

*Boosting e-commerce sales and increasing ROI through
Facebook & Google Collaborative Ads*

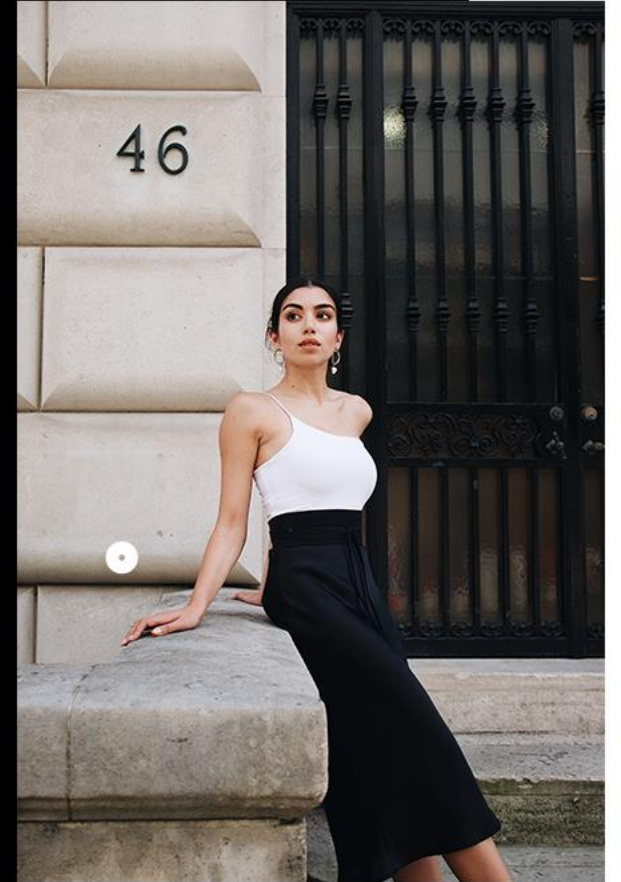
A CASE STUDY BY **GOZOOP**



amanté

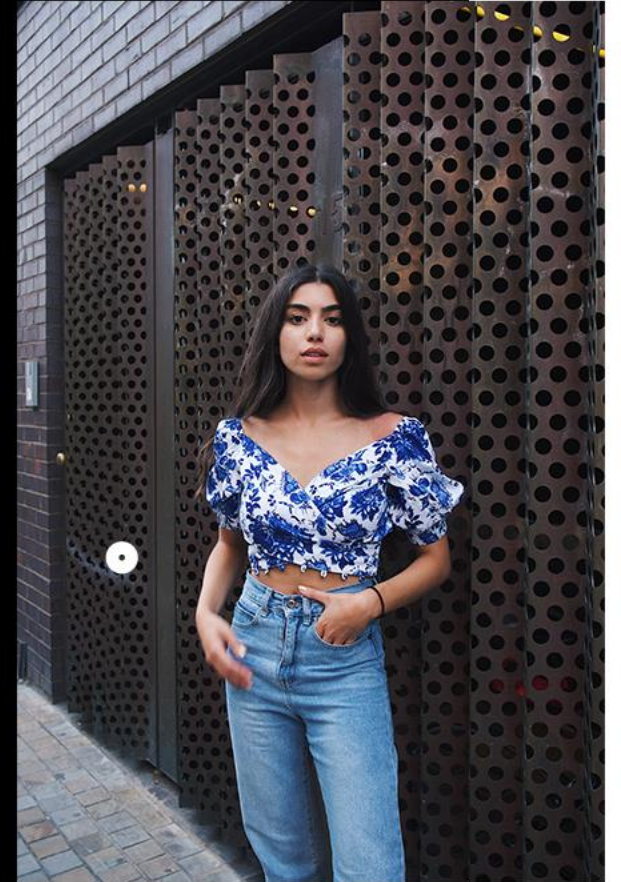
SUMMARY

With decades of experience, amanté is dedicated to creating intimate wear that perfectly blends comfort, fashion, fit and thoughtful design. amanté is a part of MAS Brands, a subsidiary of MAS Holdings, South Asia's largest supplier of intimate wear, embodying the conglomerate's 30 years of excellence in intimate wear manufacturing.



THE OBJECTIVE

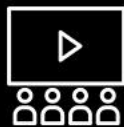
To boost online as well as offline sales, while decreasing the cost per conversion and increasing the inflow of new customers



KEY MEDIUMS USED



OUR STRATEGY



LEVERAGED CUSTOM & LOOKALIKE AUDIENCES

Bucketed audiences at every stage, including past purchasers, along with creating lookalikes of each bucket to map the most relevant users



COMBINED VARIOUS AD FORMATS

Enhanced customer engagement through different ad formats such as Instagram story, collection ads, cinemagraphs, banners, carousels, etc.



IMPLEMENTATION OF FACEBOOK CATALOGUE ADS

Retargeted users with the products they had added to the cart but had not purchased, along with other retargeting combinations



INITIATED GOOGLE SHOPPING ADS

Initiated and successfully executed shopping ads to encourage shoppers to shop from Google's product inventory

OUR STRATEGY



BOOSTED REACH THROUGH OTT PLATFORMS

Maximized reach and acquired new users by showcasing brand videos on Hotstar, Voot, Zee 5, etc.



INCREASED OFFLINE STORES' FOOTFALL

Implemented store visit campaigns to generate more traffic to our offline stores



APPLIED EFFECTIVE KEYWORD TARGETING

Focused on high search volume and highly relevant keywords, to incorporate them into our ad copies

AD SCREENSHOTS

amanté Sponsored

Our new AW'19 Regal collection is a combination of floral laces & modern prints on silhouettes ranging from seamless ...see more



A new collection for the festive season


REGAL

Get ready to feel #FestiveInsideOut

More

amanté Sponsored


Launching Eternal Bliss by amanté. Find everything you need for every step of your bridal journey. Shop online and in-store!



Eternal Bliss Plunge Bra

Shop Now

₹ 2,195




Eternal Bliss Lace Bodysuit

Shop Now

₹ 2,495

amanté Sponsored


Get the best in lingerie, nightwear, activewear and swimwear only at amanté - one stop destination for all intimate wear.



Lingerie with high fashion quotient & impeccable fit

Explore the wide range of lingerie

Shop Now




Lounge in style with our range of nightwear

Shop Now

amanteindia Sponsored

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Check out the new Swimwear Collection

Shop Now

RESULTS



180%

Increase in
Website Visits



5X

Return on
ad spends



3X

Increase
in CTR%



60%

Lower cost
per reach



206%

Increase in
Revenue



78%

Reduction in cost
per purchase