

Case Study

Imagine Store



Problem



Objective

- Objective: Enhancing Brand Awareness, Driving Sales, and Improving ROAS.

Problem Statement

- The client is an Apple Premium reseller with a growing presence all over India. The client was challenged to increase sales, ROAS, and ROI. The competitive landscape was intensified by the presence of three direct partners, creating a challenging marketplace.

8 Months

Our Approach

- Our strategic approach aimed to expand the reach of the Imagine brand across the entire nation and attract users to view the products in a competitive industry.
- Through search campaigns, our motive is to hold Apple online market share in India and promote Imagine Online as an Apple Premium partner.
- To accomplish this, we implemented targeted search campaigns, optimizing product targeting by grouping keywords specific to the Indian market, complemented by appropriate assets and compelling ad copies. We also addressed and rectified budget-draining campaigns, focused on strategic geographic locations to drive heightened sales performance.

8 Months

Our Approach

- Our Objective through display is simple “People won't buy the products Always if they want to buy, Our brand should come into their Minds first”
- Our focus is to create awareness about the brand and promote the offers in various geo location in India.
- Our Targeting is simple, putting the the product ads in front of those who've been looking to buy Apple products.
- Not only awareness, implemented Pmax campaigns intended to drive sales and increase the ROI
- Targeted the review and influencer video channels, to make the people familiar with the brand, and reengaged with the site visitors to recall the brand.

8 Months Results

Overall result

- **74% Impressions Increased**
 - **71% Clicks increased**
 - **82% Cost per Conversion Decreased**
 - **14% Cost Decreased**
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- **Budget per month – 20 Lakhs**
 - **Campaign Sales increased – 235%**
 - **ROAS – 15 to 20 X**
 - **ROAS – 167% Increase**
 - **Campaign sale Value – 391% Increased**
 - **48% CPS Decreased**