

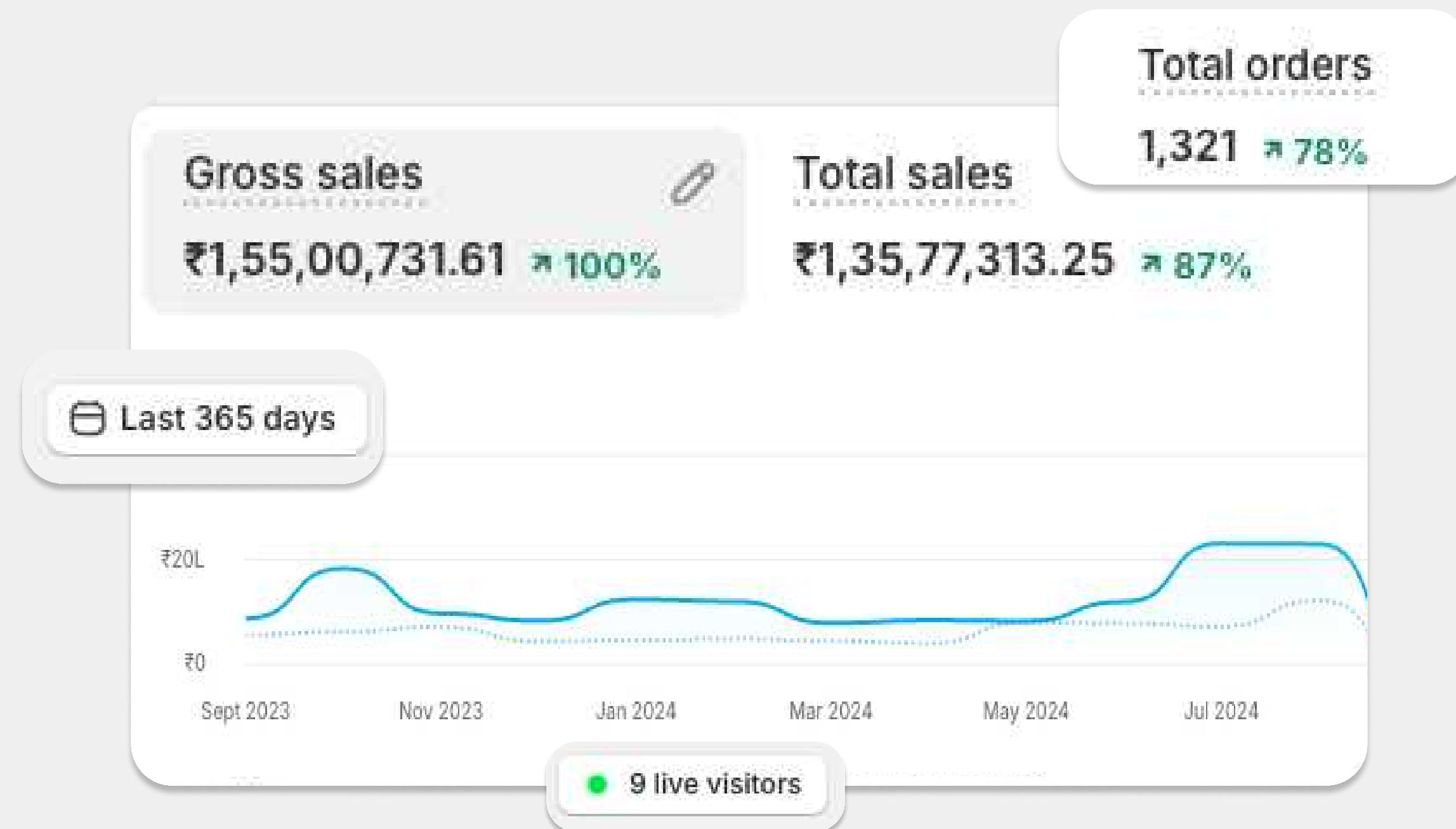


ACHIEVED A 5X+ ROAS

HOME DÉCOR LUXURY PLANTERS STORE

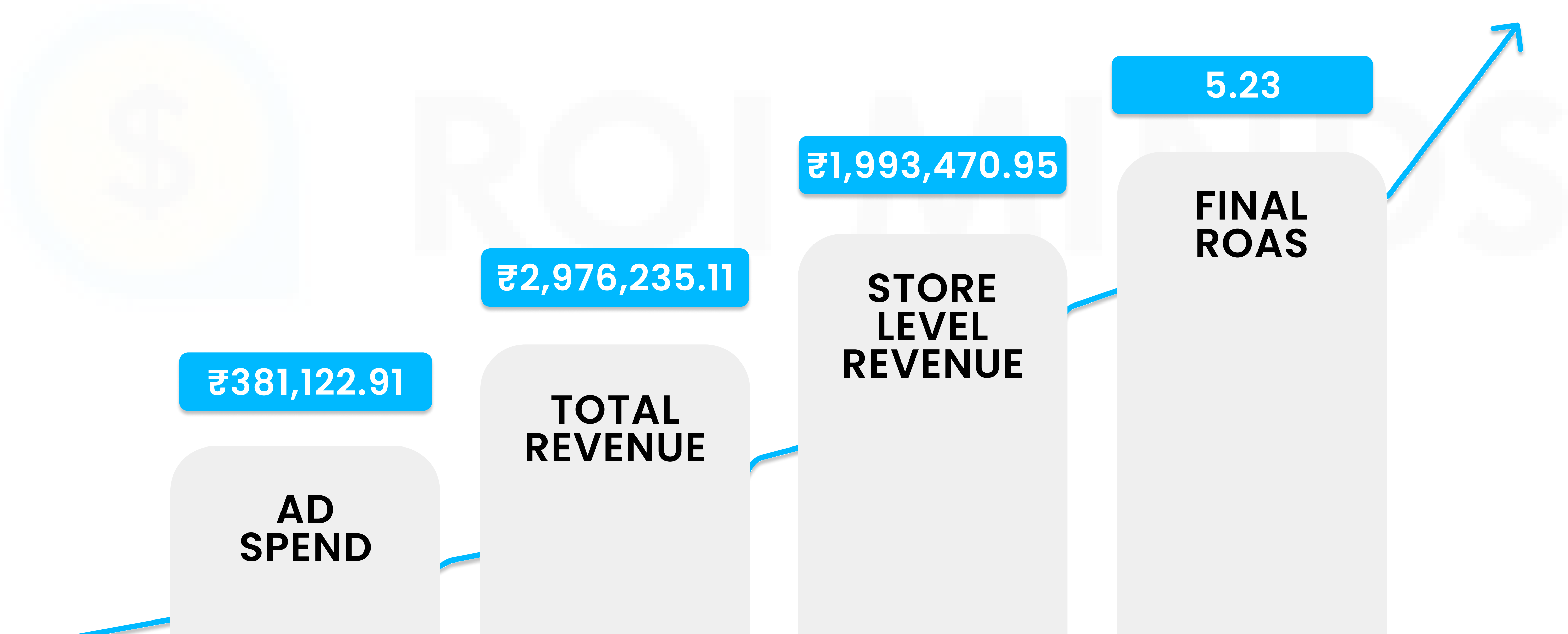
Revenue: INR 1.5CR in
the first 365 days of the
brand launch

WWW.RIPPLESHOME.COM



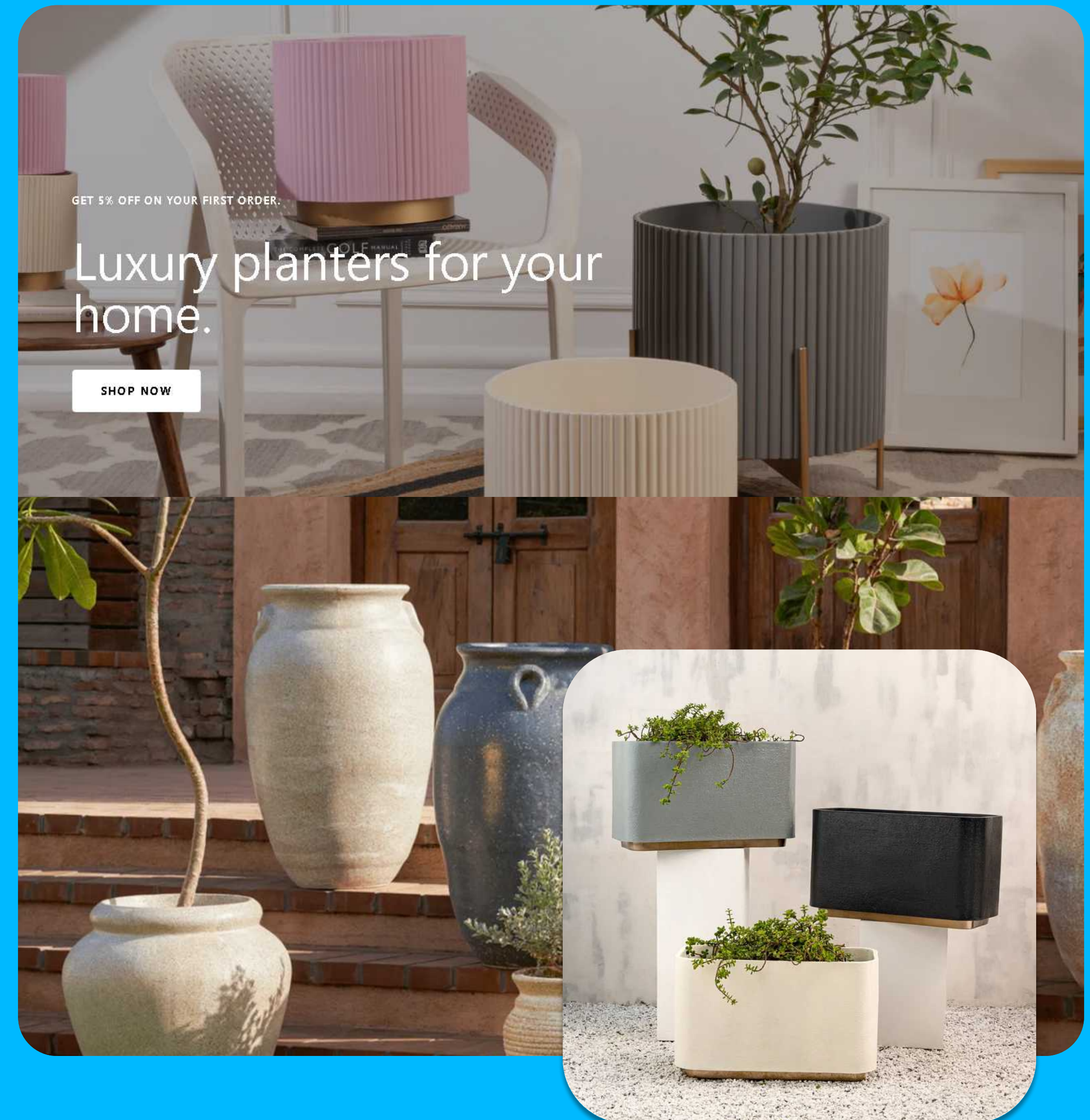
Key Highlight

Store Niche
Home Décor (Luxury Planters Store)



ABOUT THE BUSINESS

They are a luxury planters store that has combined mindful living with earthy sophistication. Anisha Raina launched it in October 2020 with the aim of providing perfect accessories for minimal contemporary homes. They offer fiberglass planters to enhance one's home. As per the market research, Anisha found out that various other planter stores had a massive gap regarding color options, designs, sizes, and aesthetics. This brand was born to find a solution to this problem and bring plant parents a range of luxe planters designed for today's mindful living.





BUSINESS OBJECTIVES

Ripples Home was born from a deep love for nature and a desire to bridge the gap between indoor and outdoor spaces. Their mission is to inspire a greener world by offering luxurious planters to their customers as per their requirements. They believe their carefully crafted planters can transform any space into a serene oasis, developing a connection with nature and promoting a more sustainable lifestyle. As for their Google and Facebook Advertisement goals, they want to grow their business and reach out to more people, improve the quality of the content, manage their budgets effectively, and identify the right audience for their business.

CHALLENGES

Low-Performing Content

occurs when your content doesn't align with the search intent of your target audience. It will likely underperform the content in low quality and lack valuable information.

Ineffective Campaigns

Result from your campaigns targeting the wrong audience segments, and you won't be able to reach potential customers. Ads with irrelevant messaging will not relate with your audience and may lead to slow engagement and conversions. Setting incorrect bids can result in overspending or underperforming campaigns.

Budget Constraints

when you go for a minimum budget can restrict your ability to reach a wider audience and scale your campaigns. With limited funds, you may have fewer resources to experiment with different ad variations and targeting strategies. These lower budgets can lower ad ranking, reducing your visibility in search results or social media feeds.

Difficulty In Identifying Target Audiences

occurs when you have insufficient data related to your target audience. It can be challenging to create effective campaigns. You might also struggle to connect with them. Outdated tools can be a problem/ obstacle in reaching the right people.

SOLUTIONS/OUR WORKING STRATEGY

Rigorous Title Testing

ROI Minds conducted in-depth research to understand search intent and tested multiple title variations to determine which resonated most with potential customers. Dynamic title optimization ensured maximum relevance and improved ad quality.

Continuous Campaign Optimization

ROI Minds implemented a well-structured campaign hierarchy, tested various ad copy variations, and continuously researched new keywords to expand the campaign's reach and target a wider audience.

Bid And Budget Management

ROI Minds closely monitored bids and budgets, utilized automated bidding strategies, and strategically allocated budgets across campaigns to ensure optimal performance and efficient spending.

Targeted Audience Acquisition And Retargeting

ROI Minds created highly targeted custom and lookalike audiences, implemented effective retargeting campaigns, and utilized dynamic ads to showcase specific products to users based on their previous browsing history.



RESULTS GOOGLE AD CAMPAIGN

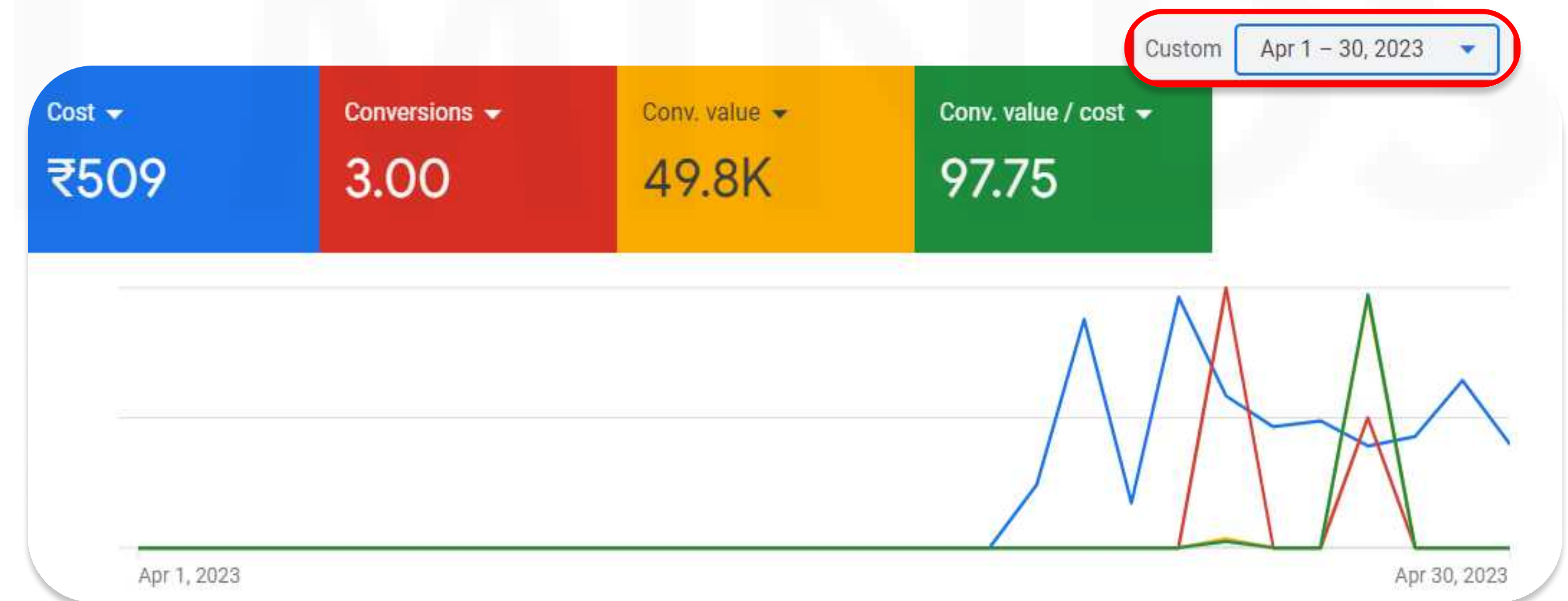
Our comprehensive Google for our client's Home Décor business has provided outstanding results, highlighting the effectiveness of our approach. Let's have a closer look at our achievements.

Before (April) - The beginning

The campaign generated a significant return on investment.

While the number of conversions is relatively low, the high conversion value suggests that conversions were valuable to the business.

The total revenue generated at the beginning of the campaign was 49.8K, along with a **ROAS of 97.75**, as per the screenshot below.



AFTER (JULY - AUGUST)

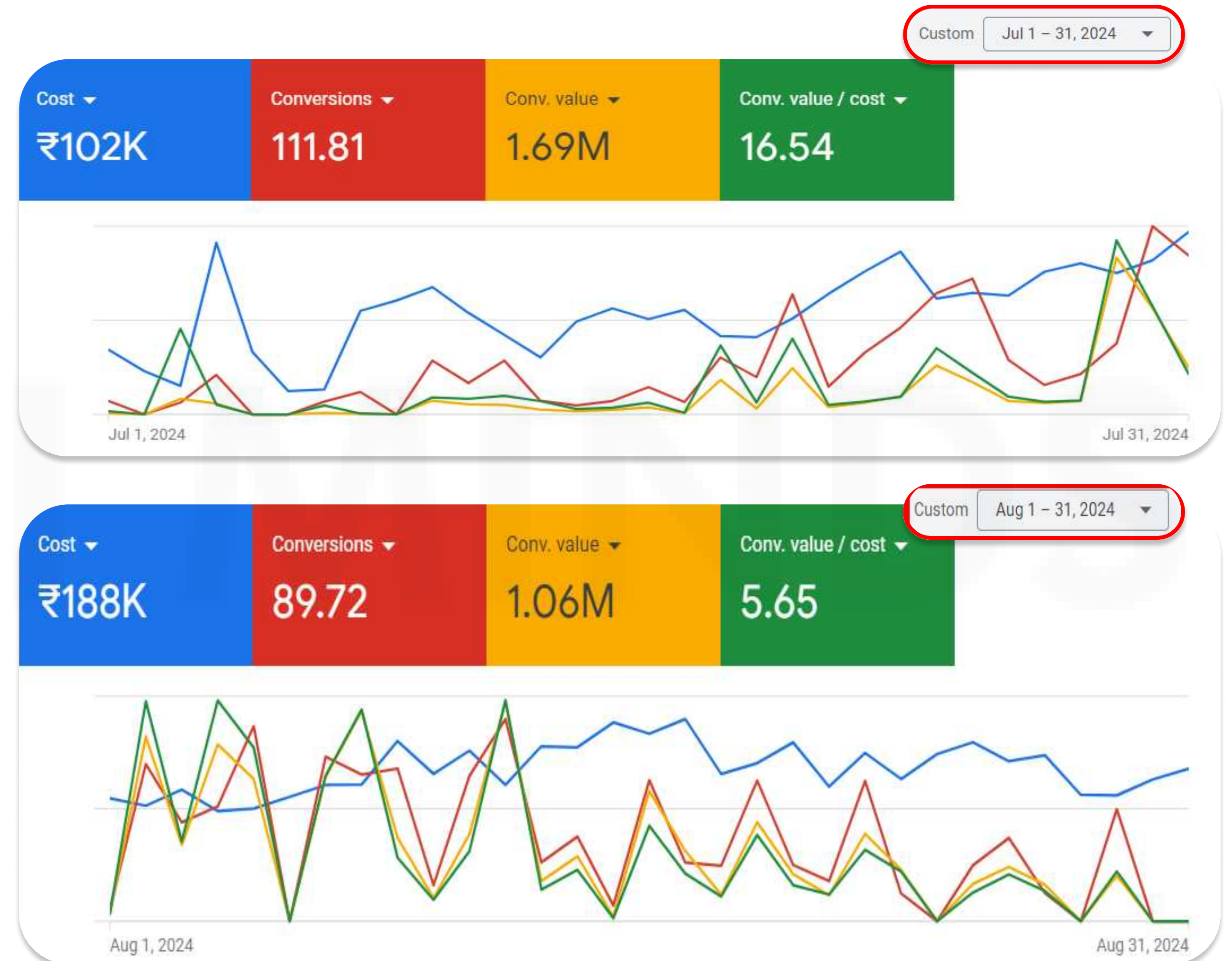
July 2023

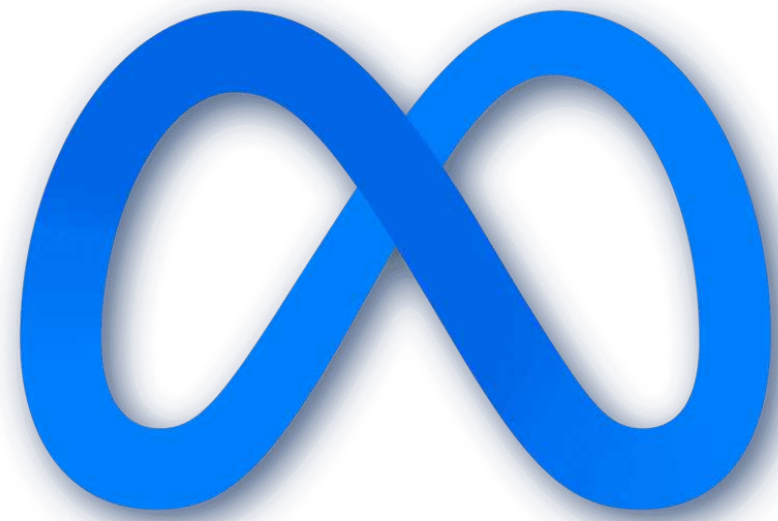
ROAS for July was 16.54 with a **revenue generation of 1.69 M.**

We can see a slight downfall in August. However, we improved by implementing necessary updates in the Google Merchant Center and the Google Ads account to ensure the campaign performs well.

August 2024

As of August, we have maintained an **ROAS of 9.22** and ad spend of ₹36,987, indicating that Facebook has been performing better.





Facebook ads strategy for our client's Home Décor business has provided outstanding results highlighting the effectiveness of our approach. Let's have a closer look at our achievements.

Before (April 2023)

As for the Meta ad campaign, we started with an ad spend of ₹50,180.27 with a **ROAS of 8.87** as per the results below.

1 Apr 2023 - 30 Apr 2023

Campaigns 1 selected									
Ad sets for 1 Campaign									
Ads for 1 Campaign									
+ Create Duplicate Edit More Columns: Simran Breakdown									
Off/On	Campaign	Purchases	Purchases conversion value	Purchase ROAS (return on ad spend)	Cost per result	Delivery			
<input type="checkbox"/>		1	₹19,170.00	8.87	₹2,162.14	Off			
<input type="checkbox"/>		15	₹115,950.00	3.37	₹2,292.83	Off			
<input type="checkbox"/>		1	₹15,120.00	1.91	₹7,900.95	Off			

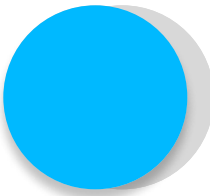
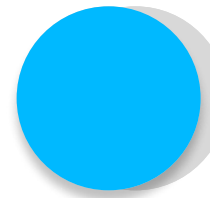
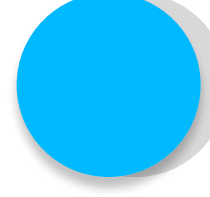
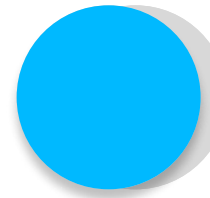
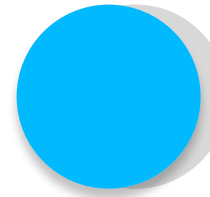
August 2024

As of August, we have maintained an ROAS of 9.22 and ad spend of ₹36,987, indicating that Facebook has been performing better.

1 Aug 2024 - 31 Aug 2024

Campaigns 1 selected									
Ad sets for 1 Campaign									
Ads for 1 Campaign									
+ Create Duplicate Edit More Columns: Custom Breakdown									
Off/On	Campaign	Amount spent	Purchases	Purchases conversion value	Purchase ROAS (return on ad spend)				
<input type="checkbox"/>		₹36,987.04	30	₹340,882.80	9.22				
<input type="checkbox"/>		₹64,453.20	38	₹466,462.15	7.24				
<input type="checkbox"/>		₹61,807.84	39	₹416,828.55	6.74				

COMBINED RESULT (STORE LEVEL)

-  We have maintained an ROAS of 5.23, showcasing the extraordinary effectiveness of our marketing efforts.
-  We have seen an increase of almost 21% this month compared to the previous month, indicating strong growth.
-  We maintained a judicious Ad Spend of ₹381K, ensuring cost-effective marketing while maximizing return on investment.
-  We achieved a total sales of 246.99, highlighting the team effort and the effectiveness of the strategies.
-  In the highly competitive home decor business niche, we met and exceeded our goals, strengthening our position and achieving outstanding results.

	TOTAL					
Month 2024	Total Spend	Total sales	Total Revenue	ROAS	Store Level Revenue	ROAS Store Level
Aug	₹381,122.91	246.99	₹2,976,235.11	7.81	₹1,993,470.95	5.23

CONCLUSION

Now, to conclude our case study, our collaboration with the client's home decor brand has been an example of the power of strategic, customer-centric digital marketing. As a leading e-commerce digital marketing agency, we were able to leverage our expertise to address challenges and optimize campaign performance.

The results speak for themselves. We achieved a remarkable ROAS for both Google and Facebook ads, significantly increased revenue, and effectively managed the client's budget. These achievements strengthened the brand's market position and developed a more engaging and positive customer experience.

Moreover, the best part is that our partnership demonstrates the potential of our digital marketing strategies to drive revenue, profitability, and long-term success in a competitive market. We look forward to supporting the client's growth and success in the home decor industry.

