

VOLANS

CASE STUDIE

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BFSI- Banking, financial services and insurance

ABOUT

The client is a leading provider of Innovative Home Decor, Gifting and Designer Furniture e-Commerce brand. It manufactures and sells a wide range of products across the country with an aim to make this as B2C Unicorn brand with luxurious range.

BUSINESS NEED

The client wanted to acquire new customers and work with a number of architects and interior designers in select cities across India and wanted to generate enquirers of POR (price on request) and Sell Online other products which had price on Display. It wanted to partner an experienced Digital Marketing Strategist to help them run Awareness, Leads generation and Conversion campaigns on Facebook, Instagram and Google Ad-Words targeting Luxury buyers in eCom.

SOLUTION

A dedicated team of 5 Digital specialists(including one strategist) were assigned to the first pilot project for 3months.The team made created a digital strategy to target festive offer of 15% off on all catalogue items on the occasion of Diwali where people rush to buy these Home Decor, Gifts and Designer Furniture items and ran aggressive Online media spends on Facebook, Instagram and Google. The ROI was 10X of the media spends and there were thousands of new luxury e-commerce buyers who became aware of this innovative designer brand in the eCom World.

OUTCOME

1000+

New Customers added
(high ticket and lower
ticket value combined)

1Cr.+

Revenue Generated in a
period of one month

10x

Returns on Online
Media investment



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