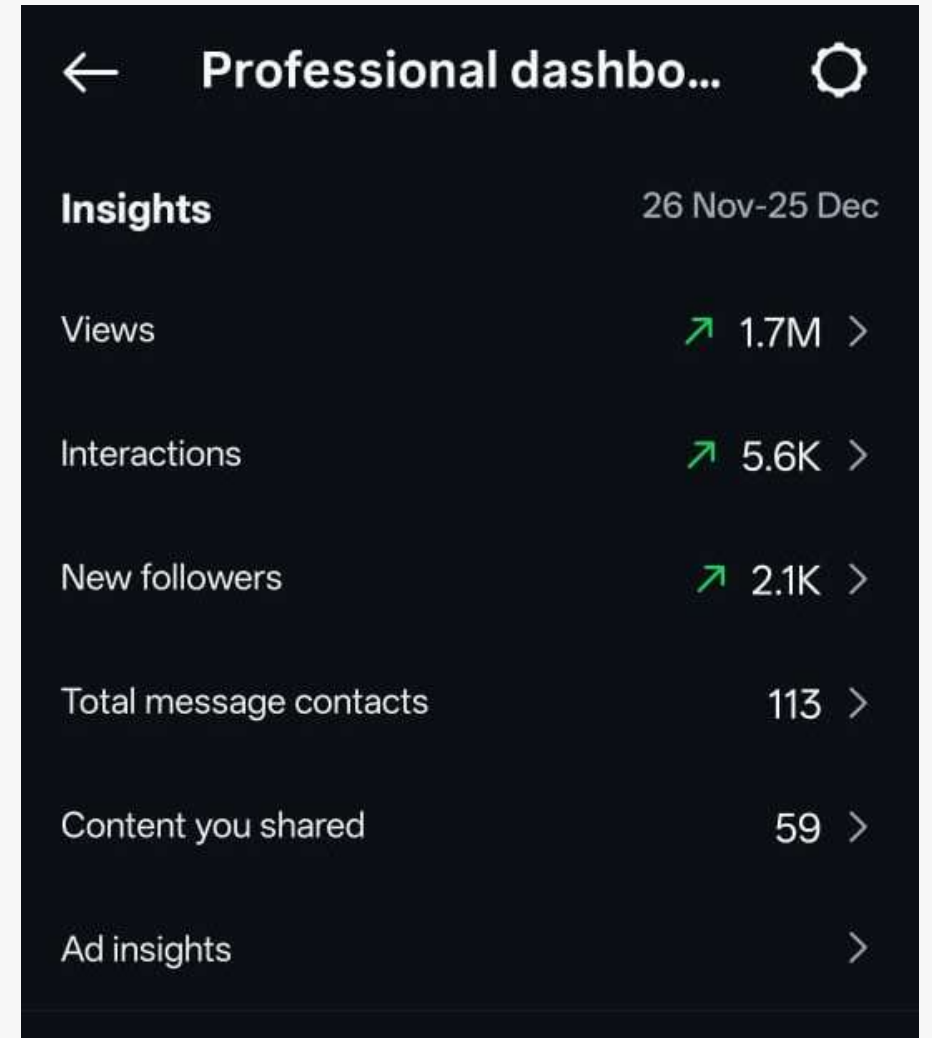




Performance Marketing Case Studies-Fashion Industry

TELON PERFORMANCE REPORT



Had delivery

Search to filter by name, ID or metrics

1 Nov 2025 - 30 Nov 2025

Pivot Table

Ungroup Breakdowns

4 Reset Column Widths

Format

Customise

Account name	Ad set name	Reach	Impressions	Frequency	Amount spent	Attribution setting
Telon 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	23,185	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
	Broad - 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	₹4,191.51	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

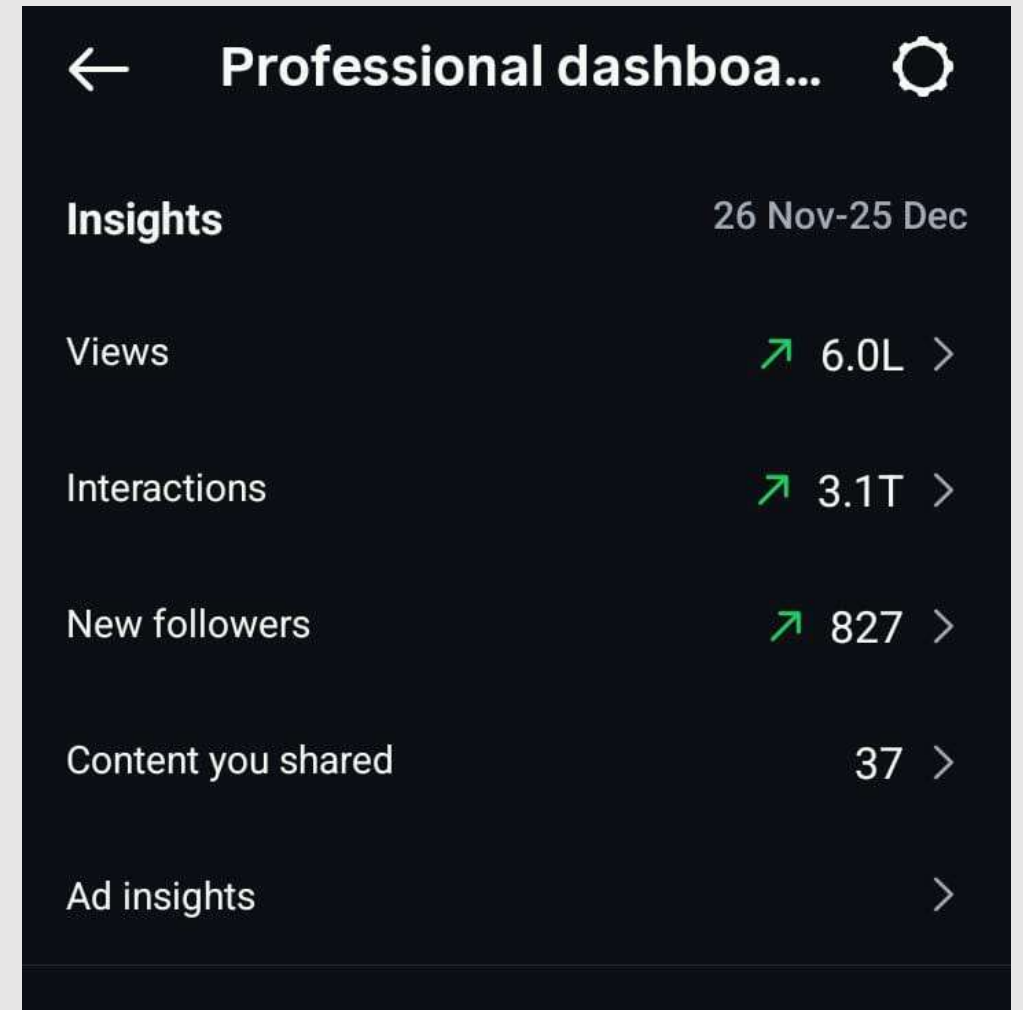
Format

Customise

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		338,909	618,640	1.83	₹51,461.78	7-day click or 1-day view	
13 rows displayed		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	₹1,253.62	7-day click, 1-day view or...
	Telon tryy	400	554	1.39	₹1,165.07	7-day click or 1-day view
	Domestic_Wedding	45,941	60,887	1.33	₹959.55	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		214,191 Accounts Centre accounts	369,989 Total	1.73 Per Accounts Centre account	₹48,082.79 Total Spent	Multiple attribution setti...

RENTASTIC PERFORMANCE REPORT



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 8/8 rows display		18,775 Accounts Centre accounts	29,936 Total	1.59 Per Accounts Centre account	₹8,160.49 Total Spent	7-day click or 1-day view	

	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 display		98,952 Accounts Centre accounts	116,707 Total	1.18 Per Accounts Centre account	₹10,672.13 Total Spent	Multiple attribution setti...	

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)

...

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_Maua1 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 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	

Campaigns

Quench 2024 (586798290448214)

Updated just now

Discard Drafts

Review and publish (1)

...

Search by name, ID or metrics

Campaigns

Ad sets

Ads

+ Create

Duplicate

Edit

A/B test

More

Columns: Performance ...

Breakdown

Reports

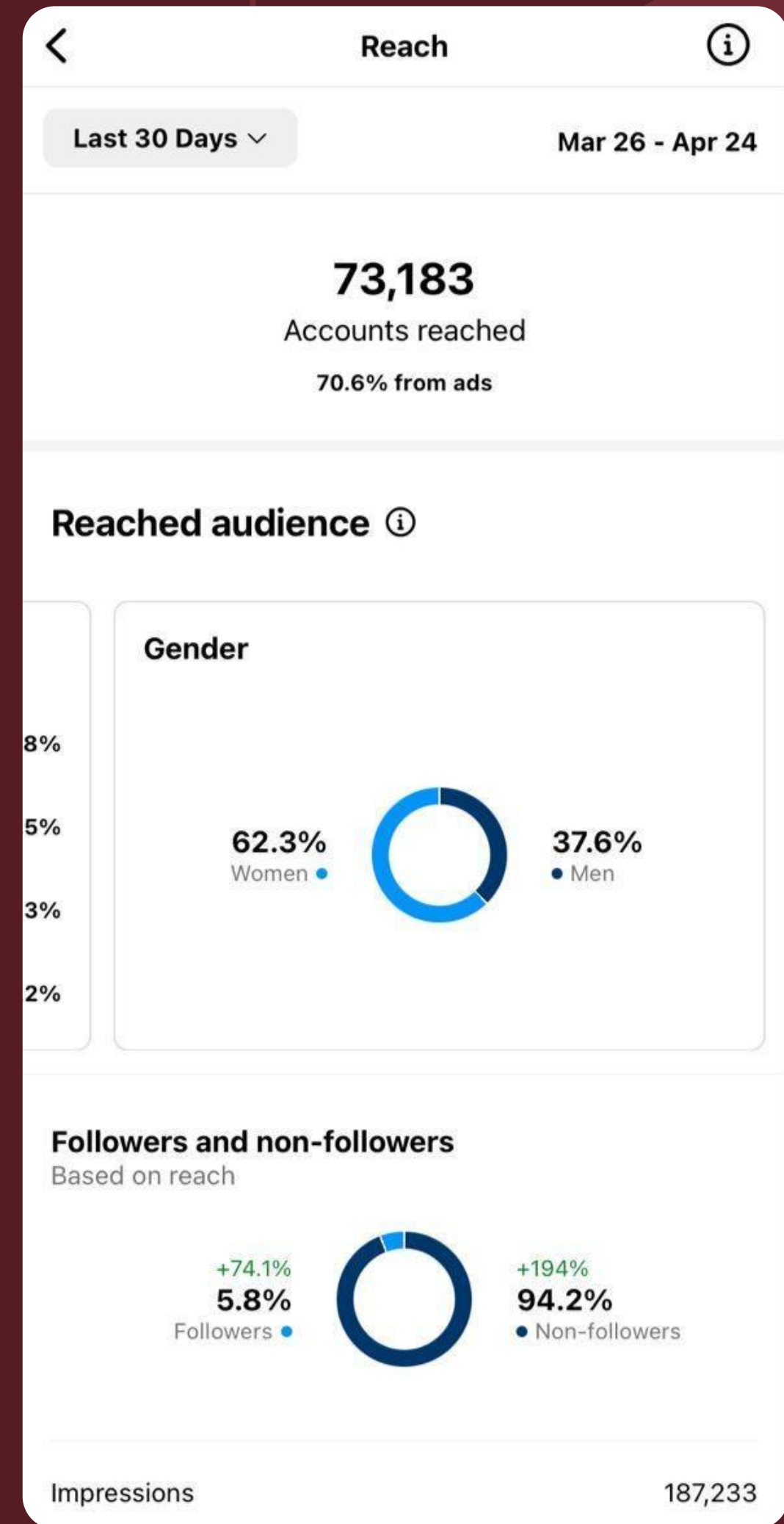
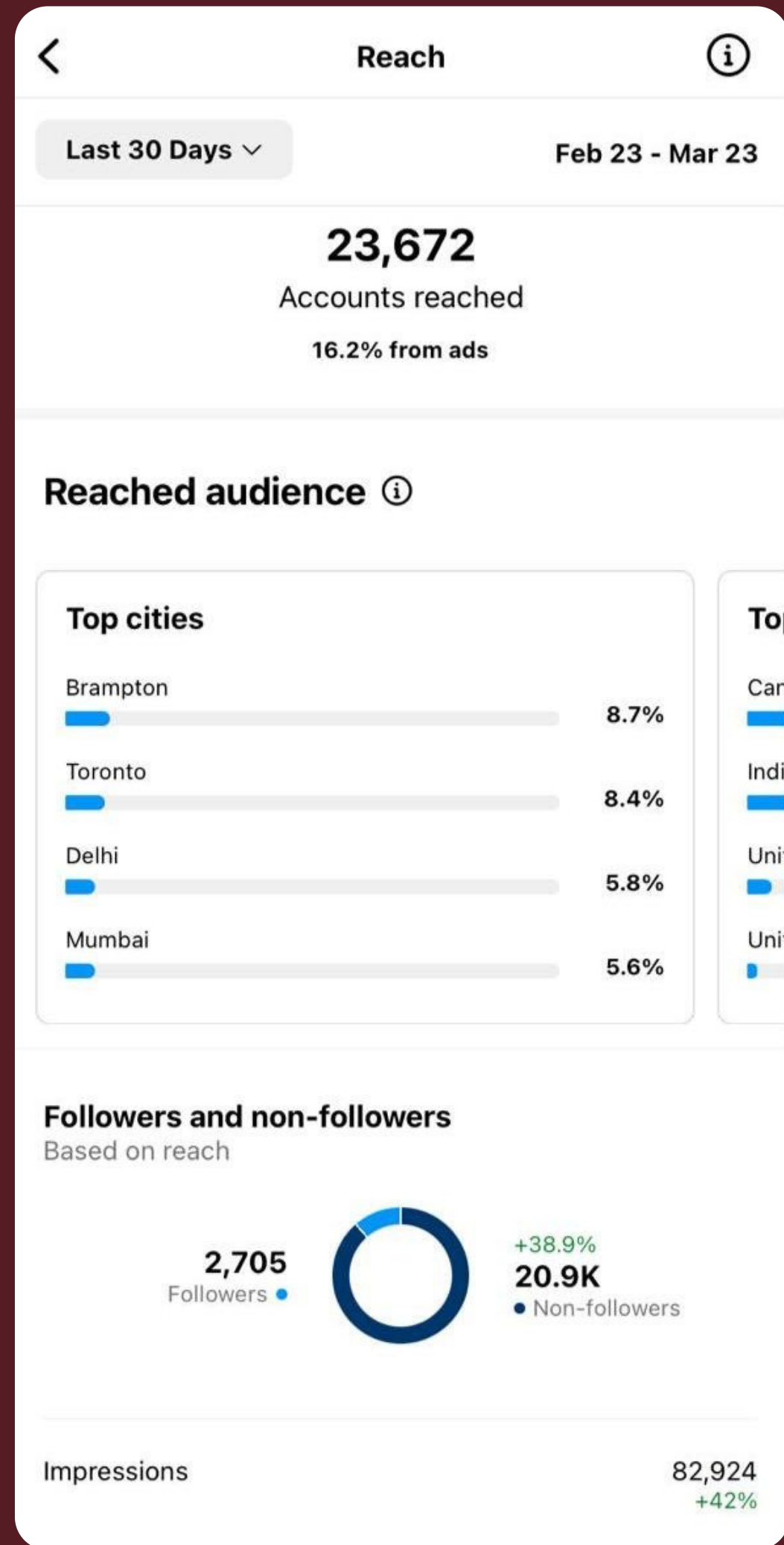
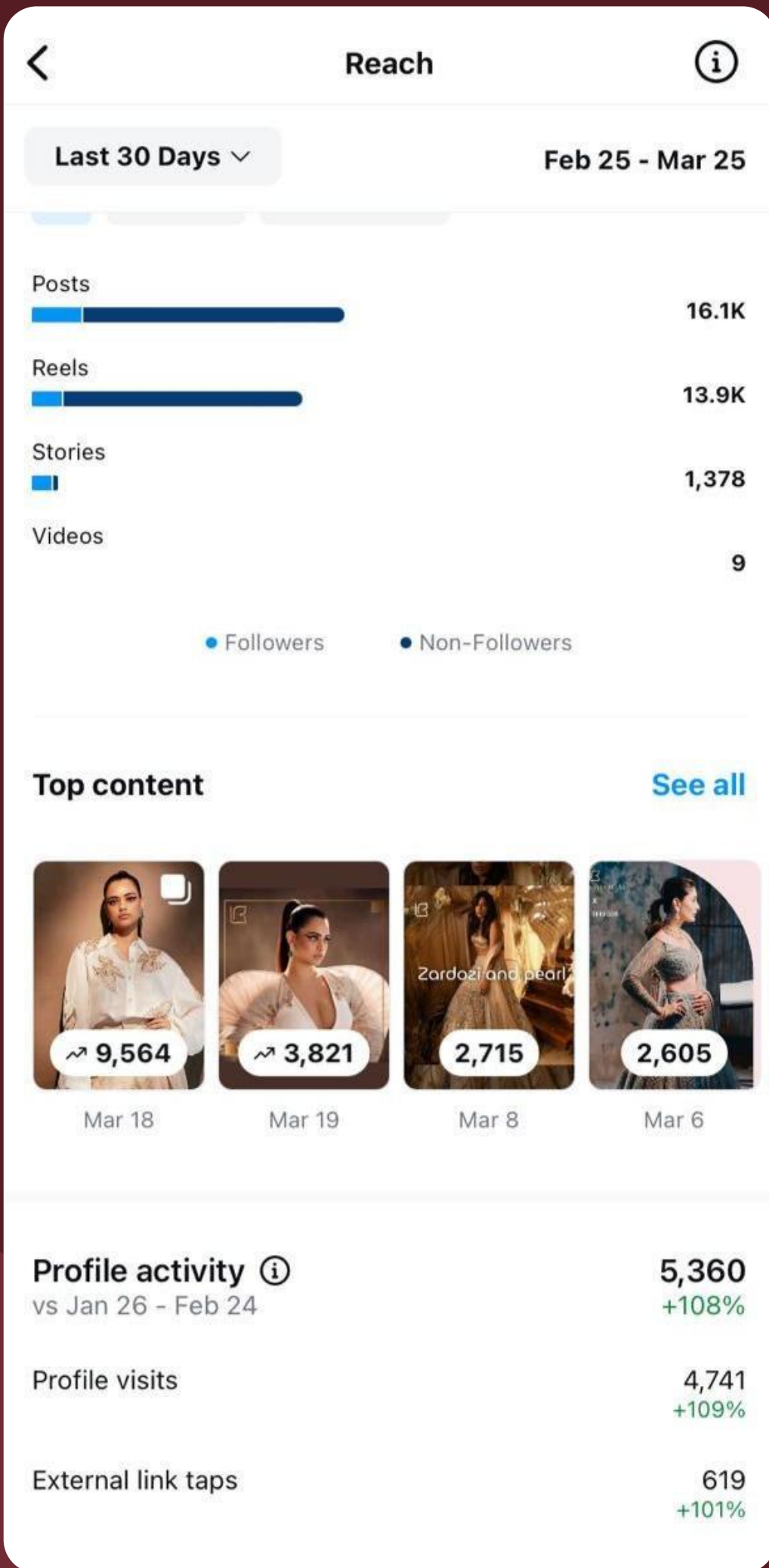
Export

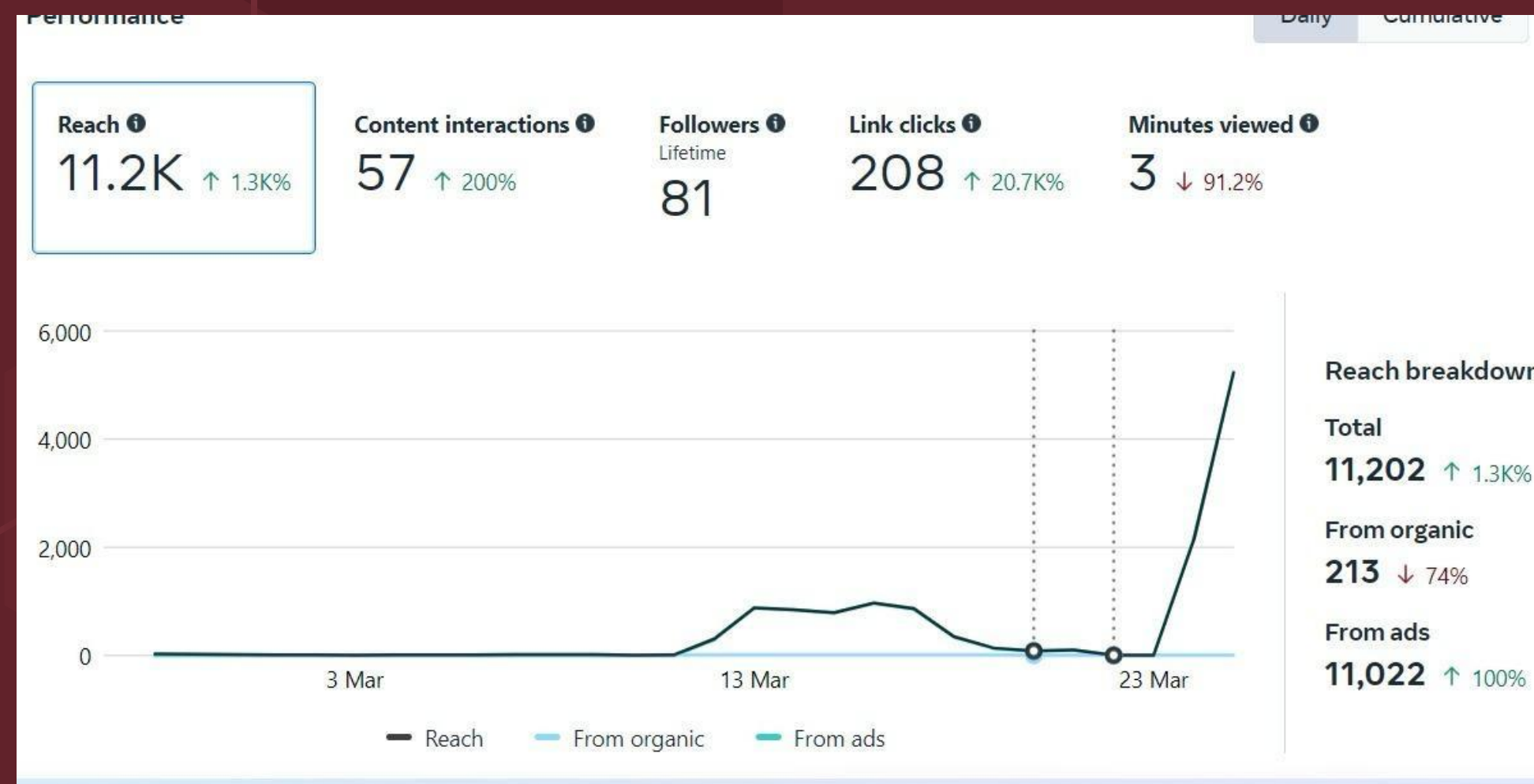
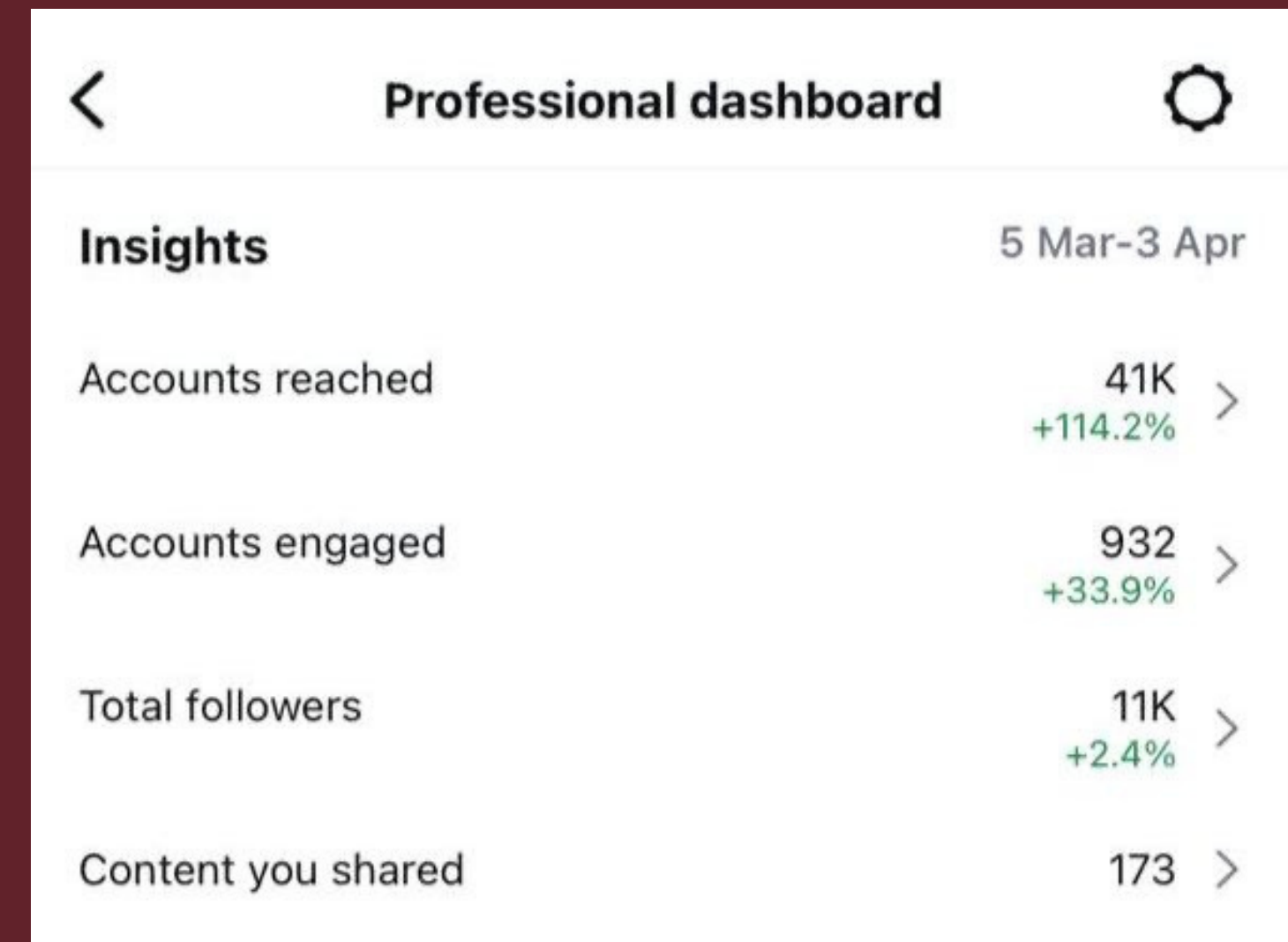
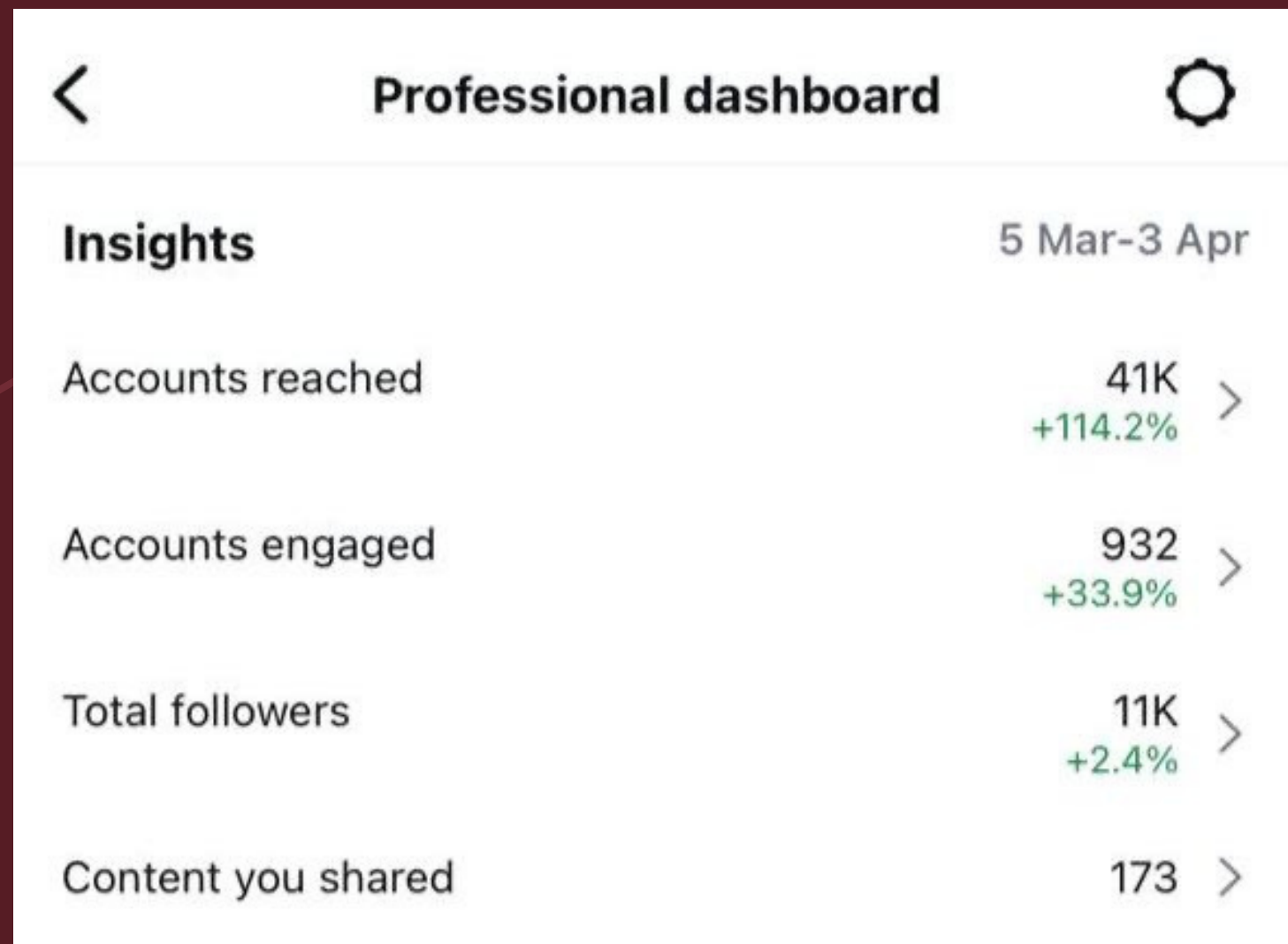
	Off/On	Campaign	mount spent	Ends	Impressions	CPM (cost per 1,000...	Link clicks	CPC (cost per link click)	CTR (link click-throug...	Clicks (all)	CTR (all)
	<input checked="" type="checkbox"/>	MC_Maua1 29-11-202...	₹690.35	Ongoing	225,661	₹3.06	36	₹19.18	0.02%	187	
	<input checked="" type="checkbox"/>	MC_Manual Insta ... <div><div></div><div></div><div>Duplicate</div></div>	₹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 campaig	₹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 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





KEA COSMETICS

PERFORMANCE REPORT

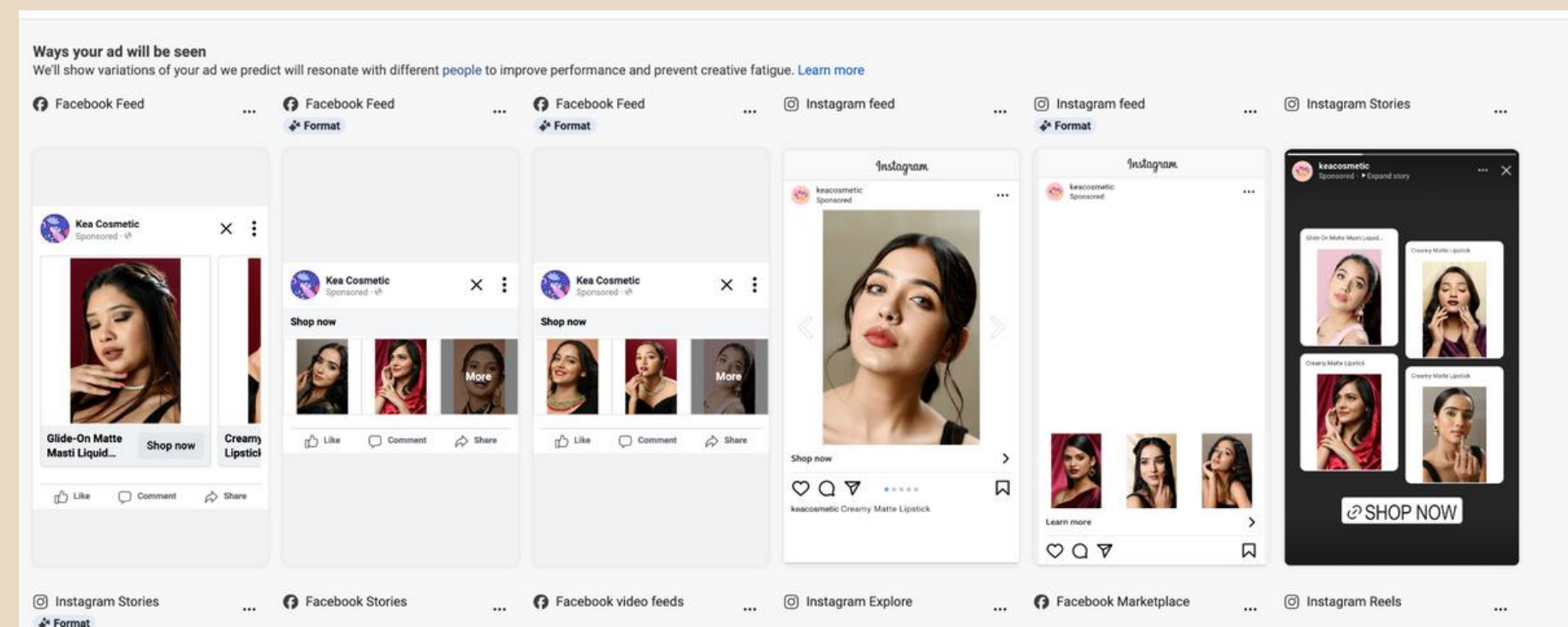
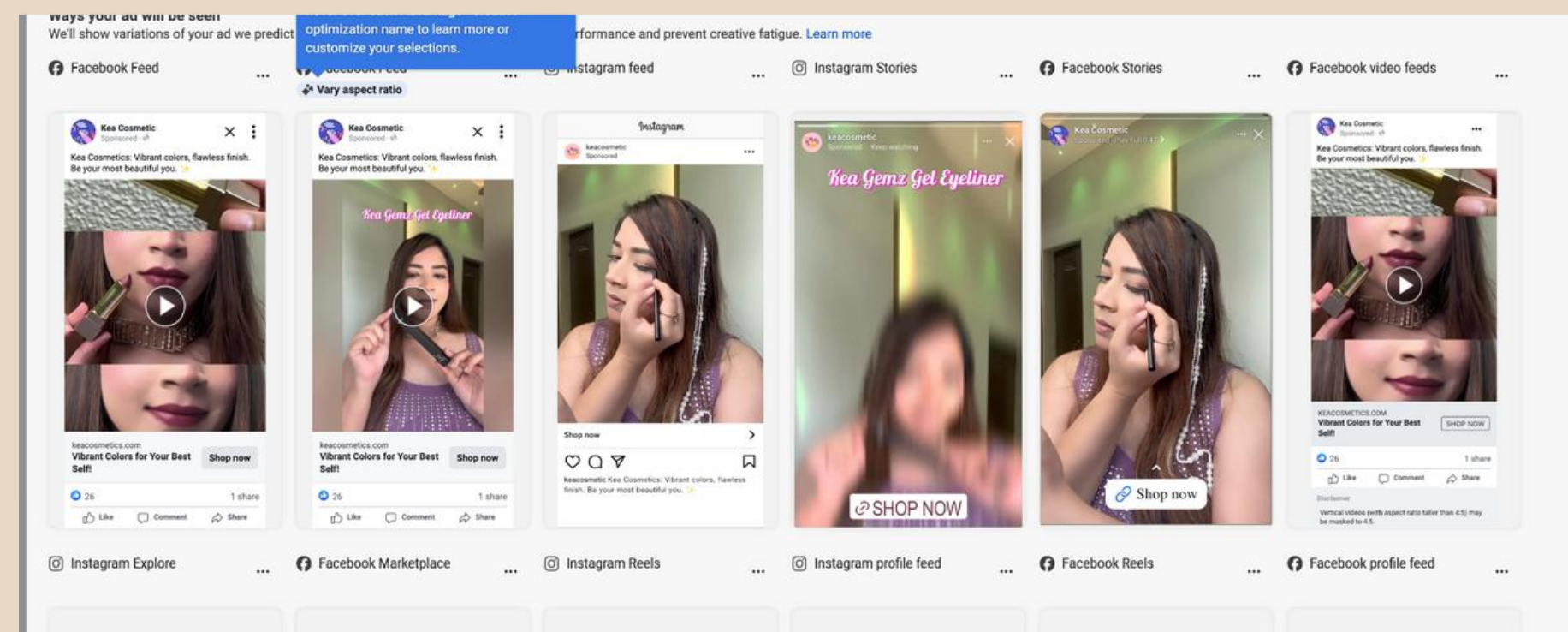
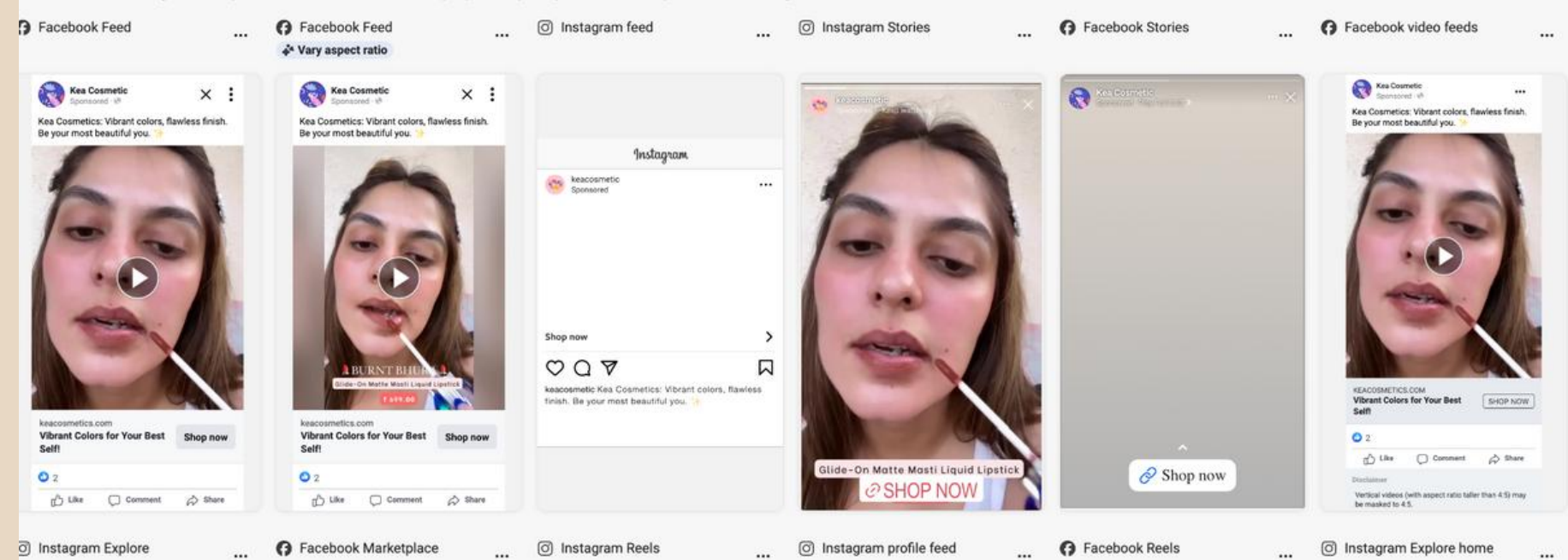
ROAS 5X

← Total sales

Mar 6–Apr 3, 2024

All channels

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

2



826

14.5K

2,347

Posts

Followers

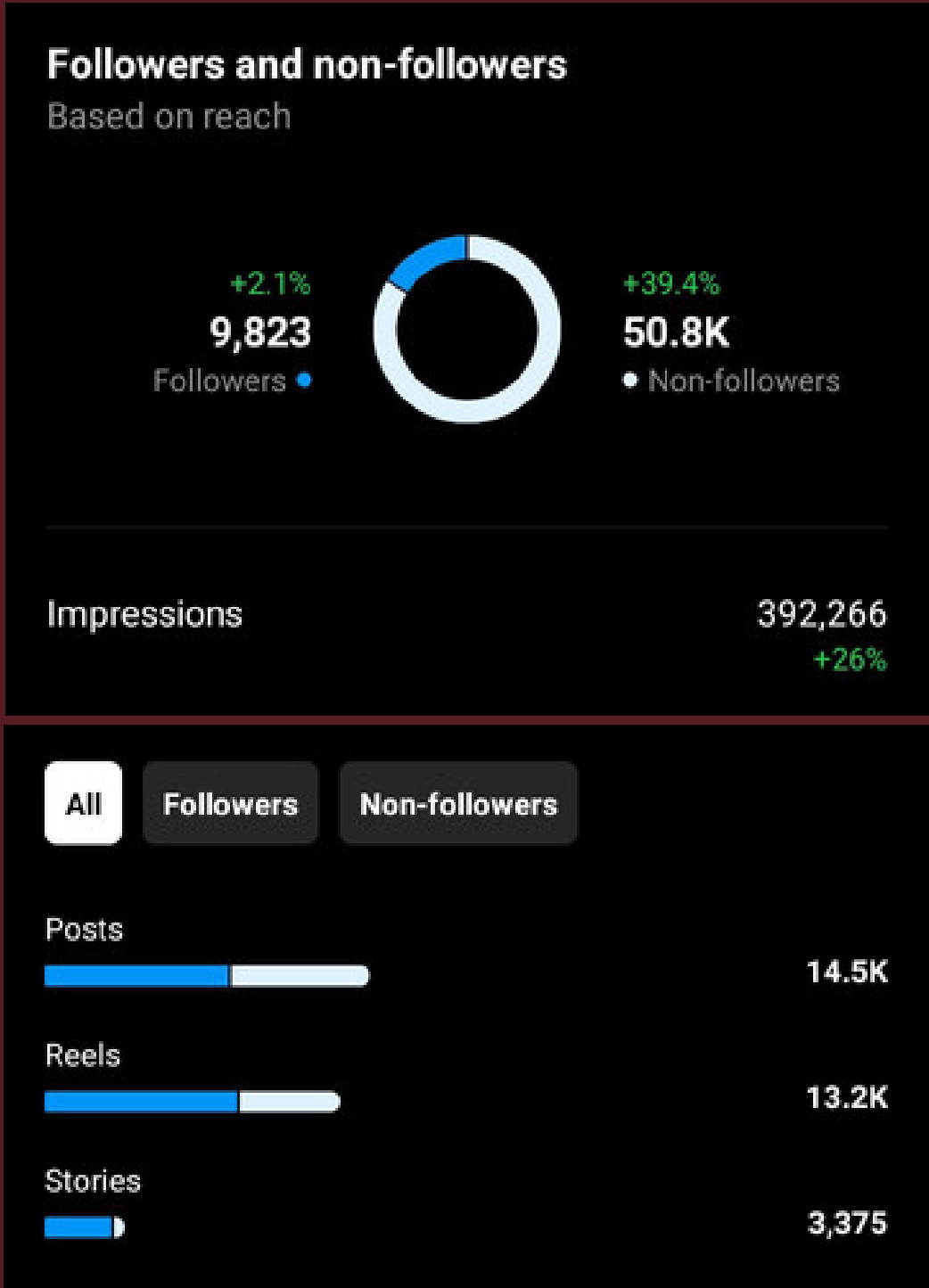
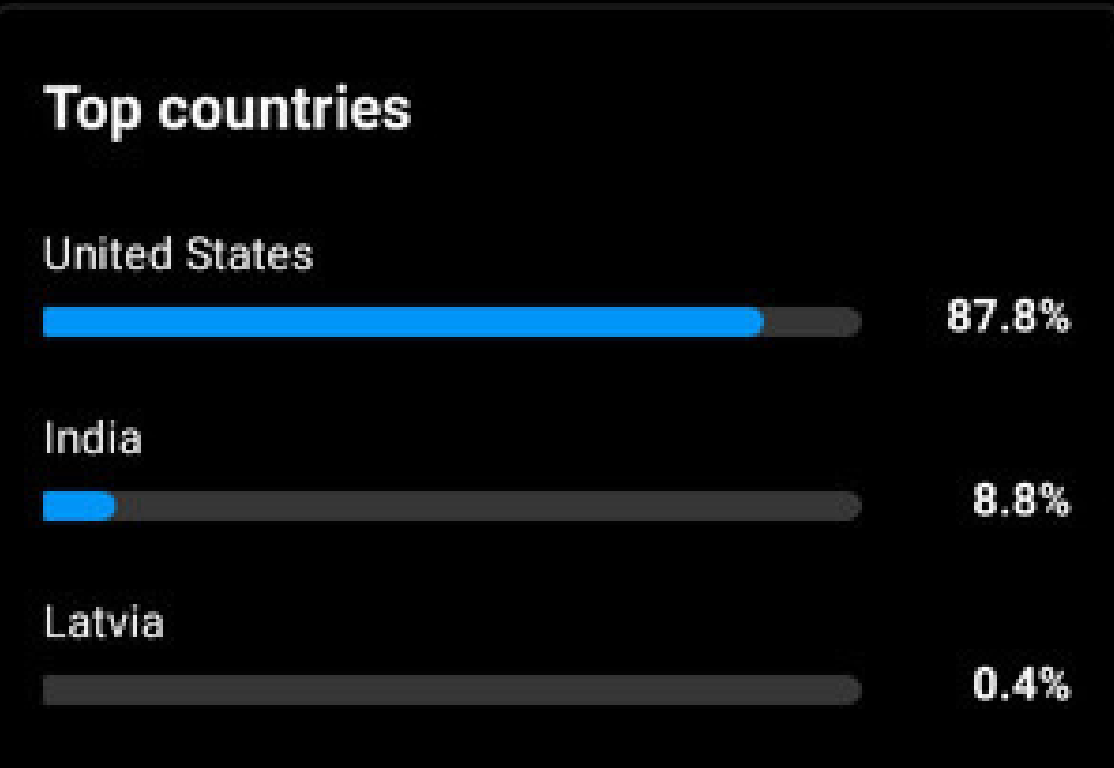
Following

Avigna Fine Jewels USA

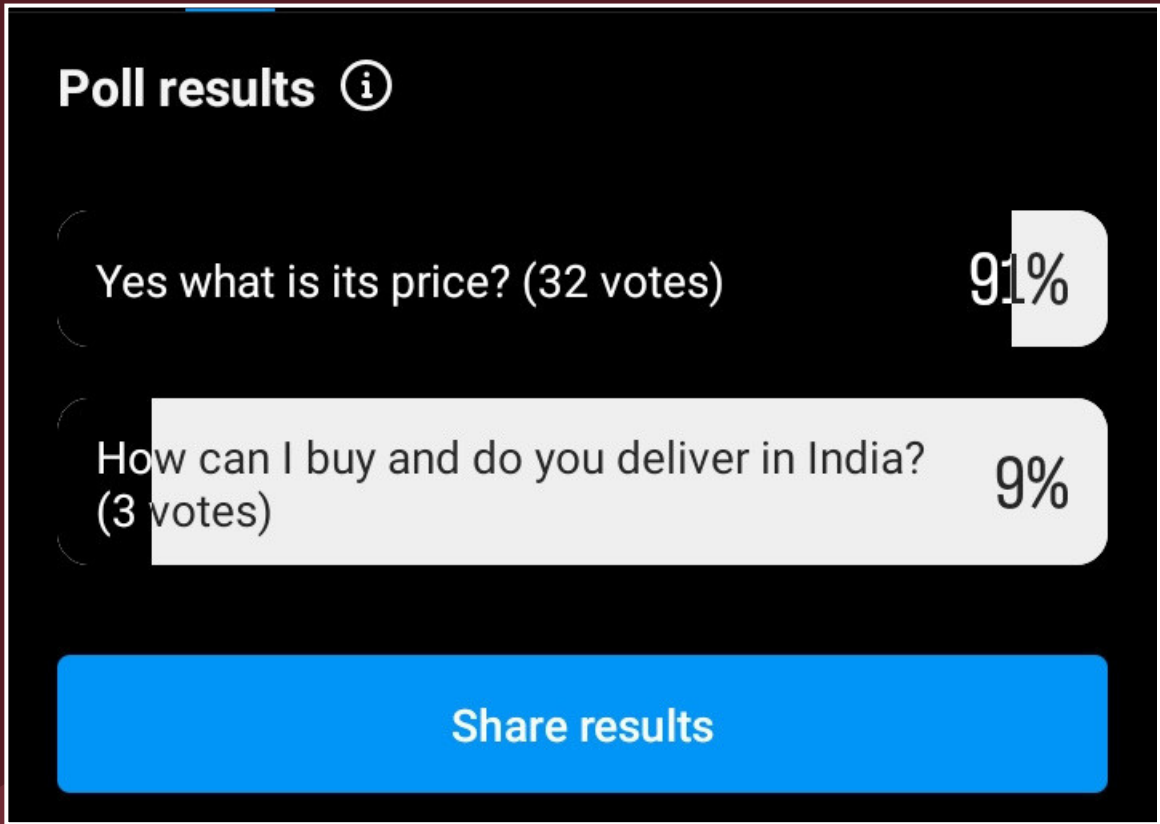
Jewelry/watches

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

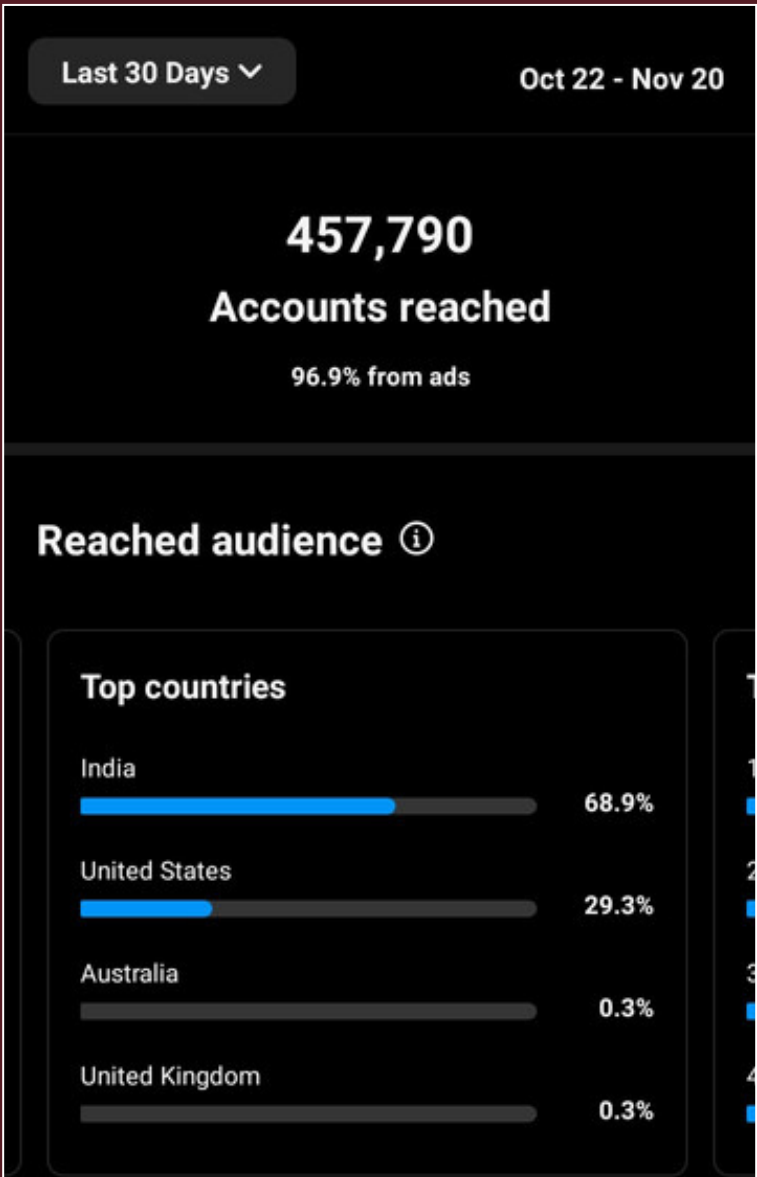
GROWTH REPORT

OCT - NOV

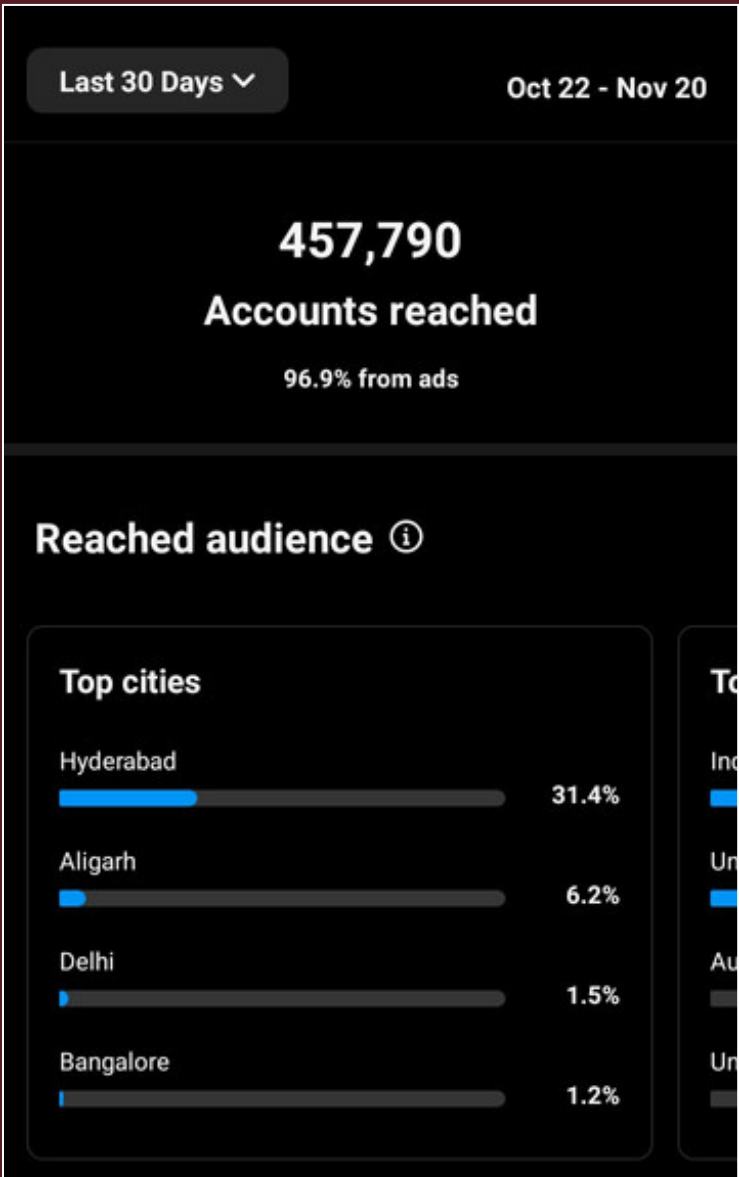
Posts	36	>
Stories	121	>
Reels	13	>
Videos	2	>
Live Videos	2	>



IN THIS MONTH WE GOT
1361 NEW FOLLOWERS.



WE TARGET ONLY
RIGHT AUDIENCE

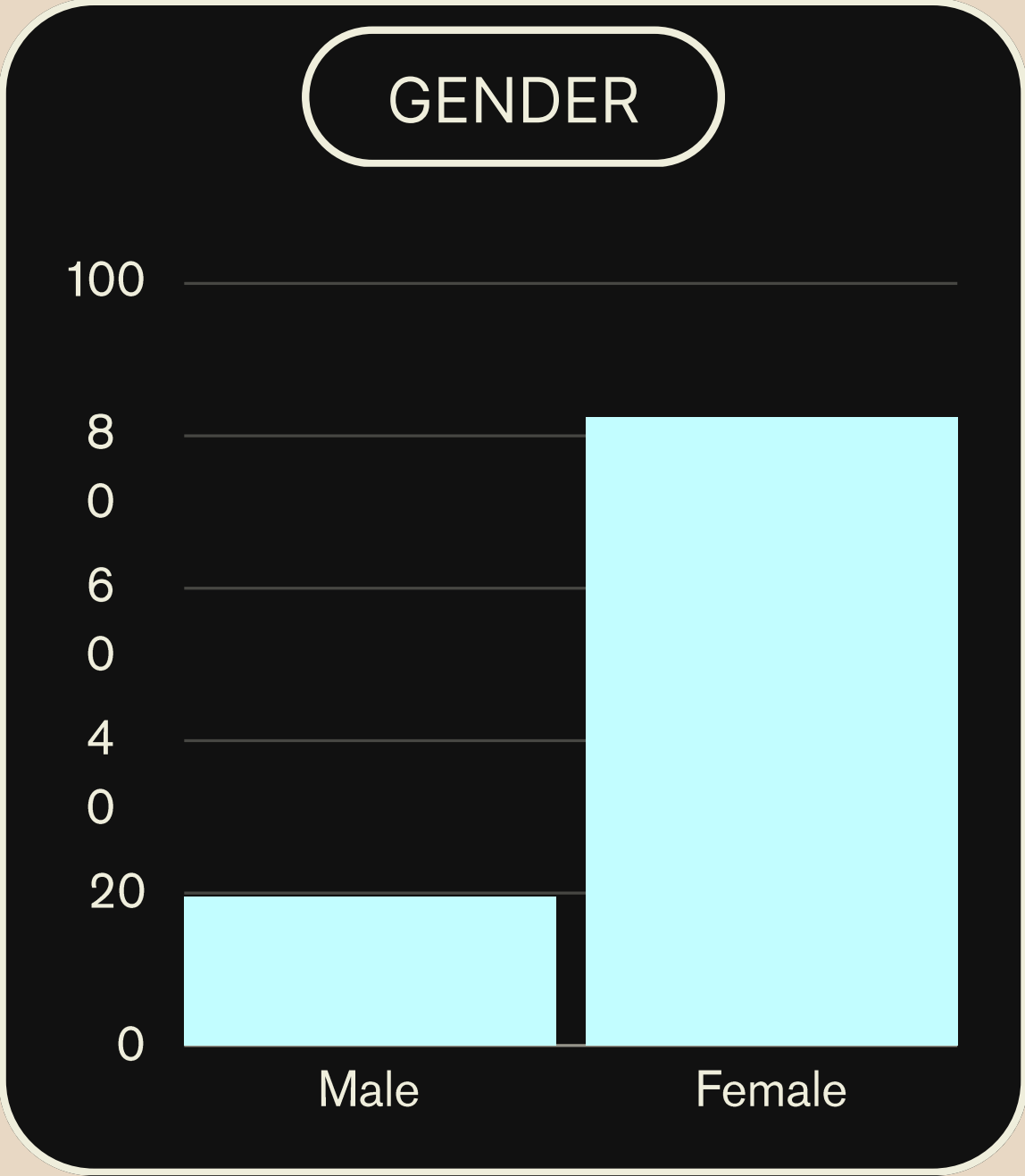
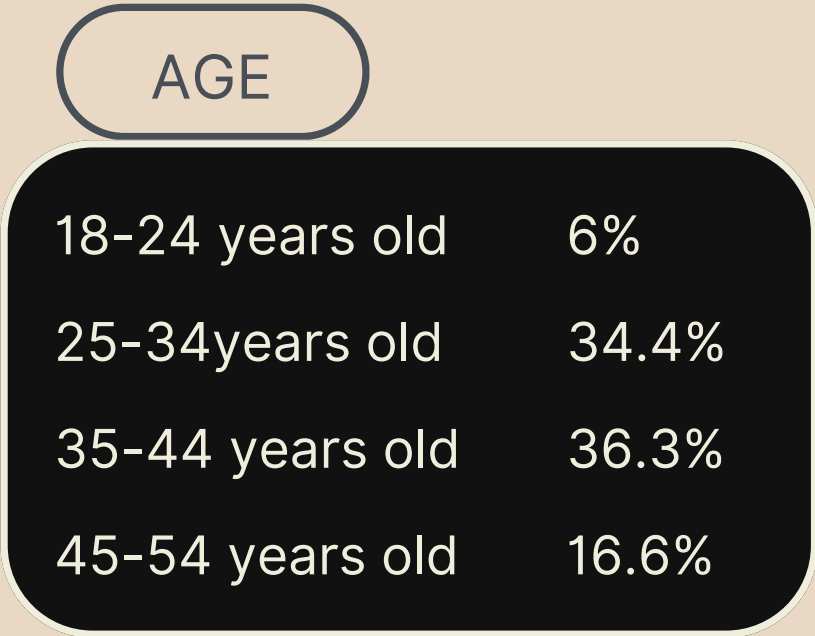
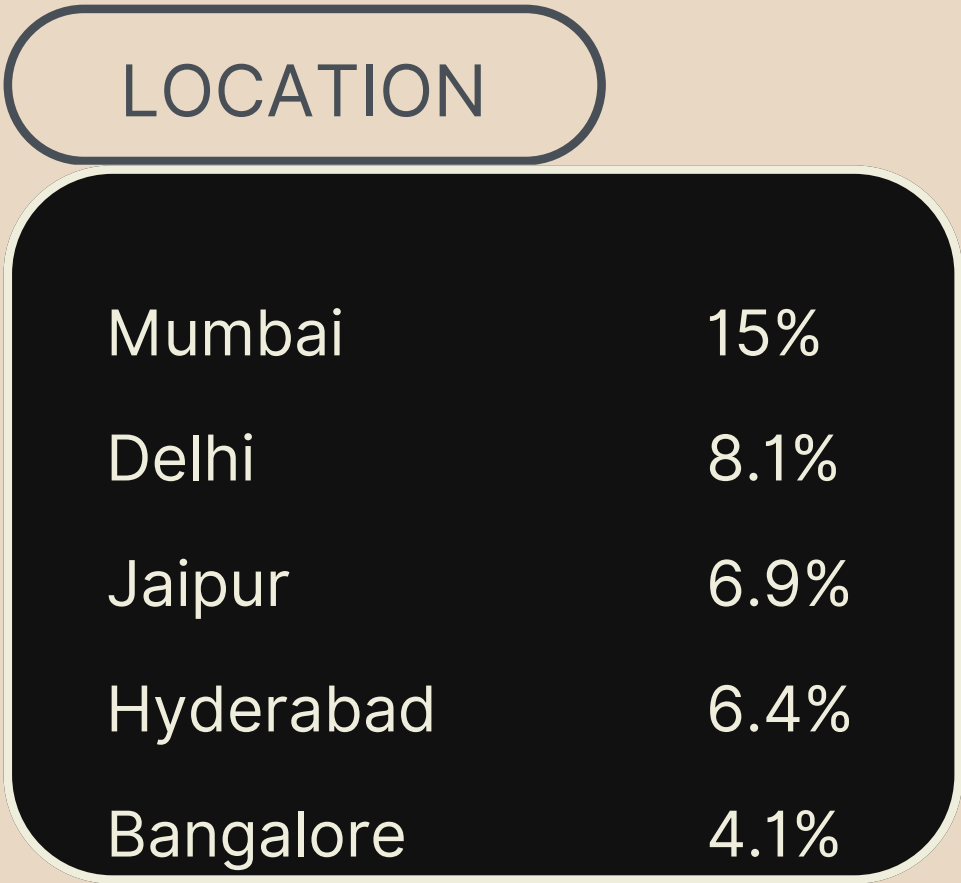


WITH THE RIGHT STRATEGY, WE
INCREASE ENGAGEMENT

SOCIAL MEDIA INSIGHTS

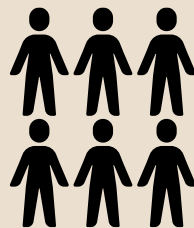
FOLLOWERS INCREASE BY 5000+

JEWEL SAGA PERFORMANCE REPORT



OVERALL
AD
INSIGHT

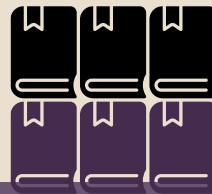

223
enquiries



46,828 – 49,290
Followers



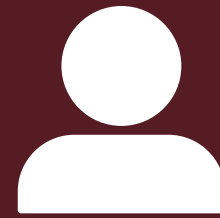
Rs. 91,921
Ad payment



23
Ad Content

JEWEL SAGA
PERFORMANCE REPORT

OVERALL AD INSIGHT



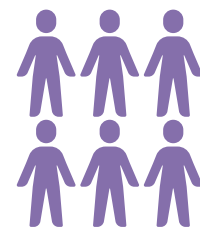
145

Number's shared



721

Enquiries

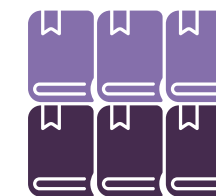


49,396 – 50,873

Followers

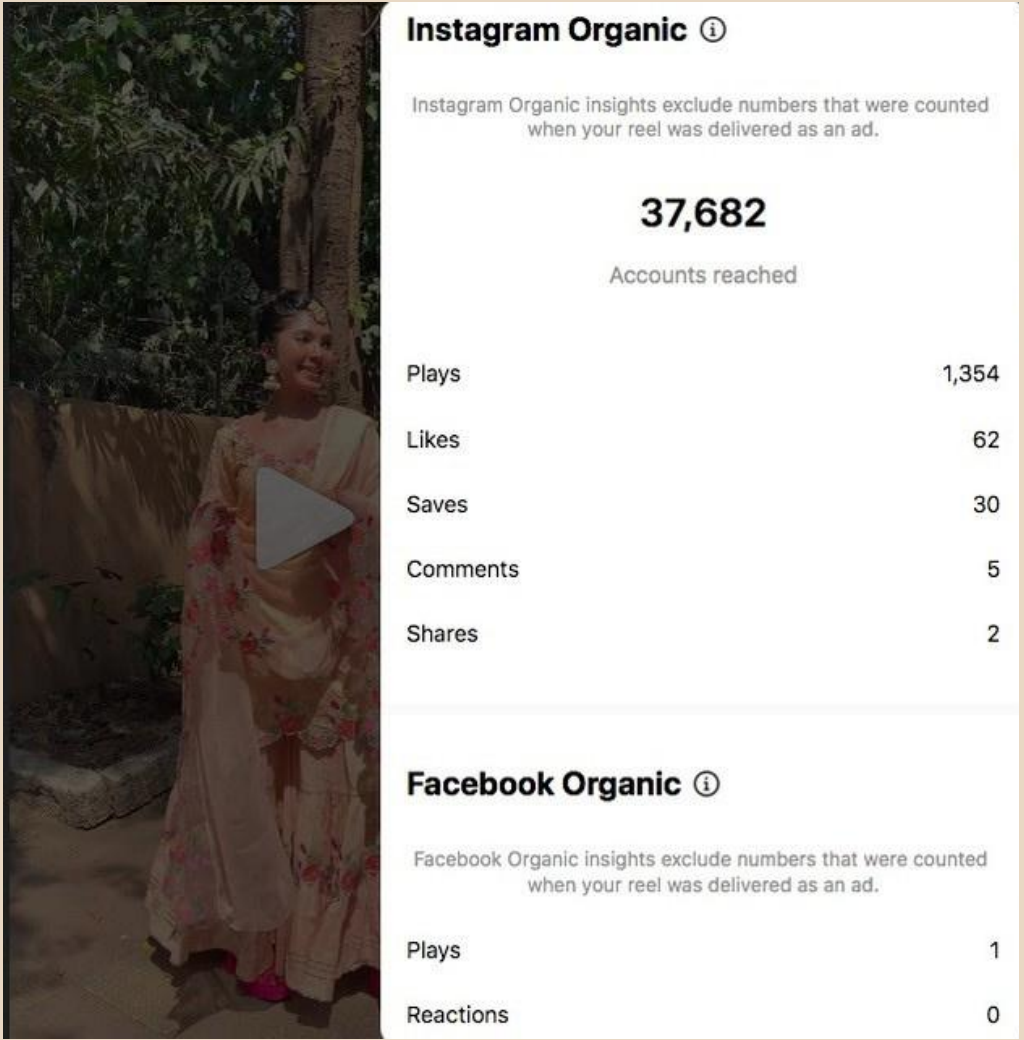
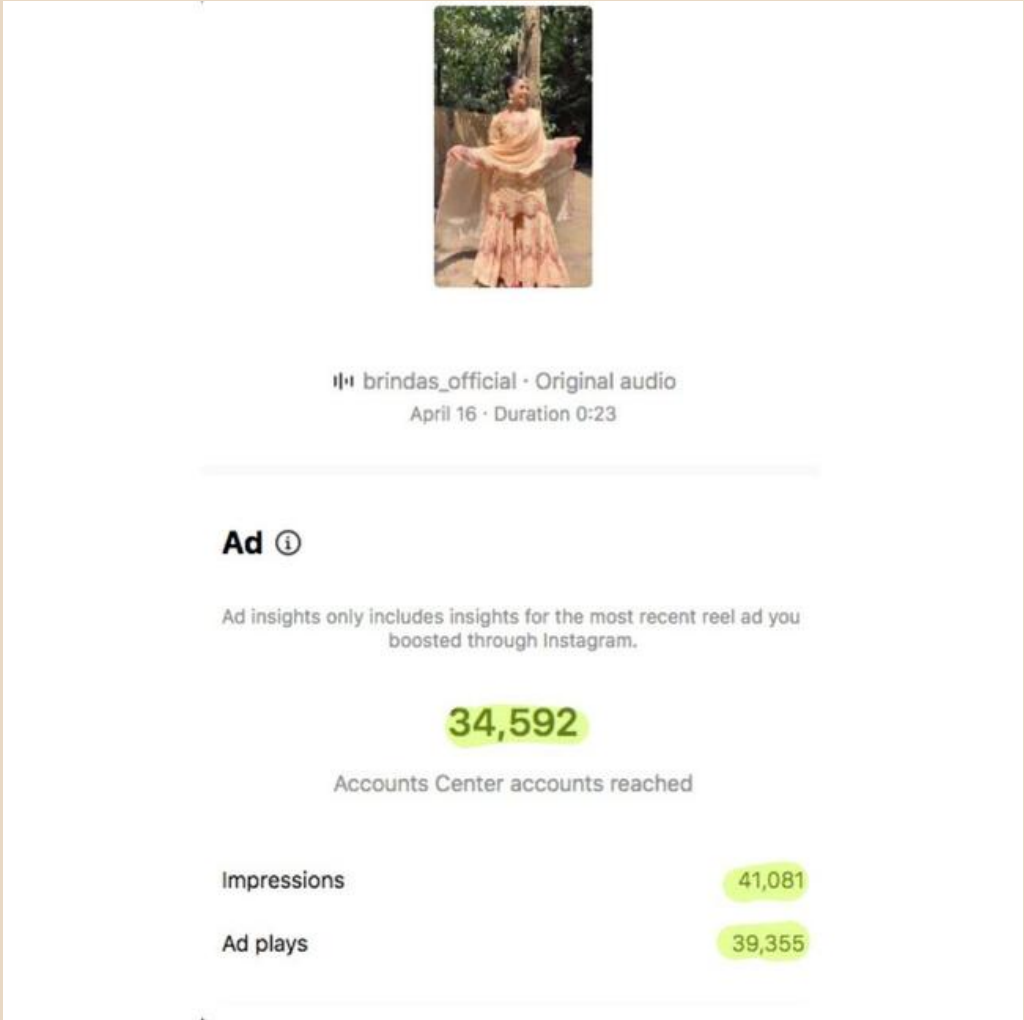


Rs. 57,796



28

Ad Content

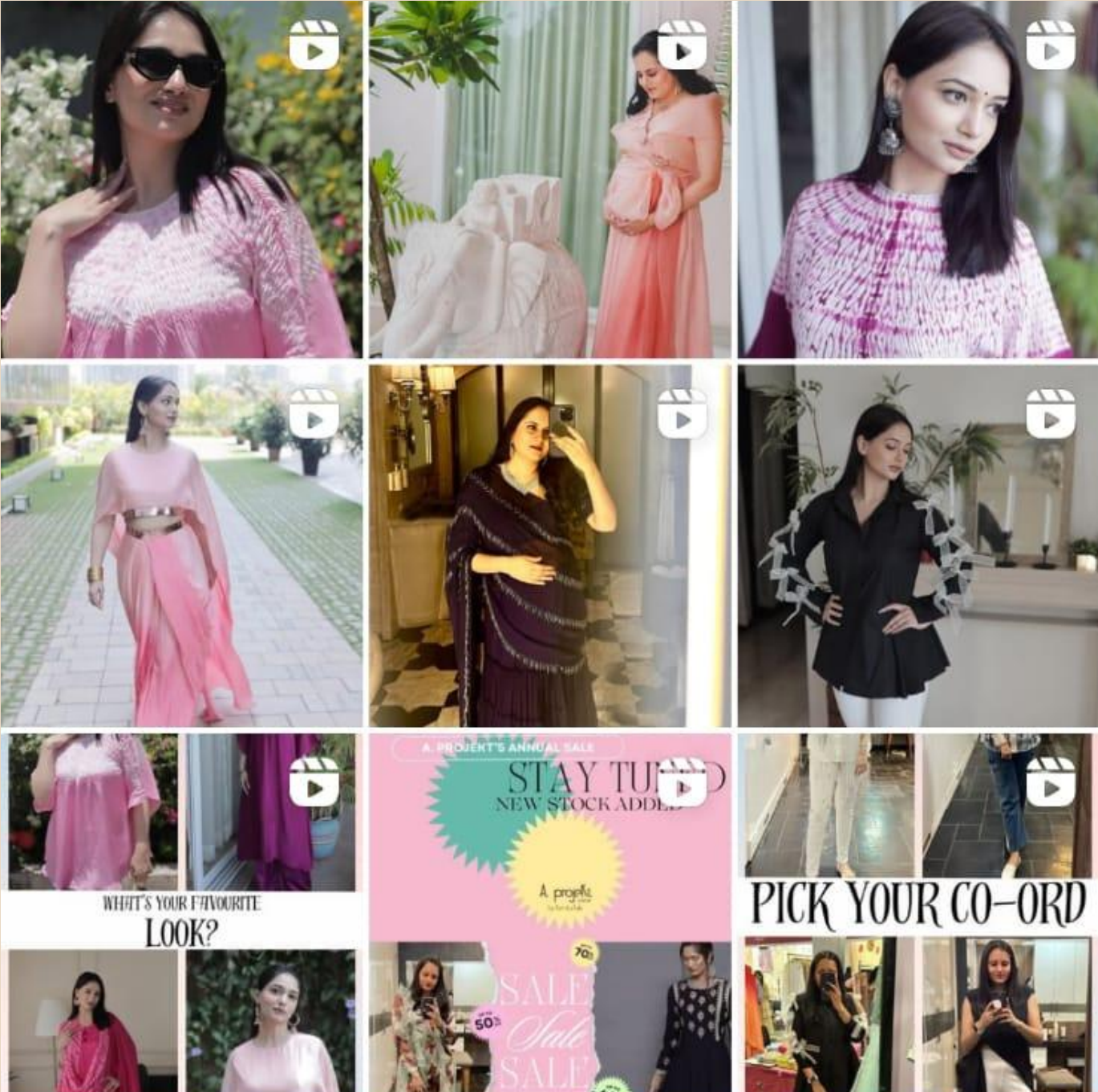


BRINDA'S PERFORMANCE REPORT ROAS 7X generated

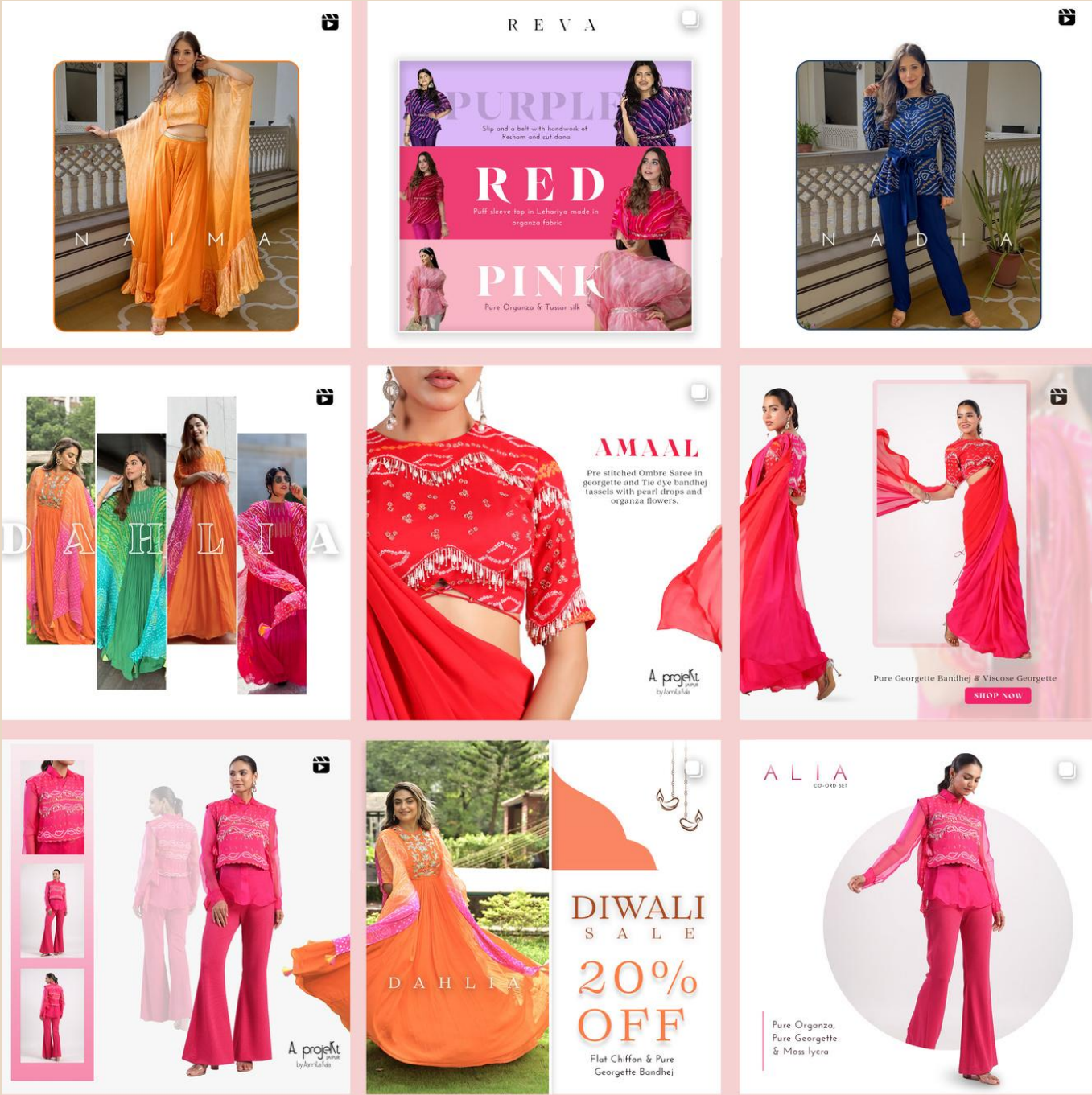


A ProjeKt

SOCIAL MEDIA MARKETING



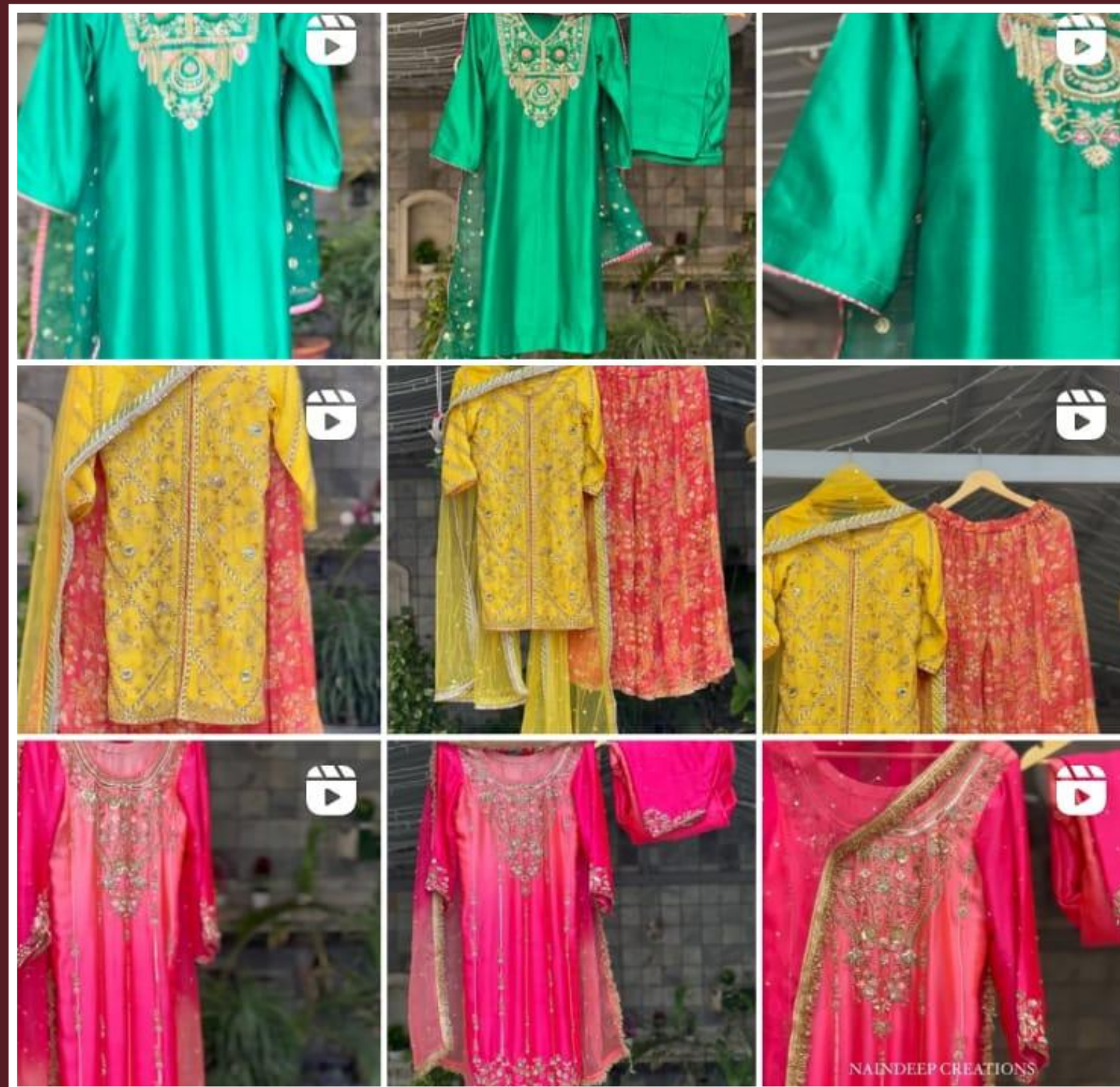
BEFORE



AFTER

Naindeep Creation

SOCIAL MEDIA MARKETING



BEFORE



AFTER



THANK YOU