Mum...	46,853	86,351	1.84	₹6,064.19	7-day click or 1-day view			
	Pune - Fashion Designers	42,568	74,239	1.74	₹3,557.08	7-day click or 1-day view			
	Domestic_Wedding	120,358	206,870	1.72	₹2,755.41	7-day click or 1-day view			
	Luxury_Watches	18,764	32,677	1.74	₹2,296.72	7-day click or 1-day view			
Total results 888 rows displayed		338,909	618,640	1.83	₹51,461.78	7-day click or 1-day view			
		Accounts/Centre accounts	Total	Per Accounts/Centre account	Total Spent				

US Broad	420	502	1.20	₹1,277.84	7-day click, 1-day view or
UAE Broad	1,033	1,506	1.46	₹1,255.62	7-day click, 1-day view or
India try	400	554	1.39	₹1,165.07	7-day click or 1-day view
Domestic, Wedding	45,941	60,887	1.33	₹950.55	7-day click or 1-day view
New Sales ad set	1,949	2,239	1.15	₹236.89	7-day click or 1-day view
Total results 13/13 rows displayed		214,391	369,989	1.73	₹48,082.79
		Accounts Centre accounts	Total	Per Accounts Centre account	Total Spend

RENTASTIC PERFORMANCE REPORT

← Professional dashba... ⚙

Insights 26 Nov-25 Dec

Views	↗ 6.0L >
Interactions	↗ 3.1T >
New followers	↗ 827 >
Content you shared	37 >
Ad insights	>

Had delivery Search to filter by name, ID or metrics

1 Nov 2025 - 30 Nov 2025

Pivot Table Ungroup Breakdowns

Reset Column Widths

Format

Customise

Account name	Ad set name	Reach	Impressions	Frequency	Amount spent	Attribution setting	
Rentastic	All	18,775	29,936	1.59	₹8,160.49	7-day click or 1-day view	
	UAE	3,156	4,494	1.42	₹4,197.01	7-day click or 1-day view	
	India - Leads	15,484	23,738	1.53	₹2,218.06	7-day click or 1-day view	
	UAE 2	950	1,244	1.31	₹1,224.65	7-day click or 1-day view	
	UAE - Leads	359	459	1.28	₹520.41	7-day click or 1-day view	
	UAE	1	1	1.00	₹0.36	7-day click or 1-day view	
Total results 6/6 rows displayed		18,775	29,936	1.59	₹8,160.49	7-day click or 1-day view	
	Accounts Centre accounts	Total	Per Accounts Centre account	Total Spent			

Rentastic_DXB_IG_Engag...	27,504	30,818	1.12	₹530.24	1-day click	
Rentastic_DXB_WhatsApp...	423	482	1.14	₹492.47	7-day click or 1-day view	
Rentastic_DXB_IG_Engag...	13,078	13,539	1.04	₹262.91	1-day click	
Total results 9/9 rows displayed		98,952	116,707	1.18	₹10,672.13	Multiple attribution setti...
	Accounts Centre accounts	Total	Per Accounts Centre account	Total Spent		

Had delivery Search to filter by name, ID or metrics

1 Dec 2025 - 29 Dec 2025

Pivot Table Ungroup Breakdowns

Reset Column Widths

Format

Customise

Account name	Ad set name	Reach	Impressions	Frequency	Amount spent	Attribution setting
Rentastic	All	98,952	116,707	1.18	₹10,672.13	Multiple attribution setti...
	UAE	3,177	5,999	1.89	₹6,189.39	7-day click or 1-day view
	Rentastic_DXB_WhatsApp...	1,064	1,267	1.19	₹1,070.32	7-day click or 1-day view
	Rentastic_DXB_WhatsApp...	1,223	1,506	1.23	₹1,036.47	7-day click or 1-day view
	Rentastic_DXB_IG_Engag...	22,024	23,550	1.07	₹558.04	1-day click
	Rentastic_IG_Engagement...	36,616	39,546	1.08	₹532.29	1-day click

QUENCH

PERFORMANCE REPORT

ROAS 3.5X

Campaigns Quench 2024 (586798290448214) Updated just now Discard Drafts Review and publish (1) ...

1 Nov 2024 - 30 Nov 2024

All ads Active ads Had delivery More views

Search by name, ID or metrics

Campaigns **Ad sets** **Ads**

+ Create Duplicate Edit A/B test More Columns: Performance ... Breakdown Reports Export

	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)
	<input checked="" type="checkbox"/>	MC_Maual 29-11-202...	225,661	₹3.06	36	₹19.18	0.02%	187	0.08%	₹3.69
	<input checked="" type="checkbox"/>	MC_Manual Insta DM...	89,927	₹3.67	24	₹13.77	0.03%	89	0.10%	₹3.71
	<input checked="" type="checkbox"/>	MC_Manual 30-10-20...	111,903	₹82.51	2,477	₹3.73	2.21%	8,591	7.68%	₹1.07
Results from 3 campaign			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

Campaigns Quench 2024 (586798290448214) Updated just now Discard Drafts Review and publish (1) ...

1 Nov 2024 - 30 Nov 2024

All ads Active ads Had delivery More views

Search by name, ID or metrics

Campaigns **Ad sets** **Ads**

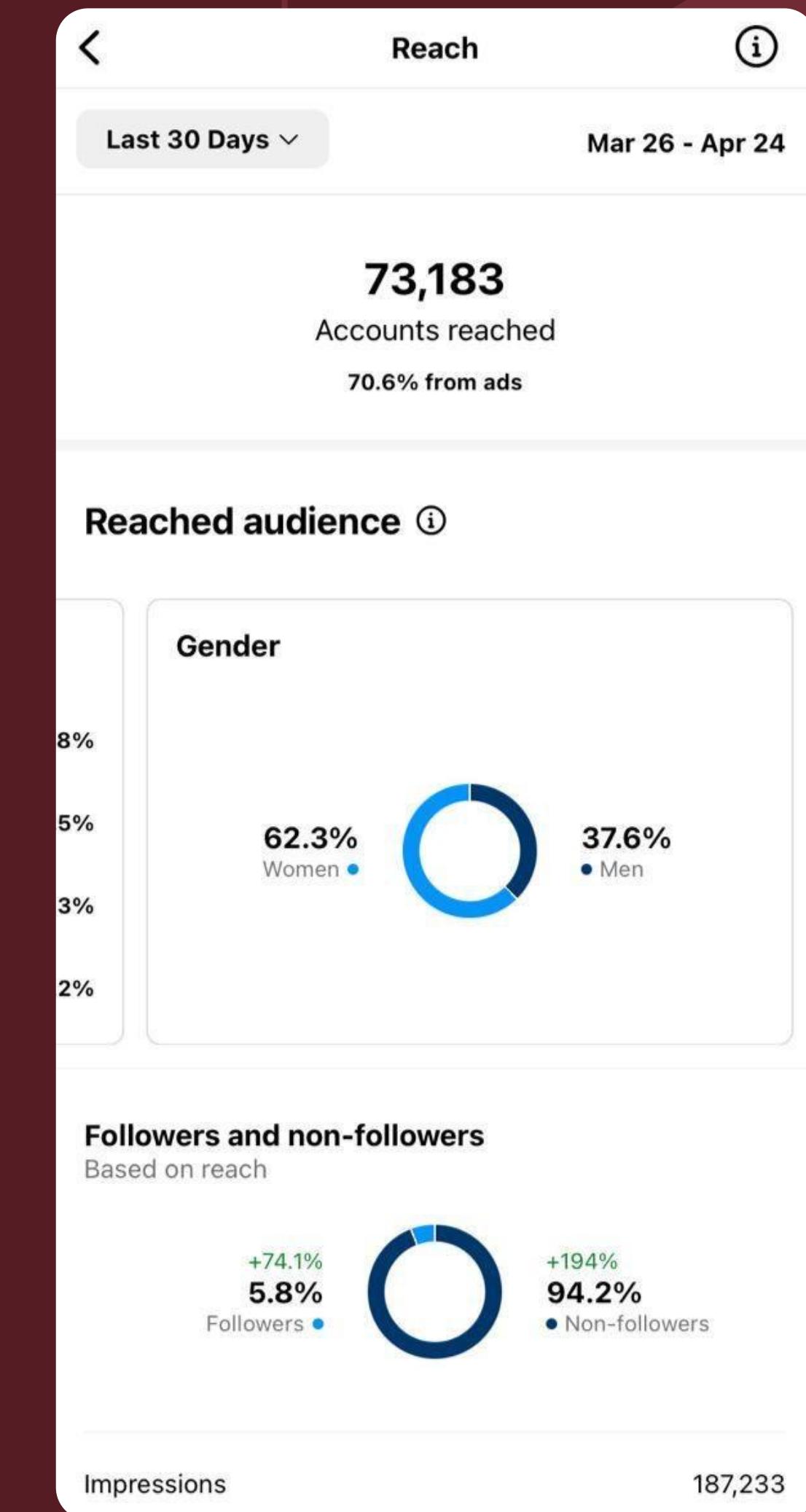
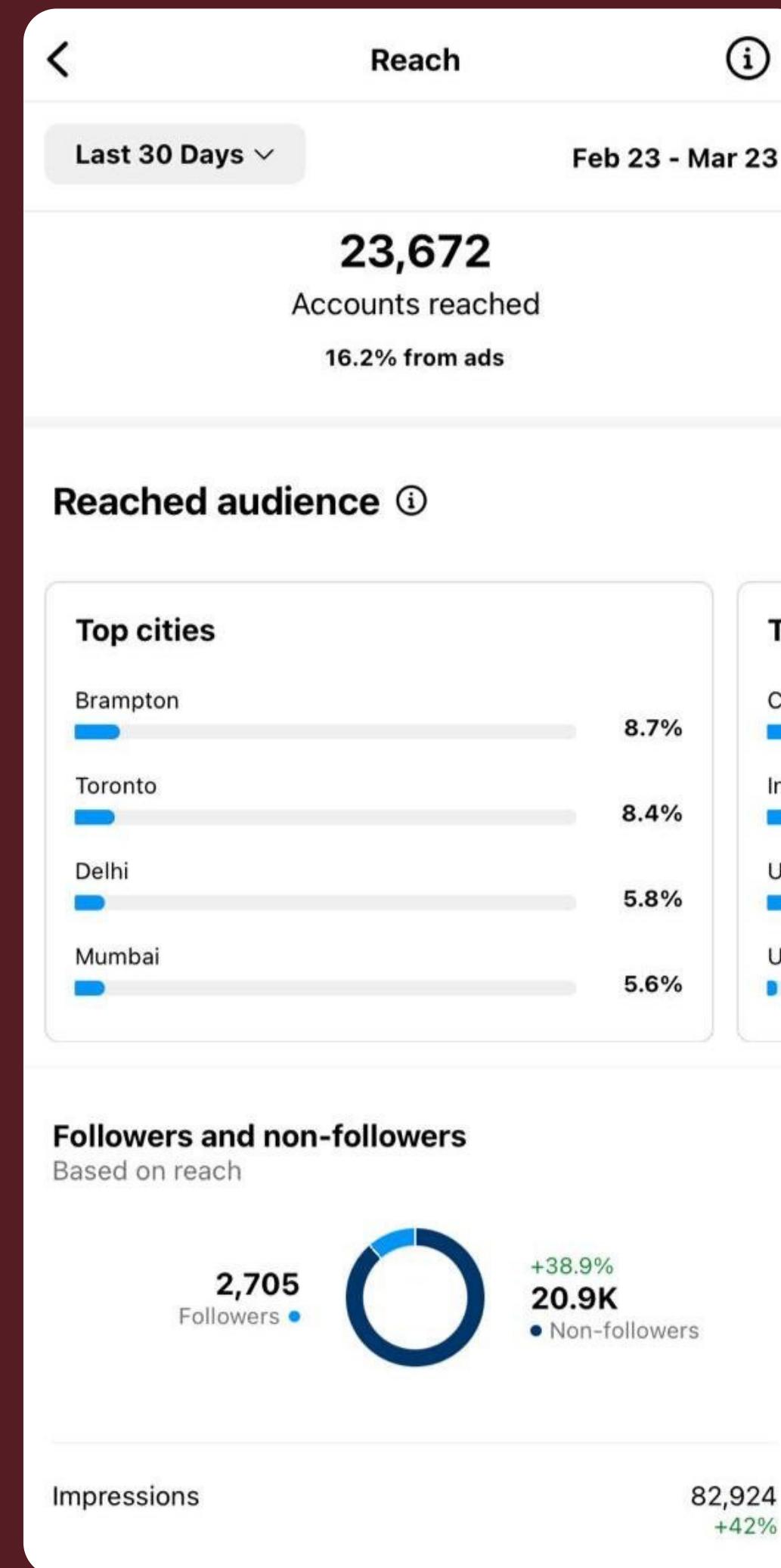
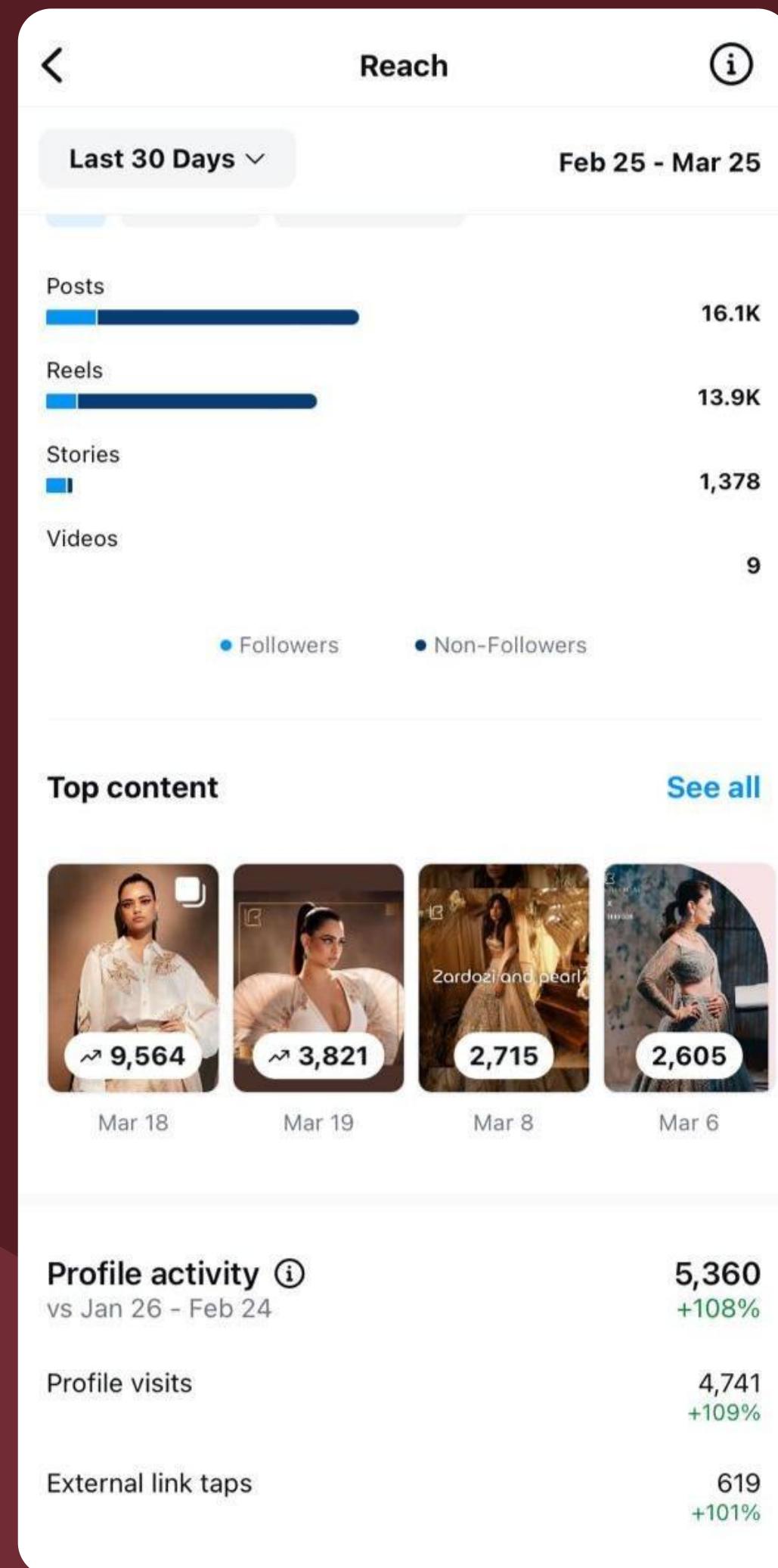
+ Create Duplicate Edit A/B test More Columns: Performance ... Breakdown Reports Export

	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)
	<input checked="" type="checkbox"/>	MC_Maual 29-11-202...	₹690.35	Ongoing	225,661	₹3.06	36	₹19.18	0.02%	187	
	<input checked="" type="checkbox"/>	MC_Manual Insta ...	₹330.47	Ongoing	89,927	₹3.67	24	₹13.77	0.03%	89	
	<input checked="" type="checkbox"/>	MC_Manual 30-10-20...	₹9,233.26	Ongoing	111,903	₹82.51	2,477	₹3.73	2.21%	8,591	
Results from 3 campaign			₹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	8,867 Total	Per Imp

LOTUSBLOOM PERFORMANCE REPORT

ROAS 4X

Description	Budget (\$)	Start Date	End Date	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
Embrace 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



Professional dashboard

5 Mar-3 Apr

Insights

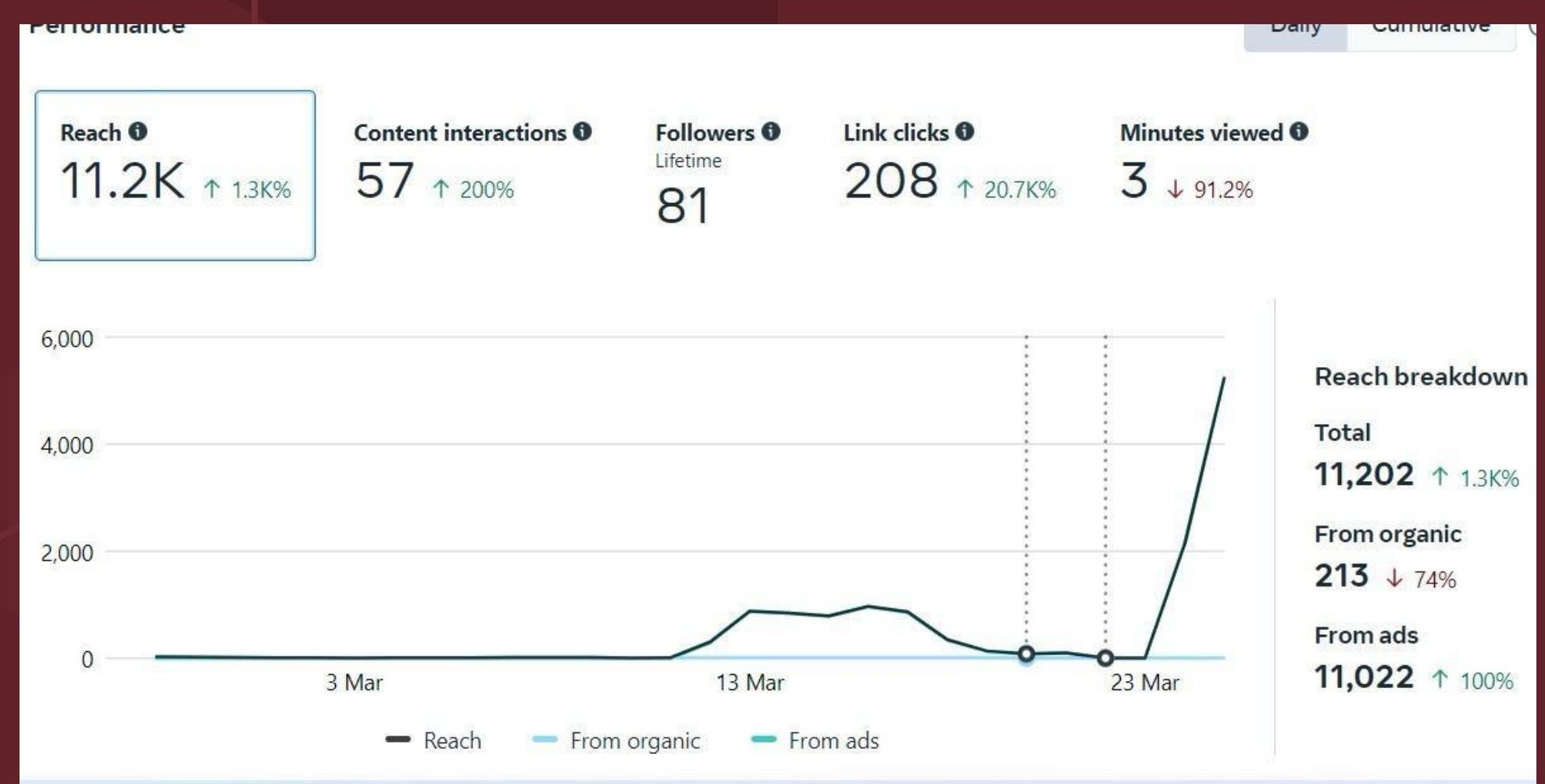
Accounts reached	41K	>
	+114.2%	
Accounts engaged	932	>
	+33.9%	
Total followers	11K	>
	+2.4%	
Content you shared	173	>

Professional dashboard

5 Mar-3 Apr

Insights

Accounts reached	41K	>
	+114.2%	
Accounts engaged	932	>
	+33.9%	
Total followers	11K	>
	+2.4%	
Content you shared	173	>



KEA COSMETICS

PERFORMANCE REPORT

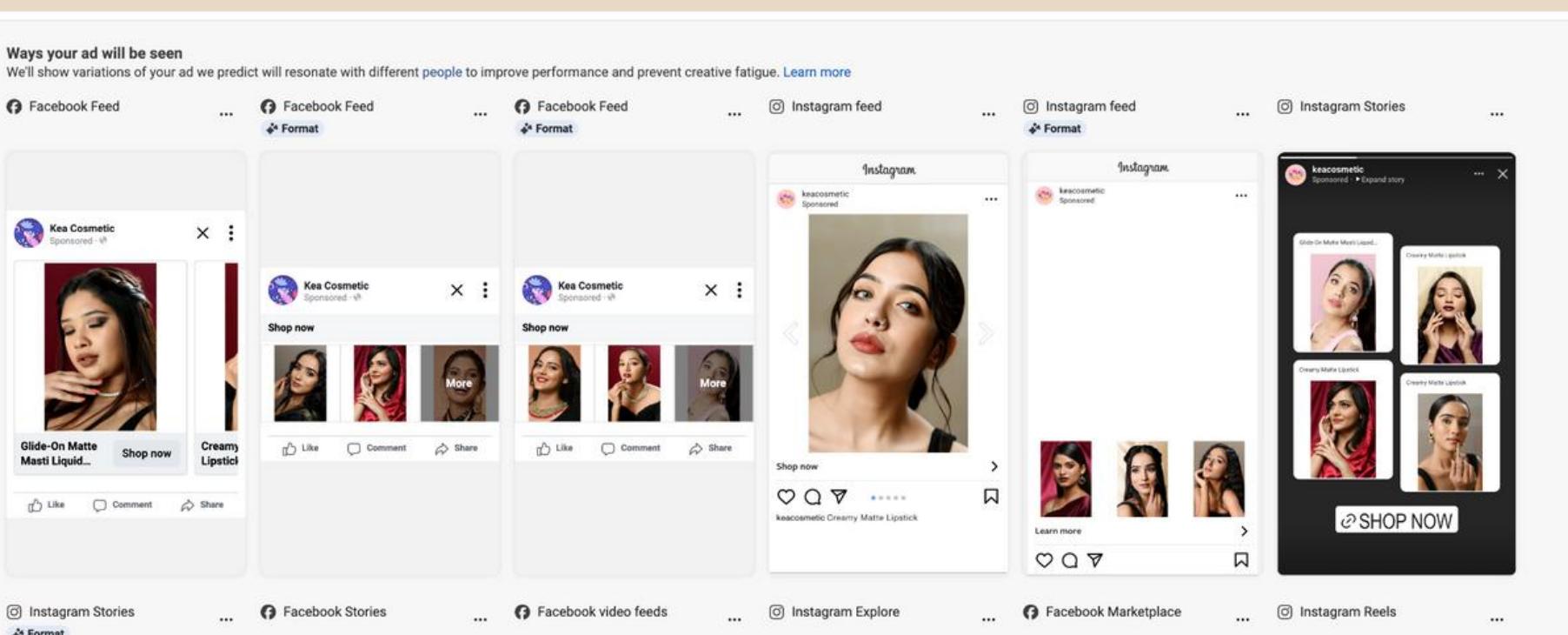
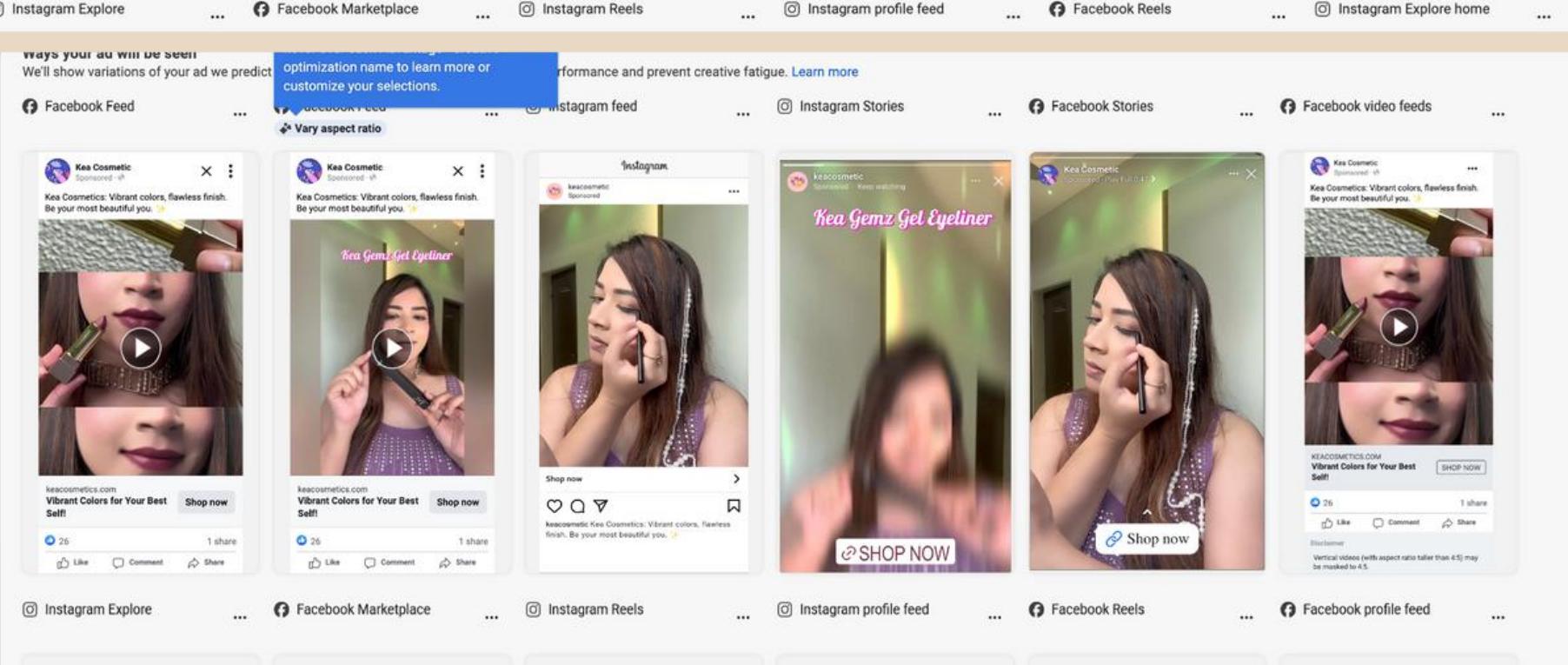
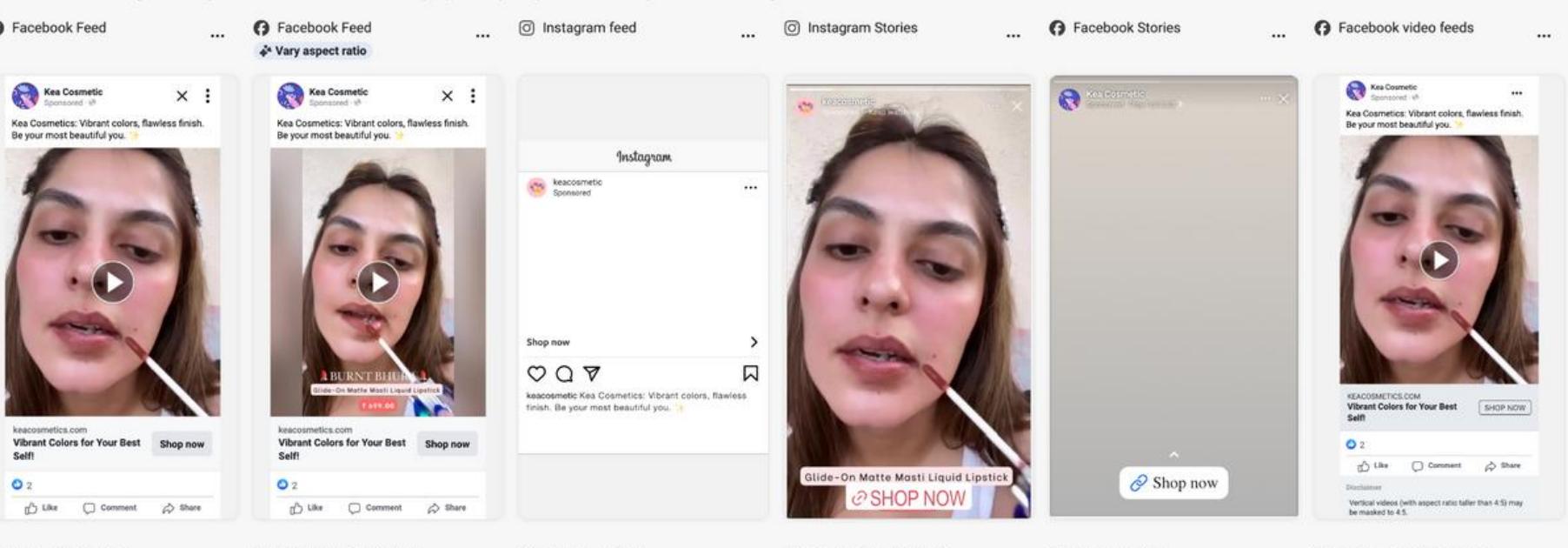
ROAS 5X

← Total sales

Mar 6-Apr 3, 2024 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

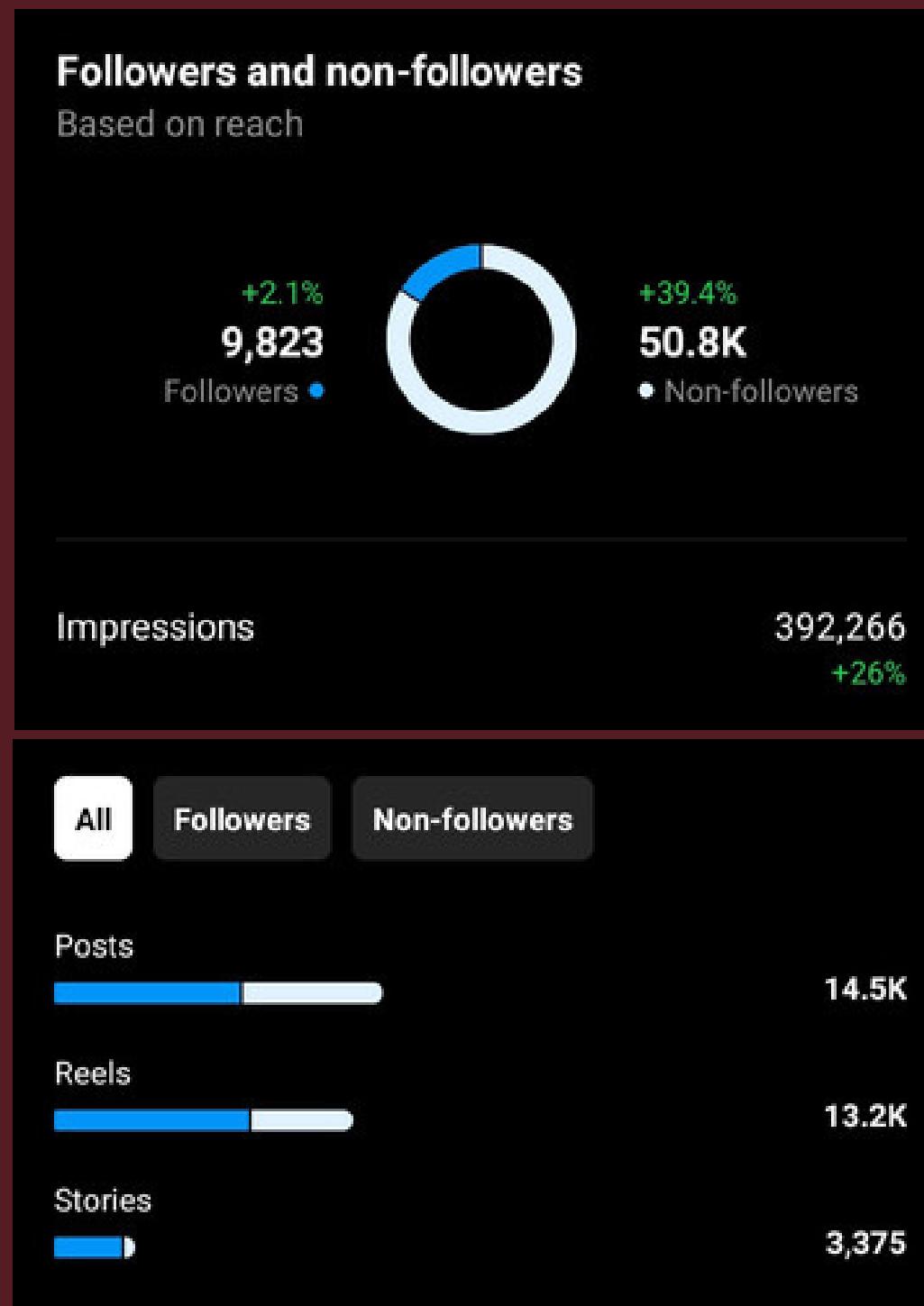
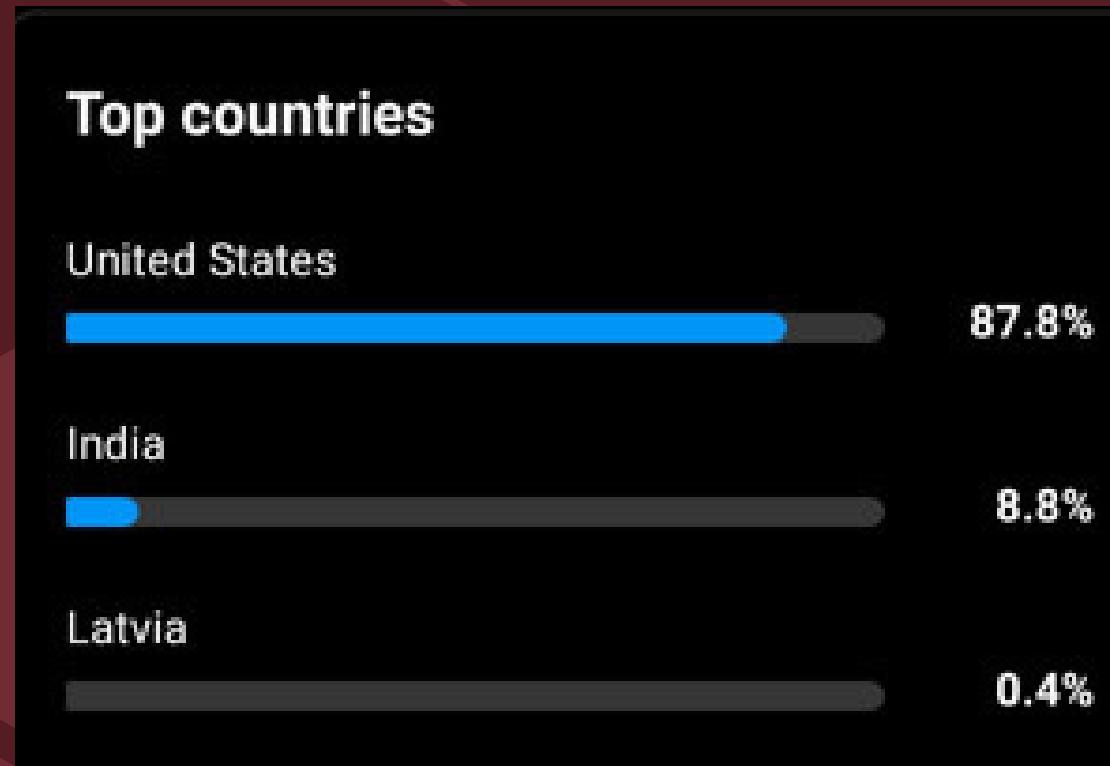


AVIGNA FINE JEWELS GROWTH REPORT

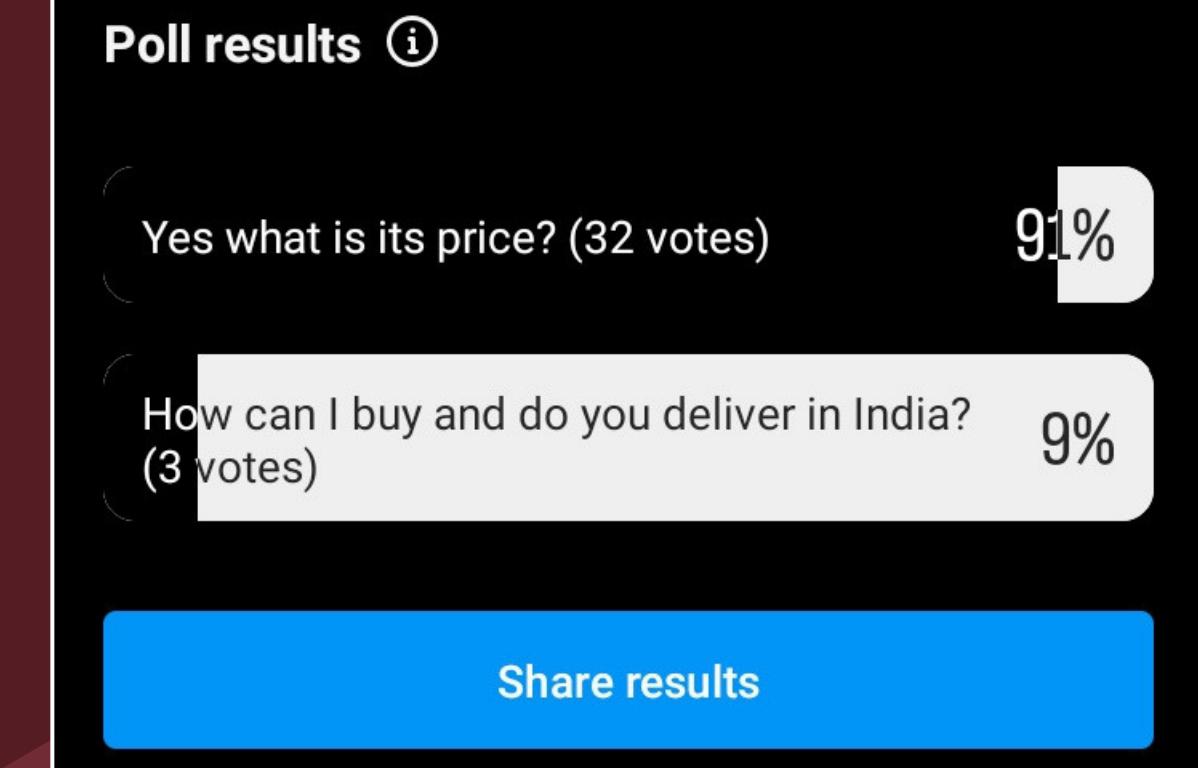


avignafinejewelsusa • 826 Posts 14.5K Followers 2,347 Following

Avigna Fine Jewels USA
Jewelry/watches
Handcrafted fine jewellery in 22k/18k gold & certified diamonds. Click  We do shows all over USA and ship insured overnight.
wa.me/16468414840



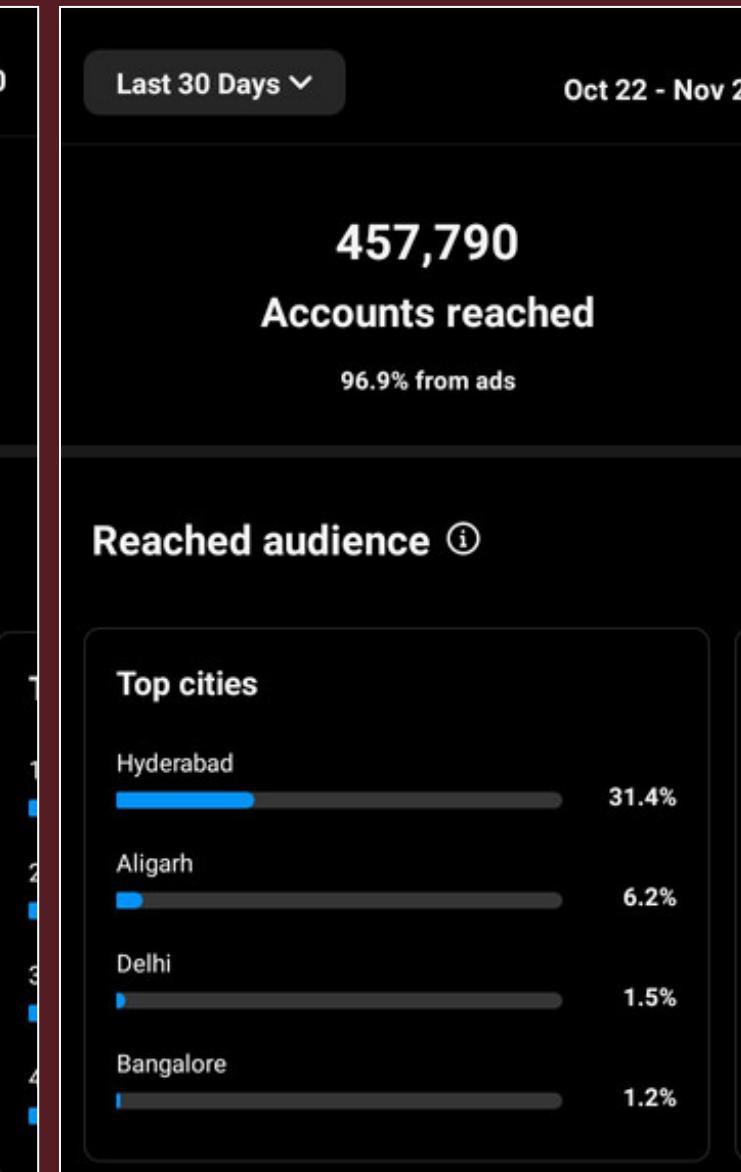
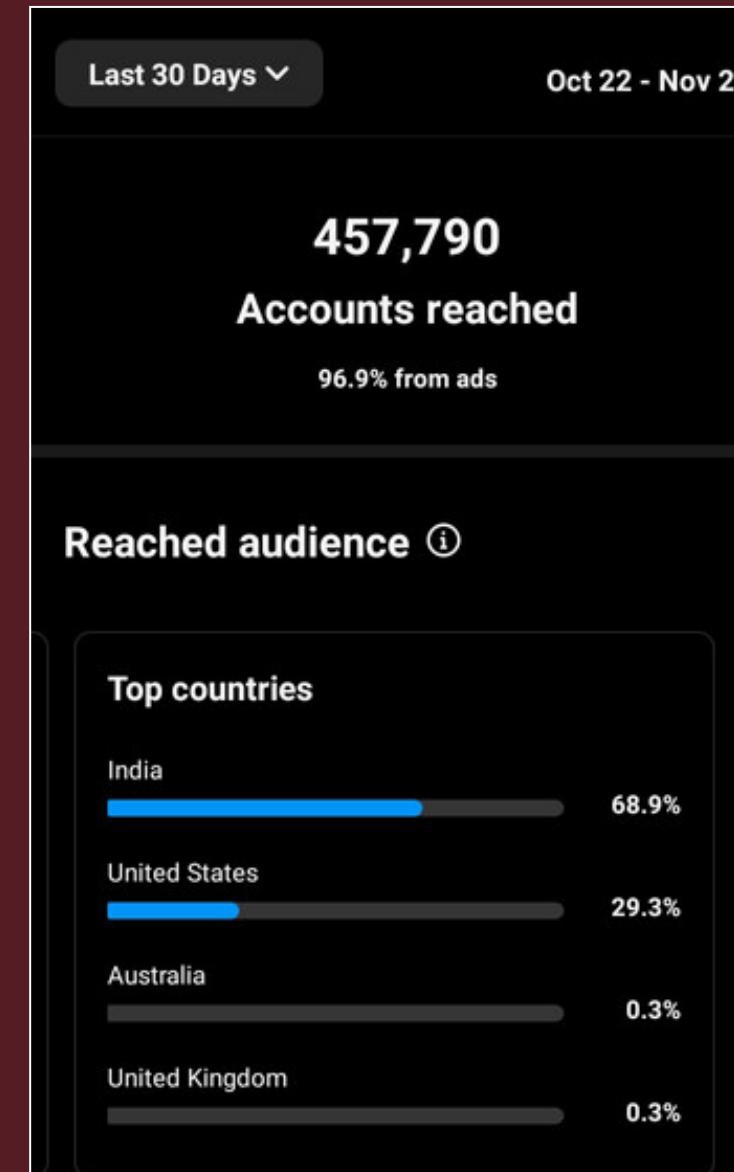
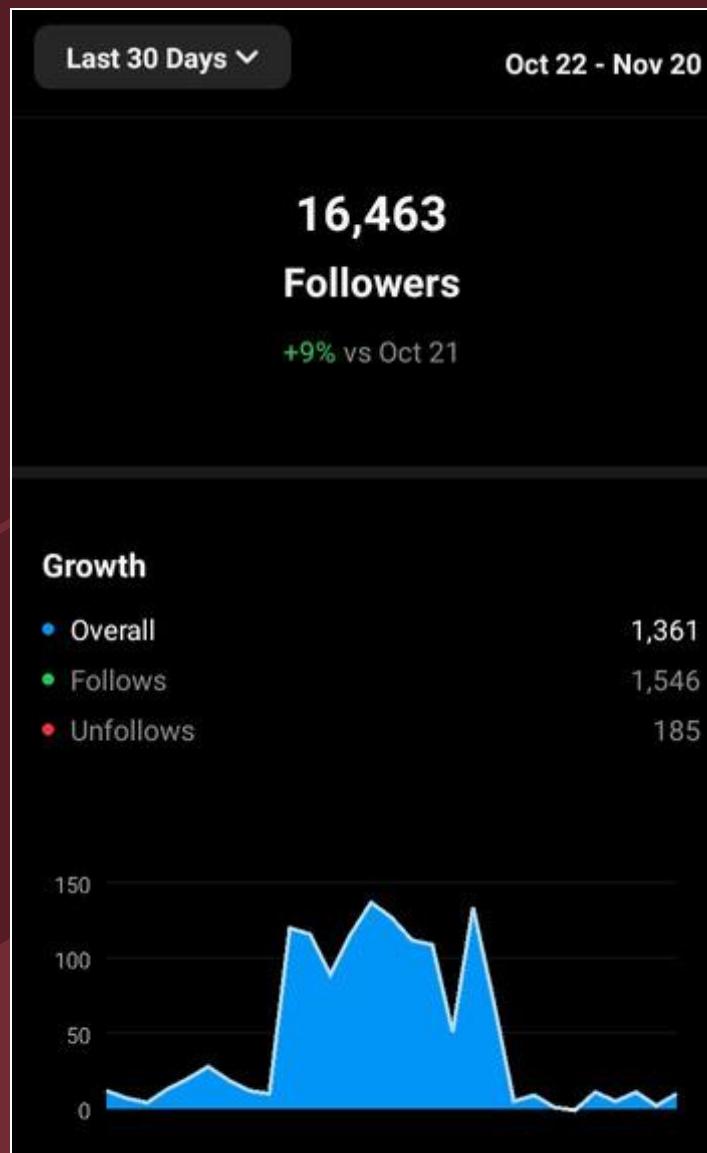
WE ACQUIRE 20 HIGH-VALUE CUSTOMERS DAILY THROUGH INSTAGRAM, ALL OF WHOM ARE PREPARED TO PURCHASE PREMIUM- PRICED PRODUCTS.



AVIGNA FINE JEWELS GROWTH REPORT

O C T - N O V

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



IN THIS MONTH WE GOT
1361 NEW FOLLOWERS.

WE TARGET ONLY
RIGHT AUDIENCE

WITH THE RIGHT STRATEGY, WE
INCREASE ENGAGEMENT

SOCIAL MEDIA INSIGHTS

FOLLOWERS INCREASE BY 5000+

AGE

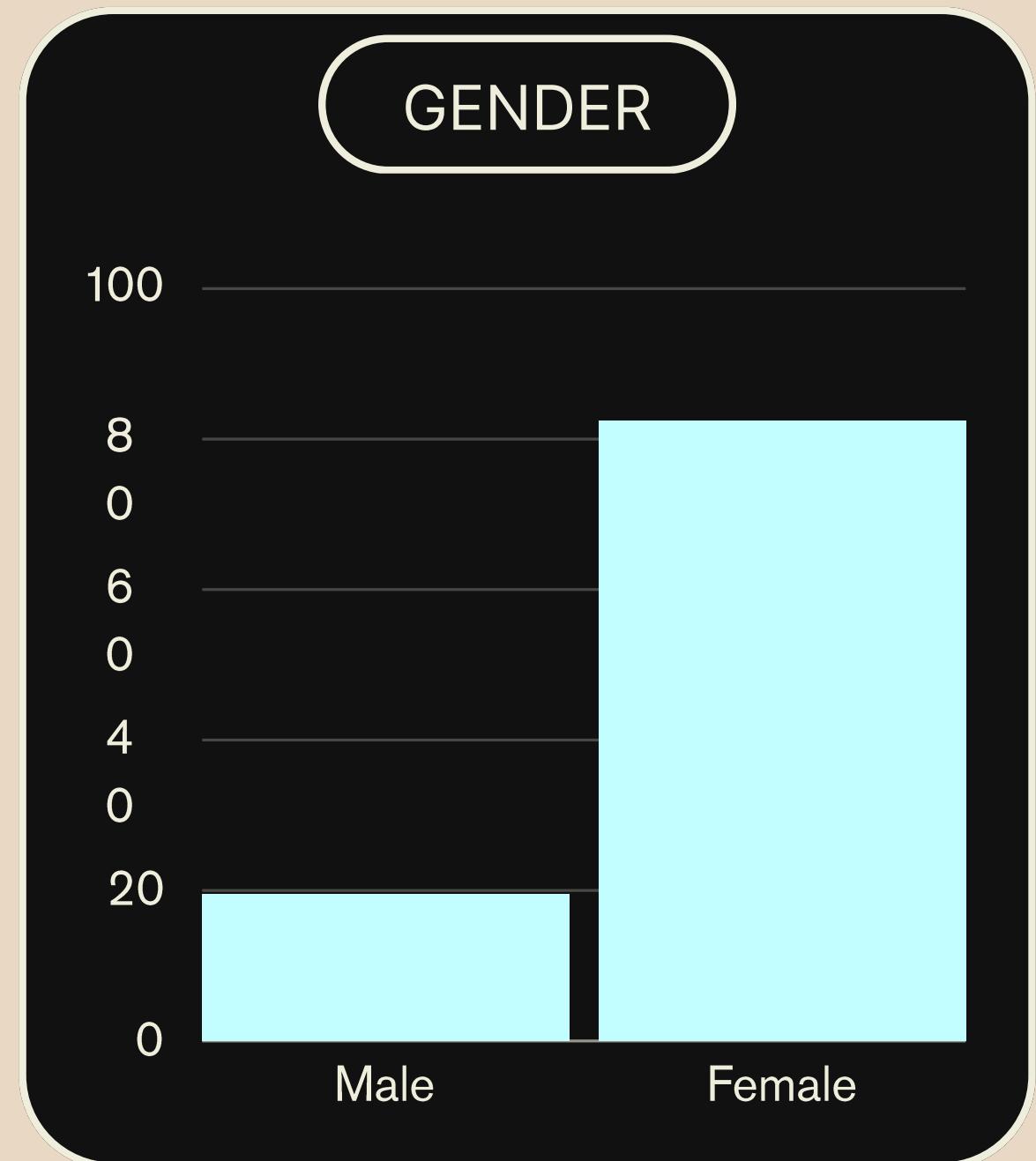
18-24 years old	6%
25-34 years old	34.4%
35-44 years old	36.3%
45-54 years old	16.6%

LOCATION

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

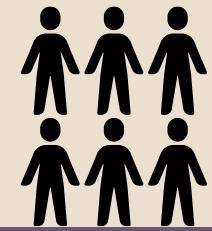
JEWEL SAGA PERFORMANCE REPORT

GENDER



OVERALL AD INSIGHT

★★★
★★★
223
enquiries



46,828 - 49,290
Followers



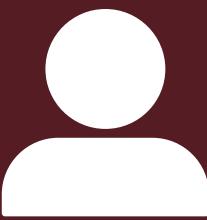
Rs. 91,921
Ad payment



23
Ad Content

JEWEL SAGA PERFORMANCE REPORT

OVERALL AD INSIGHT



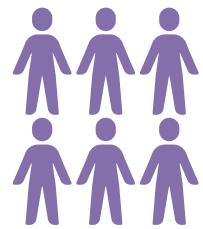
145

Number's shared



721

Enquiries

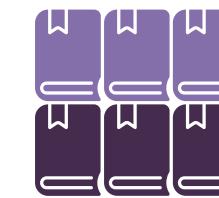


49,396 – 50,873

Followers



Rs. 57,796



28

Ad Content



brindas_official · Original audio
April 16 · Duration 0:23

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

34,592
Accounts Center accounts reached

Impressions 41,081
Ad plays 39,355

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

37,682
Accounts reached

Plays 1,354
Likes 62
Saves 30
Comments 5
Shares 2

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

Plays 1
Reactions 0

BRINDA'S PERFORMANCE REPORT ROAS 7X generated



A ProjeKt

SOCIAL MEDIA MARKETING



BEFORE

AFTER

Naindeep Creation

SOCIAL MEDIA MARKETING



BEFORE

AFTER

THANK YOU