

## CITY FURNITURE Wedding Combo Offer 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 premium sections of Customers.

**Challenge:** To generate Sales for this Wedding Season Offer. The product to be sold was worth Rs. 32000/- and ad budget was Rs. 5000/-



**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.

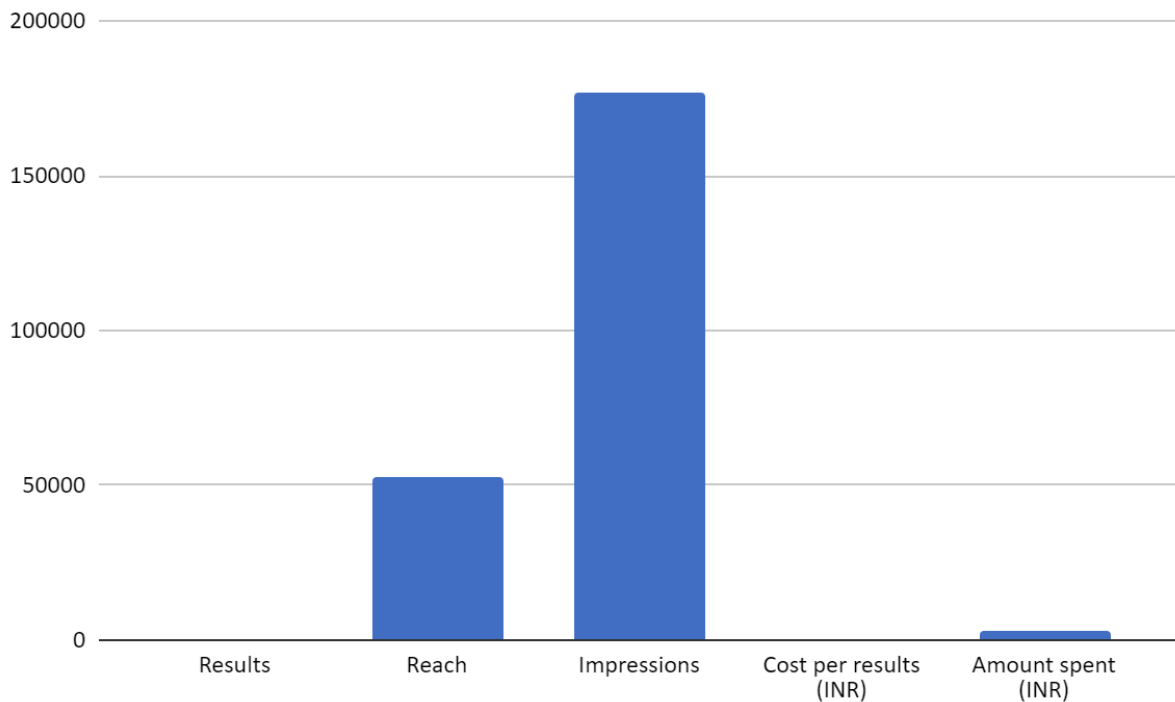


### Marketing Strategy:

Our ad creatives were focused on what the offer is and how it is going to be worthwhile.

In this phase of campaign we introduce our Target Audience to their desired products. Our ad creatives mainly talked about its product quality and unique collections and the attractive price range and the limited period offer to create urgency.

**AND WE REACHED MORE THAN 1 LAKH PEOPLE WITH A BUDGET OF RS. 5000 and generated more than 40 MESSENGER and WHATSAPP Leads and 10 DIRECT STORE VISITS.**



Search and filter Last month: 1 Jan 2024 - 31 Jan 2024

Campaigns 1 selected Ad sets for 1 Campaign Ads for 1 Campaign

+ Create
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Off/On	Campaign	tribution ting	Results	Reach	Impressions	Cost per result	Amount spent	Ends
<input checked="" type="checkbox"/>	City Furniture Wedding campaign	ay click or 1...	56	52,443	176,942	48	₹2,691.85	31 Jan 2024

**“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 52443 and Impression is 176942.

**This was a One Month Campaign and City Furniture has got 15 New Customers each buying the Wedding Combo set worth Rs. 32000/- and generated an extra revenue of Rs. 4,80,000/- against an Facebook Ad Budget of Rs. 5000/-**