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# Case Study 1: New Heights for Mithra and Co.

**Industry:** Sustainable Jewelry

**Objective:** Drive brand awareness, increase sales, and build a loyal customer base for their new sustainable jewelry line.

## Meta Ads

- **Goal:** Drive traffic and conversions through targeted campaigns.
- **Strategy:**
  - Ran dynamic product ads with lifestyle imagery showcasing jewelry in natural settings.
  - Targeted eco-conscious women aged 25–45, using lookalike audiences based on website visitors.
  - Seasonal campaigns for Valentine's Day and Mother's Day with limited - time offers.
- **Results:**
  - Achieved a **5x ROAS**.
  - Decreased CPA by **20%** within the first 2 months.
  - Sold out 70% of the new collection in the first quarter.

## Google Ads

- **Goal:** Capture high-intent shoppers.
- **Strategy:**
  - Ran Smart Shopping campaigns with optimized product feeds.
  - Focused on long tail keywords like "eco - friendly gold necklaces."
  - Used branded search campaigns to capture returning customers.

- **Results:**

- Generated \$15000 in revenue in the first 3 months with a **5x ROAS**
- CTR improved to **4.5%** .

## TikTok Ads

- **Goal:** Increase awareness among Gen Z and millennials.
- **Strategy:**
  - Collaborated with micro - influencers to create UGC - style videos showing unboxing and styling.
  - Launched “How It’s Made” videos showcasing the sustainable production process.

- Created fun challenges using branded hashtags like #MithraEcoJewels.
- **Results:**
  - Achieved **1.5M+ views** on branded hashtag content.
  - Drove a 12% increase in website traffic from TikTok campaigns.

## Email Marketing

- **Goal:** Nurture leads and boost repeat purchases.
- **Strategy:**
  - Designed a welcome series offering 10% off the first purchase.
  - Monthly newsletters highlighting sustainability stories and new arrivals.
  - Abandoned cart emails with urgency-focused messaging ("Only 3 left in stock!").
- **Results:**
  - 32% open rate on promotional emails.
  - Recovered \$5,000 in revenue through abandoned cart sequences.

The screenshot displays the Facebook Ads Manager interface with a table of campaign performance data. The table includes columns for Off/On status, Campaign name, Impressions, Cost per result, Amount spent, Purchases, Purchases conversion, and Purchase ROAS. A summary row at the bottom shows results from 62 campaigns.

| Off/On  | Campaign                                      | Impressions      | Cost per result            | Amount spent                  | Purchases       | Purchases conversion...  | Purchase ROAS (return on ad... |
|---|---|------------------|----------------------------|-------------------------------|-----------------|--------------------------|--------------------------------|
| <input checked="" type="checkbox"/>                 | Catalog Retargeting                           | 3,381            | Rs617.64<br>Per purchase   | Rs6,793.99                    | .11             | Rs61,210.00              | 9.01                           |
| <input checked="" type="checkbox"/>                 | Advantage+ catalogue ads                      | 85,091           | Rs856.57<br>Per purchase   | Rs172,169.95                  | 201             | Rs986,842.50             | 5.73                           |
| <input checked="" type="checkbox"/>                 | Creative Testing - Manual - 19/3/24           | 189,925          | Rs516.75<br>Per purchase   | Rs624,756.07                  | 1,209           | Rs6,543,925.00           | 10.47                          |
| <input checked="" type="checkbox"/>                 | Advantage+ Old Ads 08/01/2025 Campaign        | —                | —<br>Per purchase          | —                             | —               | Rs0.00                   | —                              |
| <input type="checkbox"/>                            | Advantage+ shopping campaign 02/01/2025 C...  | 3,571            | Rs681.32<br>Per purchase   | Rs3,406.62                    | 5               | Rs23,400.00              | 6.87                           |
| <input type="checkbox"/>                            | Lookalike - Top - 28/12/24                    | 21,608           | Rs1,304.15<br>Per purchase | Rs24,778.82                   | .19             | Rs117,580.00             | 4.75                           |
| <input type="checkbox"/>                            | Old Performed Ads - Advantage+ shopping ca... | 19,213           | Rs1,429.97<br>Per purchase | Rs22,879.52                   | .16             | Rs108,692.50             | 4.75                           |
| <input type="checkbox"/>                            | Advantage+ catalogue Retargeting              | 3,820            | Rs1,803.31<br>Per purchase | Rs1,803.31                    | .1              | Rs3,400.00               | 1.89                           |
| Results from 62 campaigns<br>Excludes deleted items |   | 919,136<br>Total | —<br>Multiple conversions  | Rs8,441,497.86<br>Total Spent | 11,376<br>Total | Rs60,652,680.08<br>Total | 7.19<br>Average                |

