

CITY FURNITURE FACEBOOK AD CASE STUDY

City Furniture is a shop in a small town of West Bengal that deals in all kind of furnitures. It serves both small, mid and higher range of products.

Challenge: Low Brand Awareness resulting in lack of increase in sales.



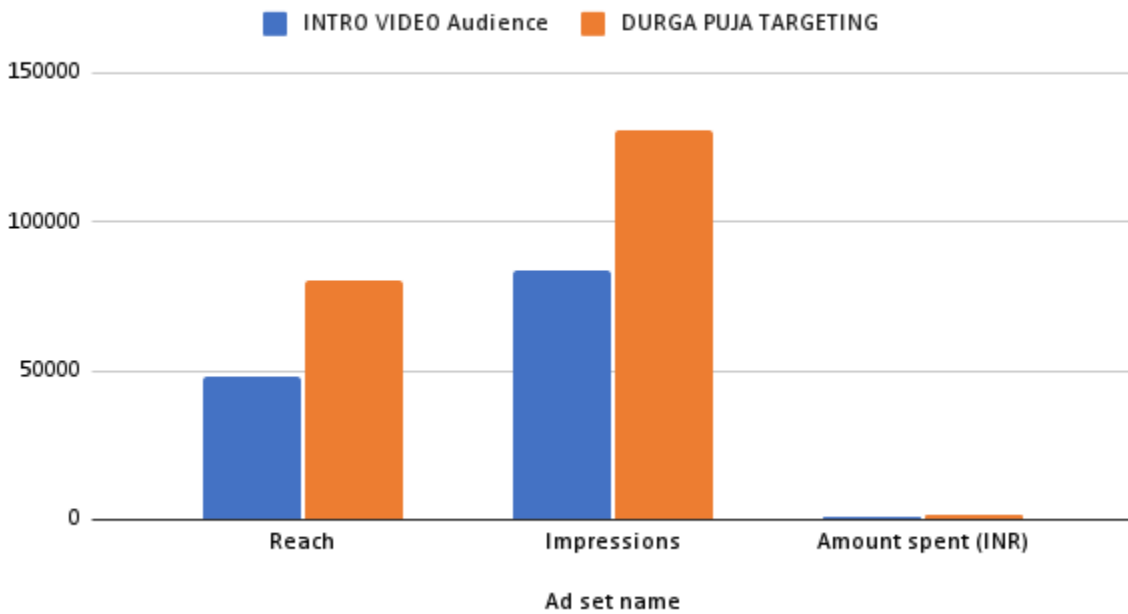
Target Audience: After a thorough understanding of its business plan we defined its Target Audience so that the budget would be utilized on the right audience.



Marketing Strategy: We decided to first increase the brand awareness through engaging reels. Our ad creatives were focused on what City Furniture is and its USP which is quality, affordability, and on time service. Our next phase of campaign was to introduce our Target Audience to their desired products. Our ad creatives mainly talked about its product quality and unique collections.

AND WE REACHED MORE THAN 1 LAKH PEOPLE WITH A BUDGET OF RS. 2000

INTRO VIDEO Audience and DURGA PUJA TARGETING



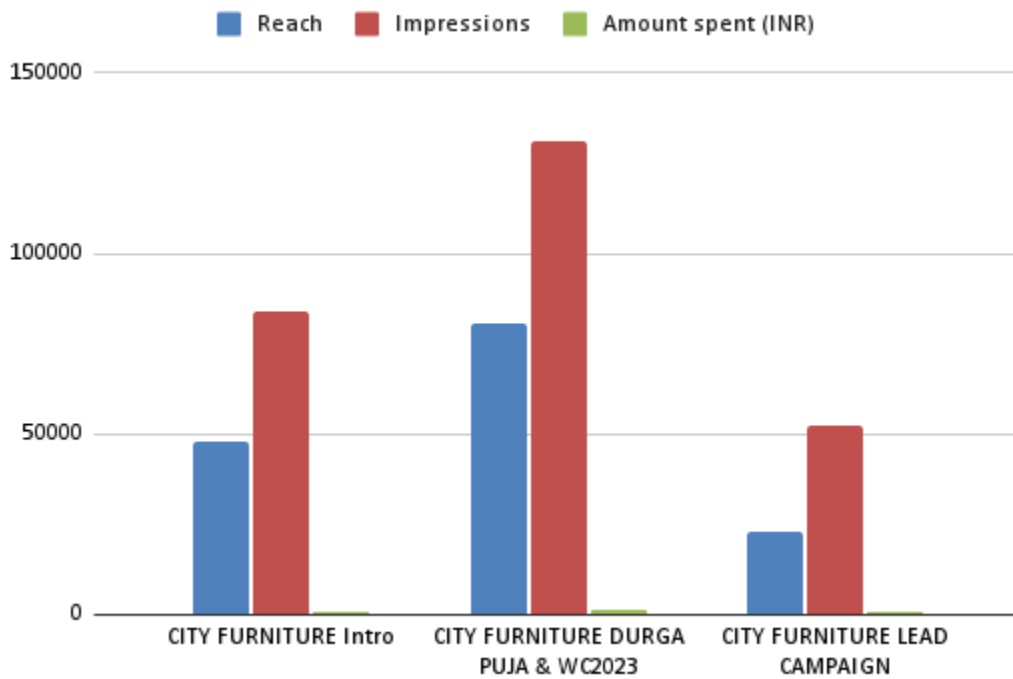
Campaign	Reach	Impressions	Cost per result	Amount spent
CITY FURNITURE DURGA PUJA & WC2023	80,589	131,043	₹0.11 Cost per ThruPlay	₹1,423.14
CITY FURNITURE	47,787	83,716	₹0.09 Cost per ThruPlay	₹753.63

“Reach” refers to the number of people we have reached during the campaign and

“Impression” refers to the number of times our ad has been shown on screen which means brand visibility.

In this scenario, our Reach is 1,28,376 and Impression is 2,14,725.

Our Next Phase was retargeting the people who have engaged with our Ad and giving them offers and discounts on store visits with a “Call to Action”.



This was a Two Month Campaign and City Furniture has got 50 New Customers where the average purchasing Power is Rs. 5000/-