

Revenue Increased by
726% in 3 Months for an Indian
Bedding Products Provider
Store with Our Facebook Ads

BUSINESS OVERVIEW:

This is an online business that specializes in providing high-quality bedding products to its customers, especially pregnant ladies in India. The company's website offers a range of products, including quilts, comforters, duvets, and pillows, all made with premium materials and designed to provide maximum comfort and durability.

Its products are available in various sizes, colors, and styles, catering to its customers' diverse needs and preferences. The company prides itself on its commitment to quality, offering products that are not only comfortable but also long-lasting. This business needs Facebook advertising to promote its products, reach new customers, and gain valuable insights into its target audience to enhance growth.

YOUR COMFY
PREGNANCY
COMPANION

- 6-MONTH WARRANTY
- 14-DAY TRIAL
- 100% MONEY-BACK GUARANTEE
- 1 LAKH+ HAPPY MOMS



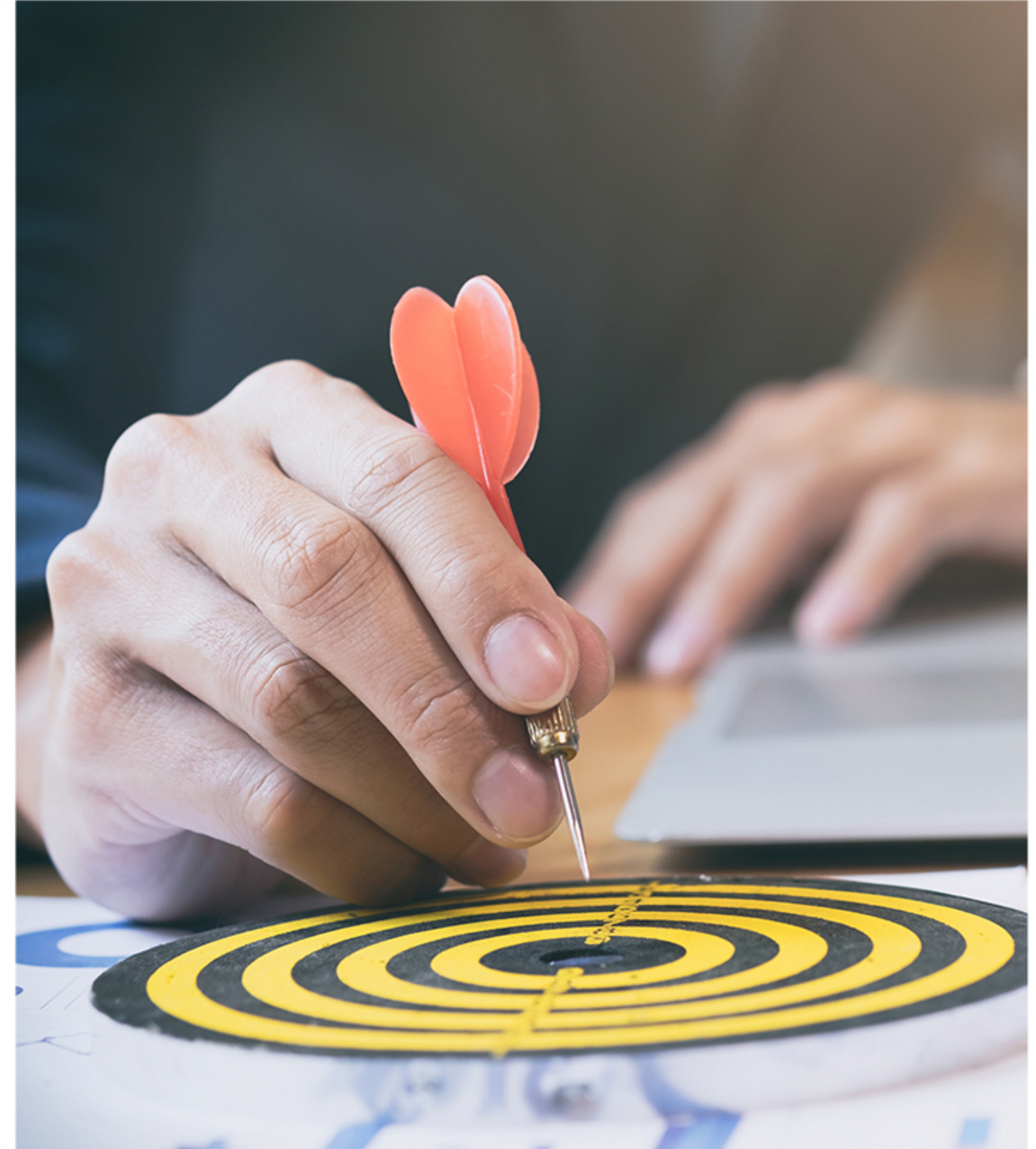
PRICE STARTED AT
₹2,099



OBJECTIVE:

As Facebook advertising can provide valuable insights into customer behavior & preferences. So, by analyzing data from its advertising campaigns, the business' main objective was to gain a better understanding of its target audience, their preferences, and what types of products and messaging resonate with them.

By setting a budget and targeting the ads effectively, the client can ensure that it'll get the most out of its advertising spend.



CHALLENGES:

The online bedding products provider store faced several challenges that obstruct its revenue growth, such as:

Audience targeting: Bedding product provider businesses need to target the right audience to achieve maximum returns on their Facebook ad investment. Identifying the target audience's demographics, interests, and behaviors can be challenging.

Cost of advertising: The cost of advertising on Facebook can be high, especially if the business targets a highly competitive market. This cost can impact the budget and the return on investment for the business.

Ad optimization: To scale the online business, it's essential to optimize Facebook ads to improve ad performance and conversion rates. This process can be complex, and the business may require the assistance of an experienced Facebook ads specialist.

Ad placement: Facebook offers various ad placement options, including news feed, stories, and marketplace. Determining the best placement for the ad can be challenging and requires careful analysis.

Ad copy and creative: Creating compelling ad copy and creative is crucial to the success of the Facebook ad campaign. Bedding products provider business need to produce high-quality content that resonates with their target audience to increase engagement and conversions.

Solutions:

This online store partnered with our Facebook advertising team to create and run a Facebook ads campaign to overcome the challenges they faced. Our team developed a strategy that involved:

1. Identifying the target audience:

We used Facebook's audience insights tool to identify the target audience based on their demographics, interests, and behaviors.

We also created custom audiences using the store's email list and website visitors.



2. Optimizing your budget:

We allocated the budget effectively by testing different ad formats and targeting options to see what generates the best results.

We used Facebook's ad optimization features, such as automatic placements and bidding strategies, to maximize the profit.



3. Providing excellent customer service:

We respond promptly to customer inquiries and provide exceptional customer service to build a loyal customer base.

We used Facebook Messenger to communicate with customers and resolve any issues they may have.



4. Building brand awareness:

We utilised Facebook Ads to increase brand visibility and awareness.

We created engaging content, such as blog posts and videos, to showcase the products and establish a brand as an authority in the industry.



Results:

The Facebook ads campaign delivered outstanding results for this store. Within just 3 months, the store's revenue increased by **726%**, go beyond the client's expectations. The campaign also generated significant brand awareness, reaching up to 2.6 million potential customers.

The following are some of the key metrics that highlight the campaign's success:

Reach: Our Facebook ads campaign reached over **2.6 Million** users in a time period of 3 months when our campaign was live. It means that 2.6 Million unique individuals saw our ad.

Impressions: The Facebook ads campaign got an impressive count of **12.8 Million** impressions. It means we have reached a vast audience and increased our brand visibility.

Revenue: The store's revenue reached over **Rs 5.6 Million** on a spend of **Rs 771.6K** in just 3 months after the Facebook ads campaign's launch.

Return on Ad Spend (ROAS): The campaign generated an impressive **ROAS of 7.26**, meaning that for every Indian rupees spent on Facebook ads, the store generated Rs 7.26 in revenue.

Campaigns Quilt Comfort Updated just now Discard Drafts Review and Publish									
Search and filter									
Resource Center Campaigns Ad Sets Ads									
Create Off / On Edit A/B Test Rules View Setup Columns: Custom Breakdown Reports									
	Off / On	Campaign Name	Reach	Impressions	Cost per Result	Amount Spent	Purchase ROAS (Return on Ad Spend)	Purchases Conversion Value	
			256,946	436,251	₹296.85 Per Purchase	₹25,001.65	5.62 ¹⁰	₹140,309.97 ¹⁰	
			28,621	243,271	₹268.80 Per Purchase	₹53,691.65	8.40 ¹⁰	₹451,188.90 ¹⁰	
			1,961,148	8,366,289	₹332.46 Per Purchase	₹618,114.59	6.53 ¹⁰	₹2,356,916.86 ¹⁰	
			257,041	1,768,071	₹306.46 Per Purchase	₹104,808.51	2.82 ¹⁰	₹226,001.10 ¹⁰	
			334,311	2,027,602	₹218.66 Per Purchase	₹126,056.65	10.35 ¹⁰	₹1,219,112.71 ¹⁰	
			—	—	— Per Purchase	—	—	₹0.00	
			—	—	— Per Purchase	—	—	₹0.00	
			—	—	— Per Messaging Com...	—	—	₹0.00	
			—	—	—	—	—	₹0.00	
			2,615,157 People	12,842,684 Total	Multiple Conversions	₹771,679.05 Total Spent	7.26 Average	₹6,02,686.08 ¹⁰	

CONCLUSION:

In conclusion, by partnering with our Facebook ads agency, the business was able to achieve its growth objectives and increase revenue by 726% in just 3 months.

The company's Facebook ads campaign was a cost-effective way to reach new customers, increase website traffic, and boost sales. The results of the campaign demonstrate the power of targeted advertising on Facebook for small businesses looking to grow and succeed in the competitive Indian market. With the insights gained from the campaign, it was able to adjust its marketing strategy to better align with customer preferences and continue to grow the business.

