

CASE STUDY

SALE GENERATION

DISCOVER HOW WE SCALED SALES BY 201.72%



1,000 Pounds
of fresh ginger of
used yearly



600 Pounds
of fresh garlic every
year



15,000 Pounds
of fresh onion every
year



6,000 Pounds
of fresh tomato
every year



300 Pounds
of fresh green chilli
every year

OVERVIEW OF THE COMPANY

The Bombay Takeout Tiffin Delivery service brings healthy indian meals to you in NJ, NYC, and Brooklyn. Weekly vegetarian and vegan meal plans.



CHALLENGES

- Increase brand recognition
- No Social Media Presence
- Increase conversions on
- Messaging & Tone
- Increase ROI



SOLUTION

To improve brand recognition, we run Brand Awareness & Page Campaigns and. As a result, we saw a substantial brand lift.

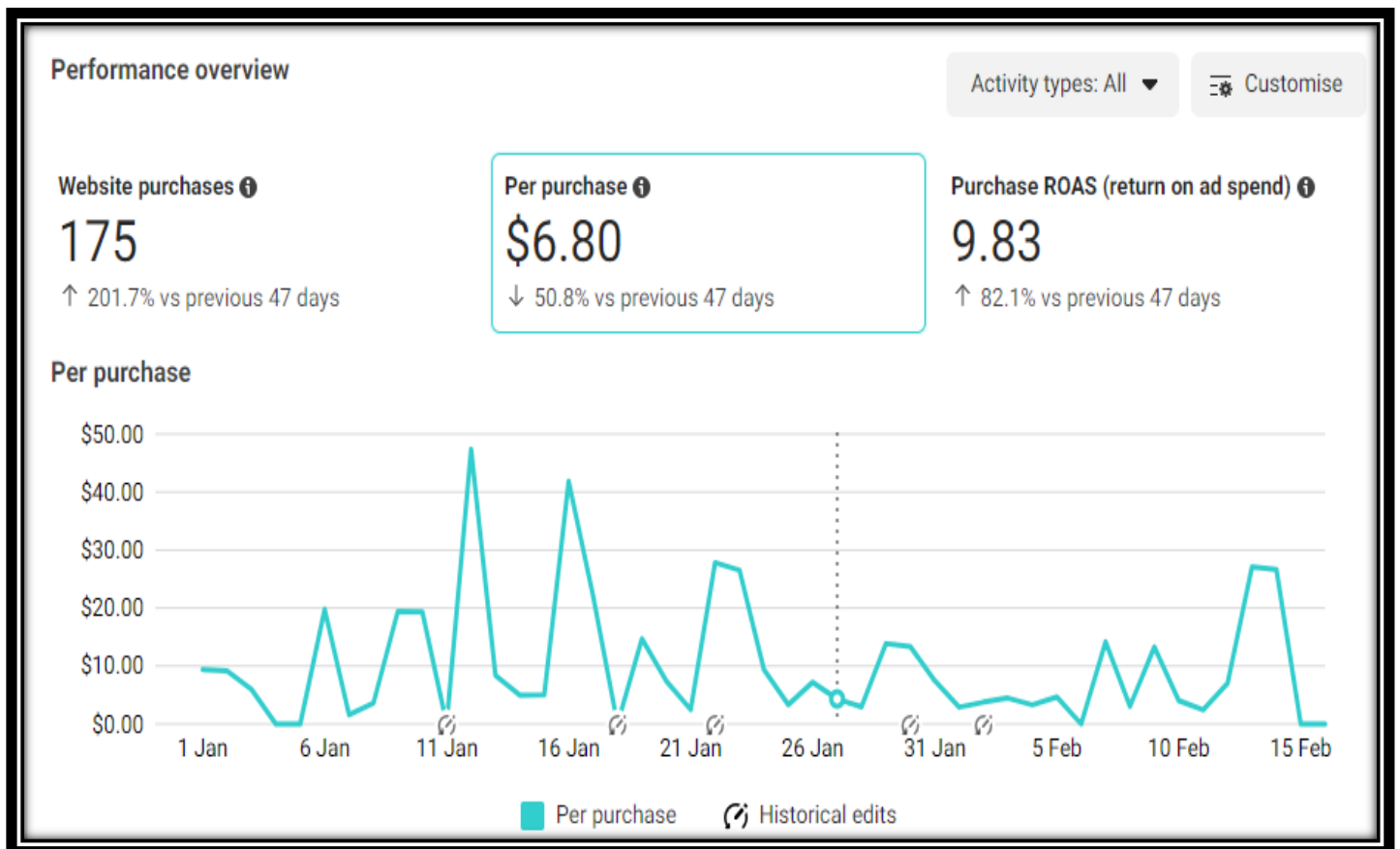
During our initial analysis, we learned that the majority of the engagement was coming from **Both Male and Female audience (agegroup 25-65+)**. It was crucial to segment those age range who are dropping off without taking any further action. Once we had done with segmentation, we launched hyper-targeted campaigns for each of their Products. We implemented a session recording tool to see how visitors were navigating the site so that we could fix those roadblocks.

The next thing was to leverage a similar audience. Based on our learning, we launched a similar audience campaign with the ad copies that performed really well in our last campaign.

SOLUTION

Once we had enough audience captured, we launched a robust re-marketing campaign to attain incremental Sales at a lower CPA.

IMPACT



RESULT

175

Order Received

170%

Increase in Orders

50%

Decrease in CPA

82.6%

Increased in ROAS

CAMPAIGNS

Campaign		Amount spent	Purchases	Purchases conversion value	Cost per purchase	Purchase ROAS (return on ad spend)
[REDACTED] 11-01-2024	0.88%	\$598.93	100 ⁽²⁾	\$6,607.51 ⁽²⁾	\$5.99 ⁽²⁾	11.03 ⁽²⁾
[REDACTED] Campaign	0.60%	\$233.56	25 ⁽²⁾	\$1,689.51 ⁽²⁾	\$9.34 ⁽²⁾	7.23 ⁽²⁾
[REDACTED] s 01-11-2023	1.63%	\$355.00	50 ⁽²⁾	\$3,405.02 ⁽²⁾	\$7.10 ⁽²⁾	9.59 ⁽²⁾
Results from 3 campaigns ⓘ Excludes deleted items	1.08% Impressions	\$1,187.49 Total Spent	175 ⁽²⁾ Total	\$11,702.04 ⁽²⁾ Total	\$6.79 ⁽²⁾ Per Action	9.85 ⁽²⁾ Average