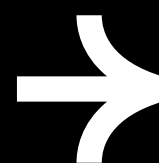
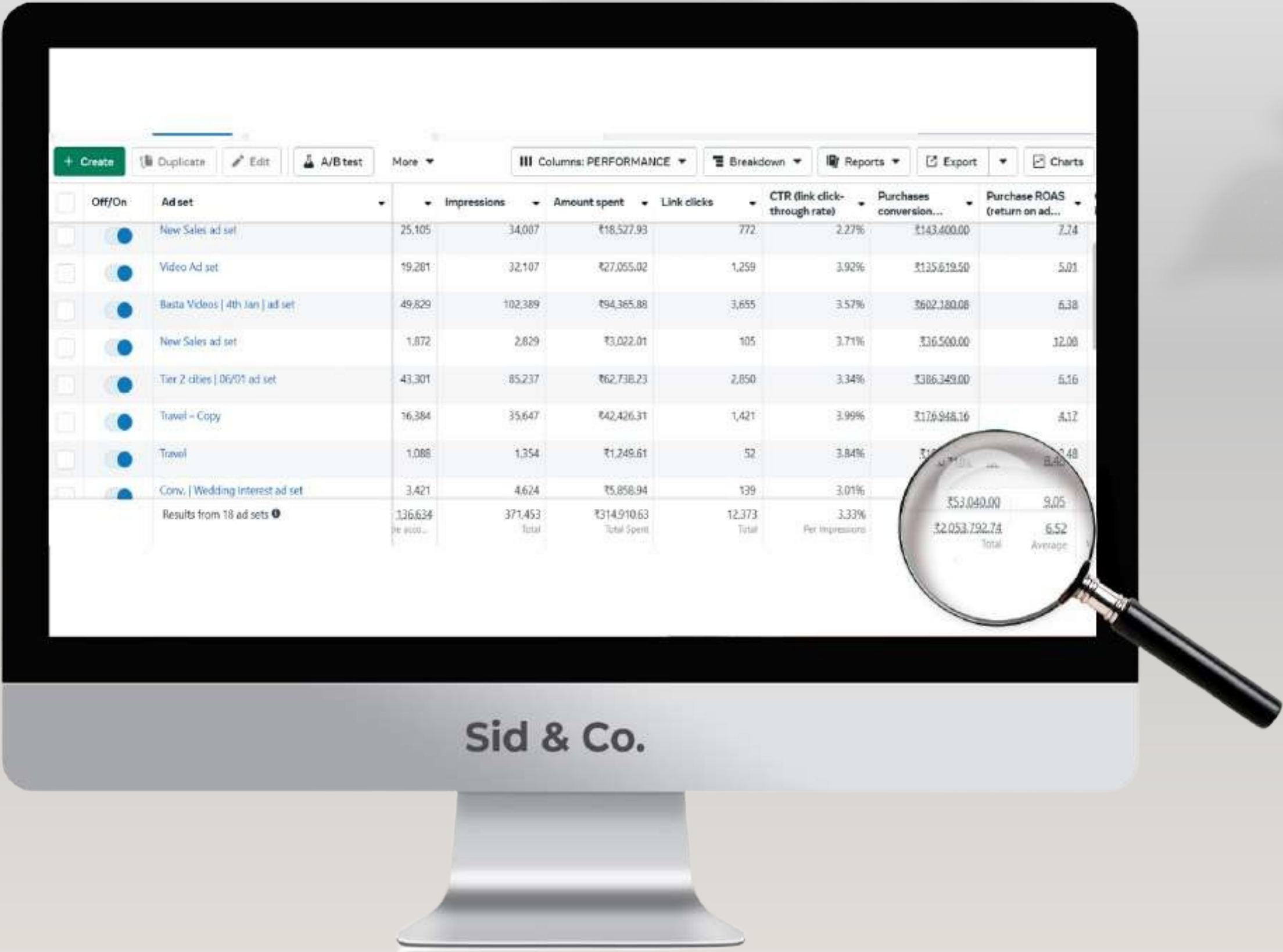


BASTALUX

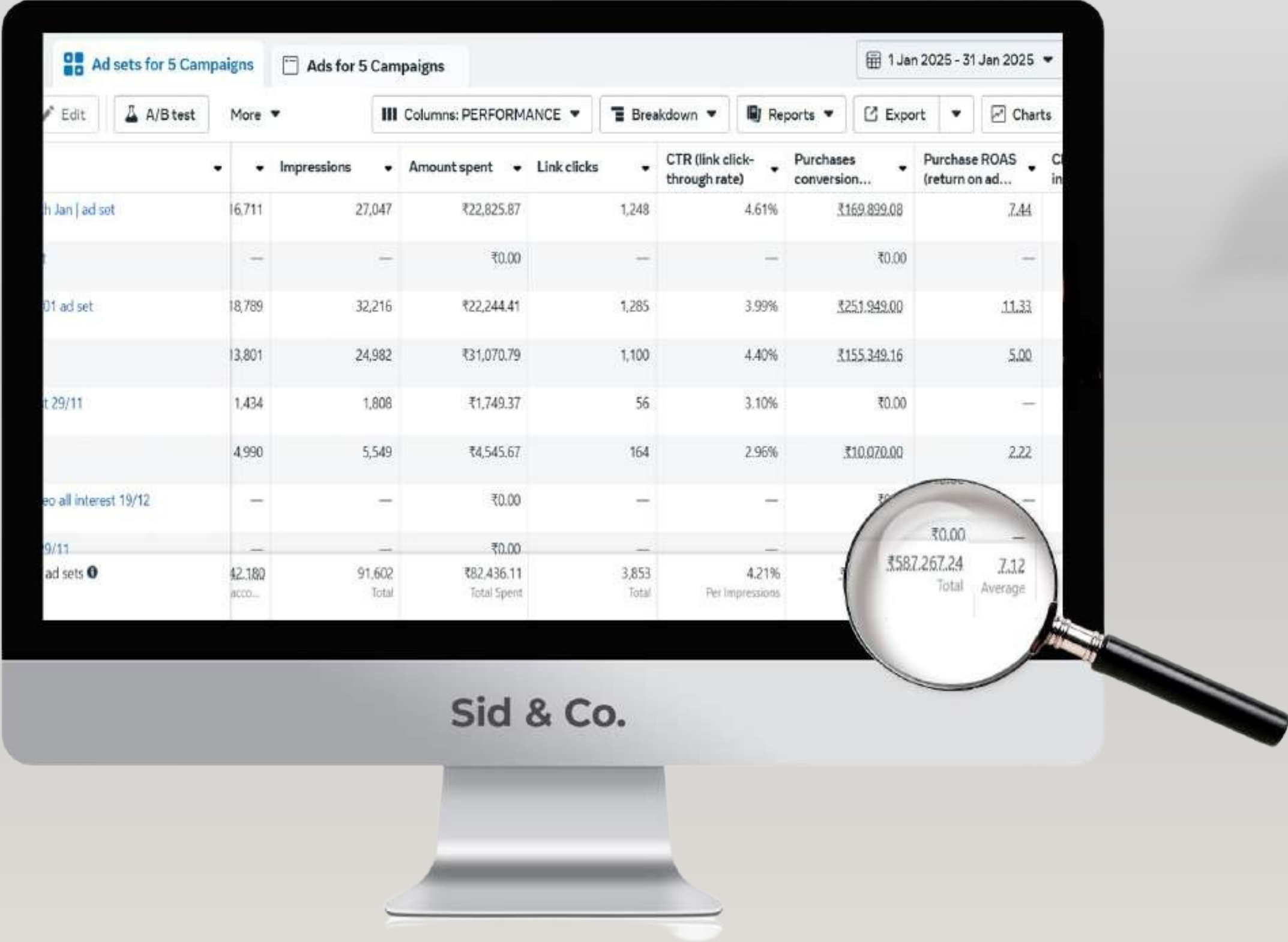
**How a luxury luggage/ bags brand got
average ROAS of 6.52x over 3 months**



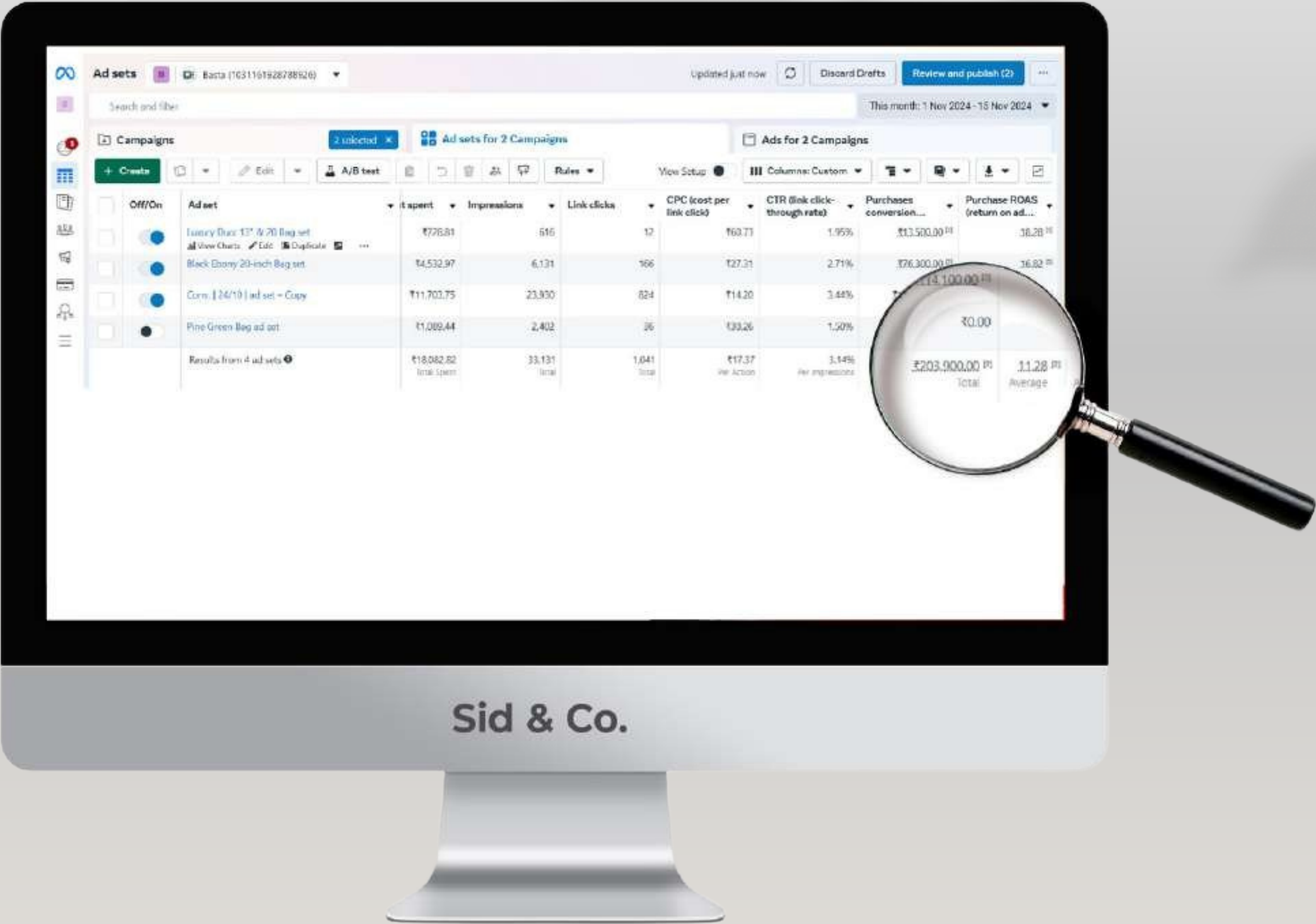
01 RESULT



01 RESULT

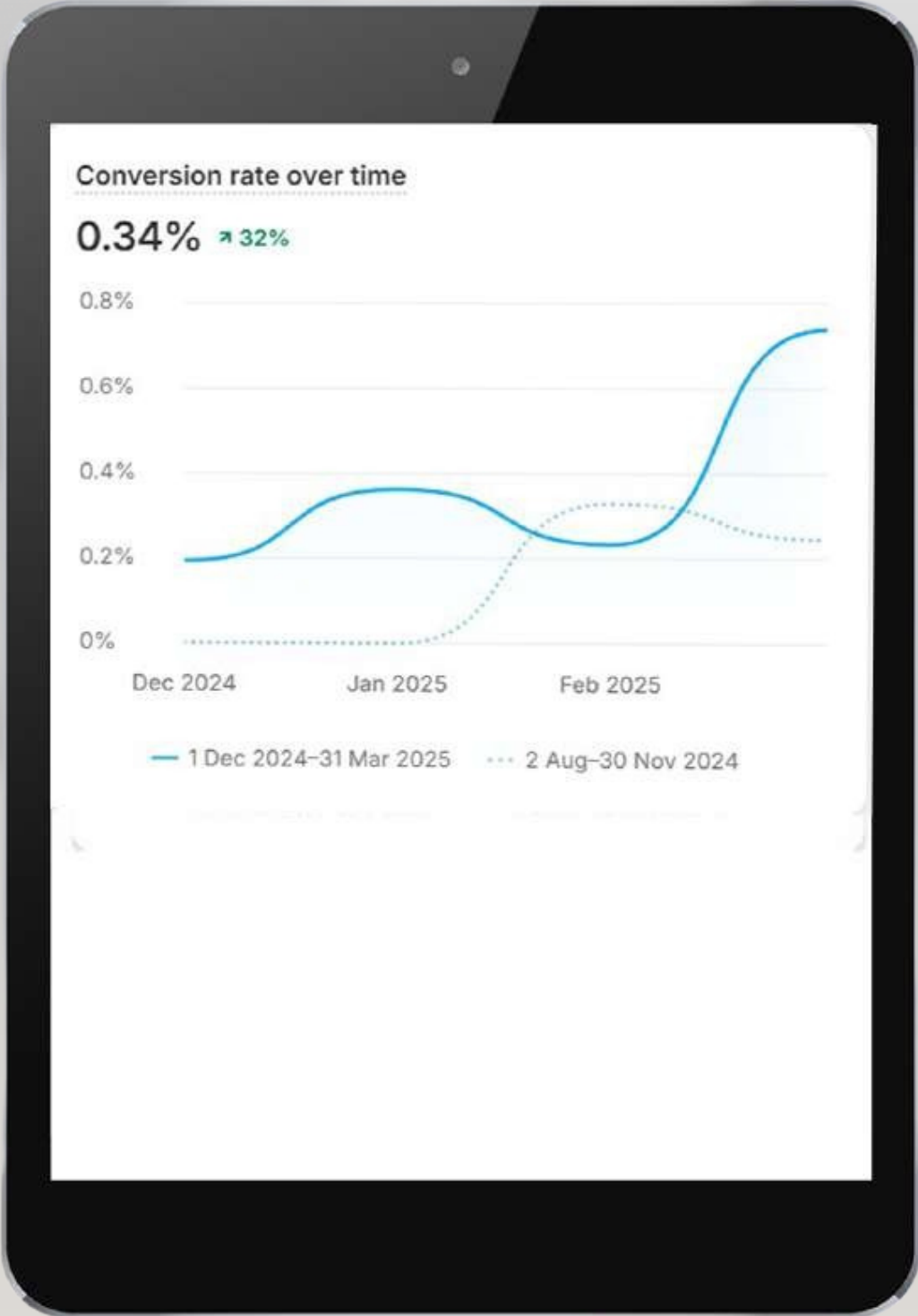
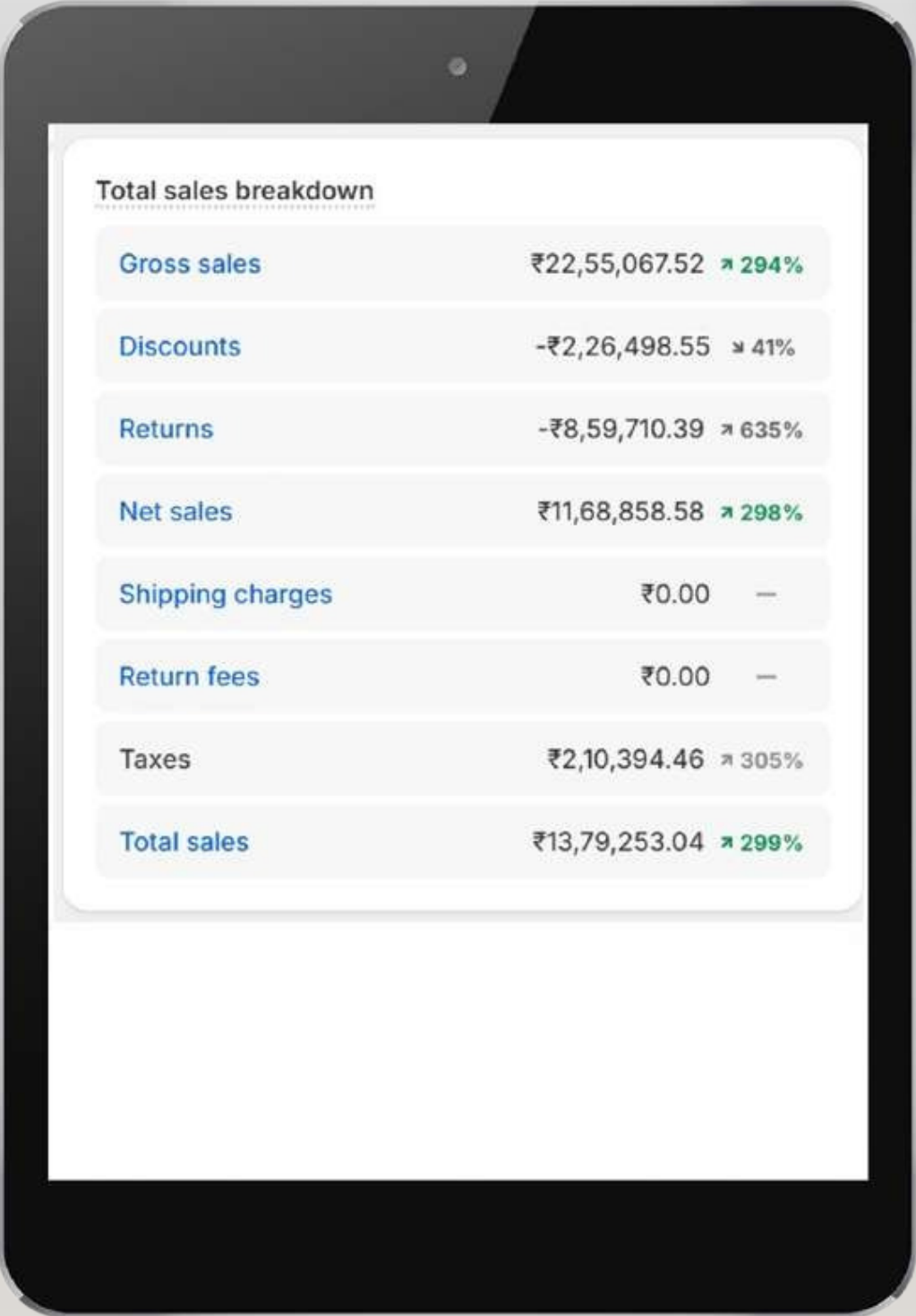


01 RESULT



01

RESULT



02

SCALING UP HIGH – PERFORMING ADS

Campaigns									
1 selected									
Ad sets for 1 Campaign									
Ads for 1 Campaign									
+ Create Edit A/B test Rules View Setup Columns: Custom Breakdown									
	Off/On	Ad set		CPC (cost per link click)	CTR (link click-through rate)	Adds to cart	Checkouts initiated	Purchase ROAS (return on ad...)	Purchases conversion...
	☒	Luxury Interest 29/11	22	₹15.63	6.49%	5 [2]	4 [2]	132.03 [2]	₹45,405.00 [2]
	☒	5 Star Hotel interest 29/11	12	₹19.30	3.90%	1 [2]	—	—	₹0.00
	☒	travel interest 29/11	11	₹25.53	4.18%	—	—	—	₹0.00
	☒	Wedding Interest 29/11	84	₹18.11	4.11%	16 [2]	10 [2]	31.10 [2]	₹47,300.00 [2]
Results from 4 ad sets			129 Total	₹18.43 Per Action	4.37% Per Impressions	23 [2] Total	14 [2] Total	39.00 [2] Average	₹32,705.00 [2] Total



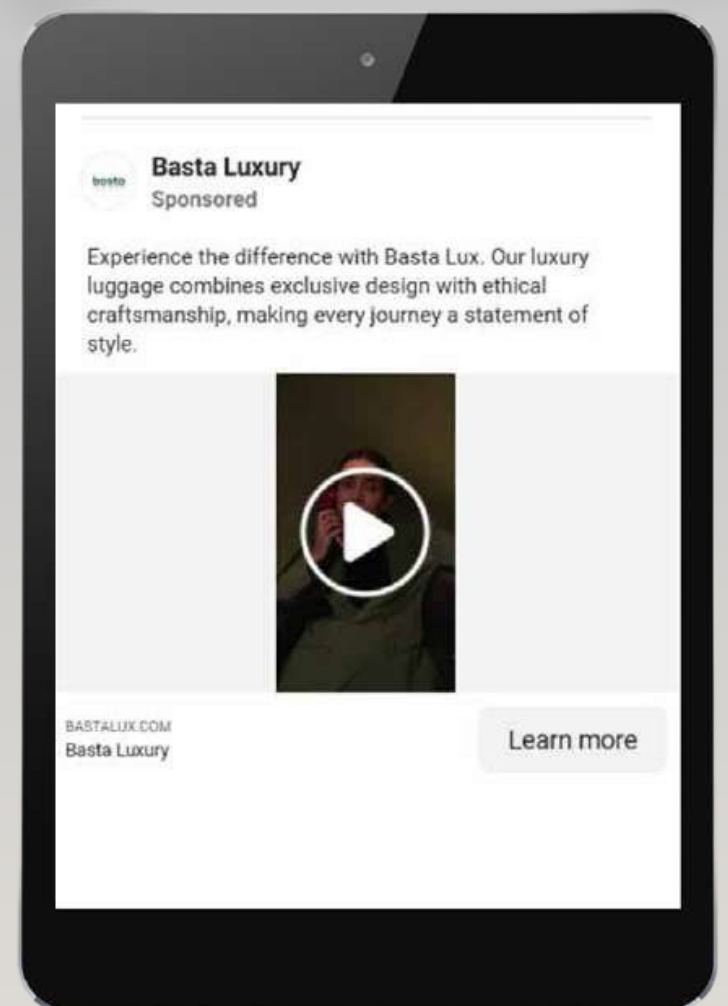
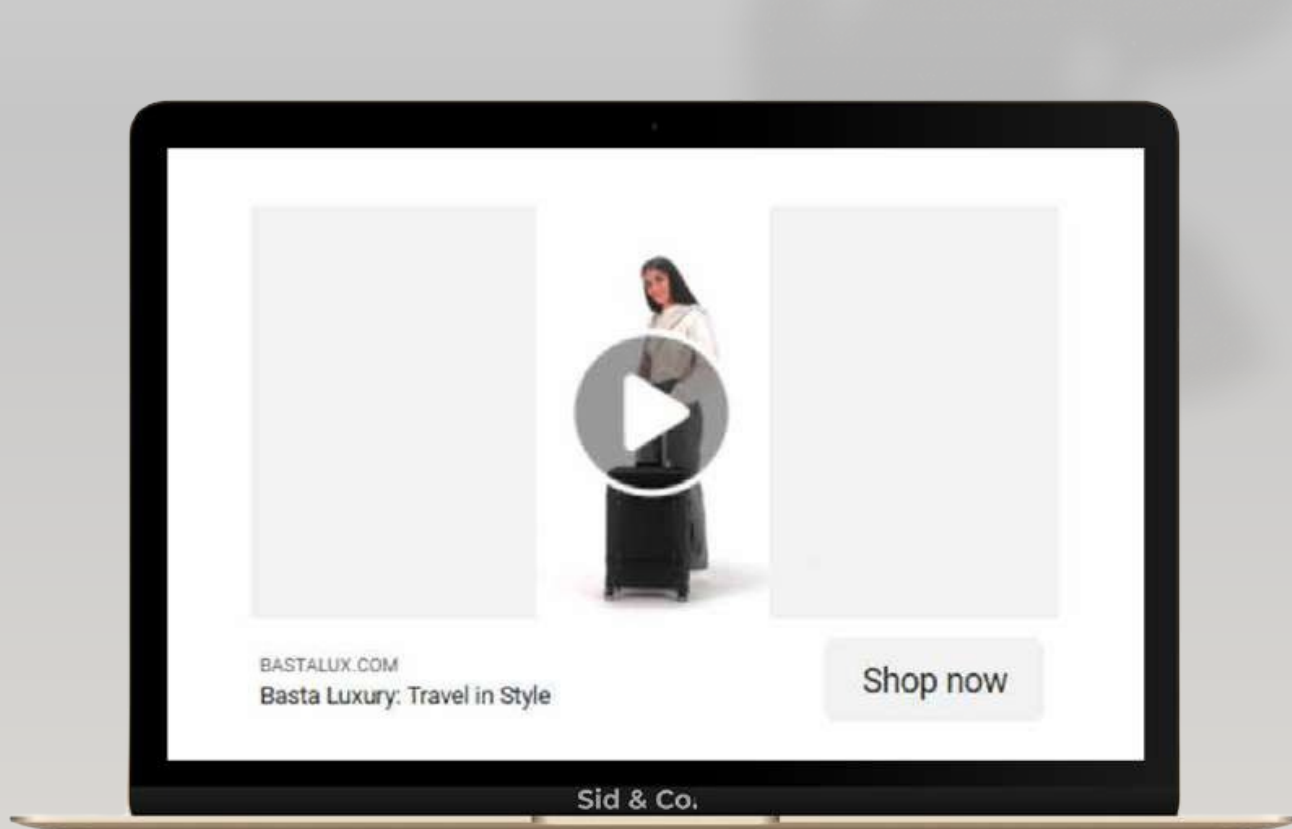
+ Create Edit A/B test Rules View Setup Columns: Custom Breakdown									
	Off/On	Ad set	CTR (all)	CPC (all)	Adds to cart	Checkouts initiated	Purch OAS (retu ad...	Purchases conversion...	
	☒	Wedding Interest 29/11	828	4.39%	₹18.27	50 [2]	32 [2]	15.74 [2]	₹238,072.00 [2]



03

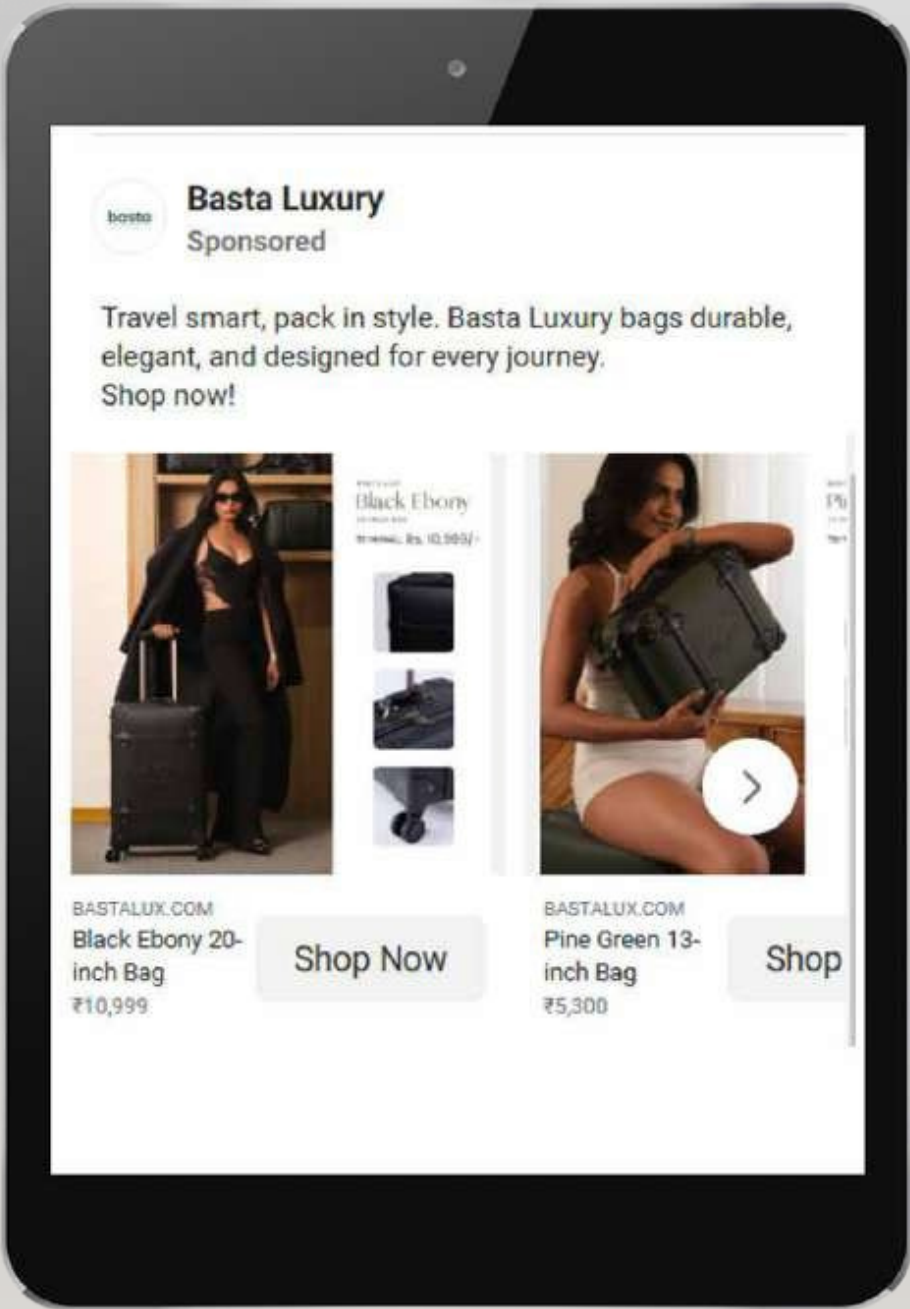
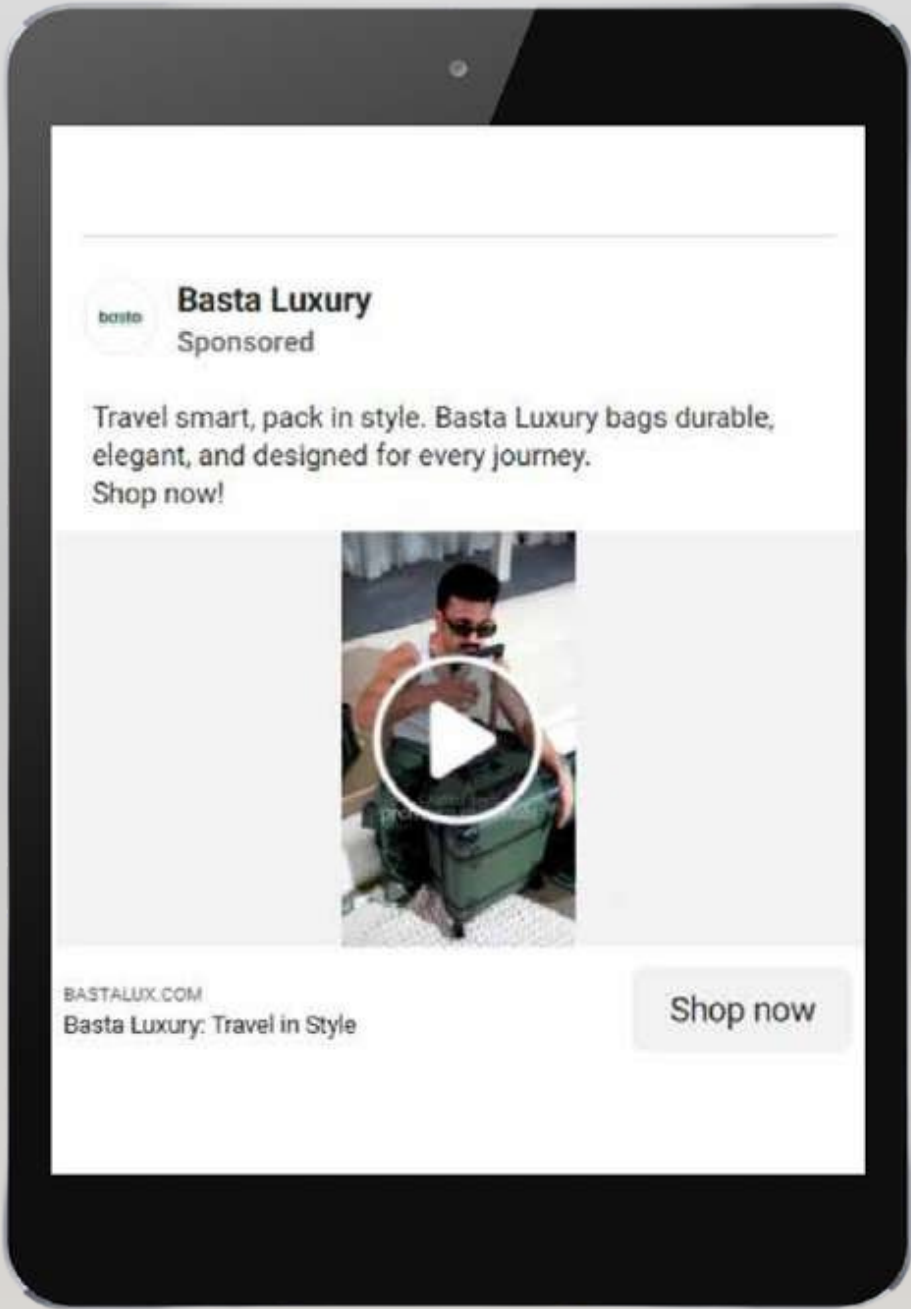
COMPETITOR STUDY

Did competitor study and market reasearch to creaate high performaning creative



04

ADS CAMPAIGN



05 RETARGETING

- **Created Custom Audience Based on**
 1. Add to Cart
 2. Specific Product Page
 3. Landing Page
 4. Purchase
- **Created Lookalike Audience on Add to Cart**
- **Created Lookalike Audience on Purchase**



06 **FUTURE COURSE OF ACTION**

- **CRM software integration for**
 1. Drip Marketing
 2. WhatsApp Automated Triggers for Abandoned Checkout
- **Storytelling ideas in product shoots for campaign video & website traffic ads**

