



## CASE STUDY



### Summary

Target Customers	:	Luxury Segment
ROI Increase	:	900%+
Budget	:	5 Lakhs

# Client Requirement

One of the prestigious industries that are slowly increasing their efforts to adapt to the digital era is luxury watch companies. However, there are only several digital marketing strategies they could rely on to help them. As the luxury segment watch prices go from 10k and reach as high as 10-50 lakh, our clients wanted to target the elite segment of people who could in future become their potential clients.

**Brand : CITIZEN**

**Product : Store Sales**

**Budget** RS. 5 LACS\*

## Advertising Goals



Store Sales



Brand Building

# Objective

Our goal was to increase enquiries from customers looking for properties along with increasing the leads from customers looking to book their property. As the competition in the hospitality industry is quite high, it was important for us from the start to create a targeted marketing campaign that would not only help them close leads but also increase their ROI.

## Strategy

Our Agency utilized the power of programmatic advertising to effectively advertise the properties to the interested consumers for both B2B and B2C segments.



# Results

We steered the growth of our clients by helping them Maximize their ROI by 700% in the B2B segment that helped them capture leads and clients who booked the respective properties for business conferences and MICE.

The B2C segment saw an increase of over 900% in terms of ROI, in which we targeted customers for presidential and Super Deluxe room suits.

# Thank you



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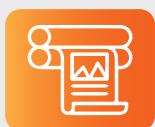
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