

CASE STUDY



HOW BRAND BAZOOKA
EMPOWERED CUSHOWS
TO REACH QUARTERLY SALES
WORTH RS. 1.4 MILLION
AND
A MONTHLY ROAS OF 2.8



THE CLIENT

Cushows sells cushions and pillows for sleeping, sitting and travelling purposes. Made with memory foam, its products offer best quality and are suitable for today's fast-paced lifestyle and for people suffering from back pain, cervical, snoring and other sleep-related problems. A new entrant in the market, Cushows aims to lead the way while providing scientifically designed products that solve peoples' problems and also offers them a premium quality product that they can rely upon.



THE CASE

Cushows had just entered the pillow and cushions market in India. It is a very highly competitive zone with many well-established players offering premium quality memory foam products. For Cushows, it was getting difficult to generate ROAS above 1.5. As a result, sales and market share were not moving forward.

As a result, sales and market share were not moving forward. To increase the brand visibility, ROAS and sales, it needed a strong digital presence along with a strong strategy. That's where Brand Bazooka came in! Cushows partnered with us to empower itself to become a niche player in its segment and generate higher returns on its investments by reaching out to the right customers who are looking for a similar product.

THE OBJECTIVE

The client gave us specific objectives to be achieved in a short span of three months.



1.

To achieve an initial ROAS of 2.5 and then increasing it to 4

2.

To increase the sales and reach

3.

To take the brand closer to its TG by raising brand awareness

THE RESEARCH

To ensure that we achieve all the objectives, we studied three things very closely.

1.

Previous
business
data

2.

Target
audiences'
behaviour
and interests

3.

The
competitors



After our initial research, since the brand was new and had low awareness, we decided to use multiple features in our ads dashboard panel to test out multiple types of audience, such as behaviour based audience, interest based audience, open targeting, lookalike audience, custom audience, etc. we also dove deep into the ads its competitors were running to get a sense of the playground. We went through them in detail – their propositions, captions, copies, etc. along with their scale and budgets. After thorough research we designed a plan for Cushows to achieve its pre-defined objectives.

THE STRATEGY

For Cushows, we opted for The Funnel Strategy to reach out to the right target audience, enhance visibility and sales and generate greater ROAS.

We divided our strategy into three categories, i.e. Top of the Funnel, Middle of the Funnel and Bottom of the Funnel and created many ad campaigns for Facebook and Instagram targeting the categories separately. Keeping pace with the new trends, we heavily focused on right ad placement and used Facebook Stories, Facebook Feed, Messenger Ads, Instagram Stories, Instagram Reels, Instagram Feed and Instagram Explore to take the product to its audience.



1.

We tested multiple ads using different communication and closely tracked their progress to understand which ads are giving the best results.

2.

Then we ran the winning ads on a large scale to make the most of their capability.

3.

We also re-targeted the audience whenever the ads came to the Middle of the Funnel from the Top of the Funnel and accordingly also tweaked our communication to stay relevant to them.

4.

The re-targeting helped in achieving the desired KPIs.

To boost visibility, awareness and sales, we created a set of 'offer based' ads. The offer ads made the products irresistible for the audience and they felt compelled to try it. Our nicely designed landing page and website played a vital role to hook the audience. The detailed benefits of the products, both in ads and the landing page, came handy to make the customer's journey smooth and informative. UGC (User Generated Content) and IGC (Influencer Generated Content) in the form of user testimonials and influencer ads also took the brand further in its journey and empowered it to achieve desired results.

THE RESULT

With the right optimization and creative strategy,
we were able to achieve a

427% quarterly
revenue growth.

Where Cushows was struggling to take its ROAS to 1.5, we helped to take it to 2.8 on a monthly basis. During the process, the ROAS also reached an all-time high of 9x! Which is a sign that we are on our way to reach the ROAS of 4x shortly.

1.

With a total spending of a little over Rs. 6 lacs, we generated sales of a little under 14 lacs.

2.

Our conversion rate was 3.10 and average CTR was .50.

3.

Over 60 lacs people were reached in three months and 679 orders were placed.

4.

Our website growth was 53% and quarterly growth in conversation rate was 99%.

5.

The quarterly AOV growth was 71% and quarterly growth in order placed was a promising 204%.

**WANT TO
INCREASE SALES,
ROAS AND REACH
OF YOUR PRODUCT?**

**TAKE THE
FIRST RIGHT STEP -
CALL US!**

WE CAN MAKE IT HAPPEN FOR YOU.

CALL US ON
9810788811

OR WRITE TO US AT
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