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AZURINA

Client Problem

- Low Online Sales
- Low ROI on paid campaigns.
- Poor lead quality from paid ads.
- Limited brand visibility in competitive markets.
- Difficulty in tracking and measuring campaign success
- Ads not reaching the right audience

AZURINA

Our Approach

- We optimized ad targeting and improved bidding strategies to maximize ROI and reduce wasted ad spend.
- We refined audience segmentation and crafted more engaging, relevant ad copy to attract high-quality leads.
- We integrated advanced analytics and tracking systems to measure, analyze, and optimize campaign performance effectively.
- We leveraged multi-channel strategies and retargeting ads to boost brand awareness and visibility.
- We utilized advanced audience targeting tools and optimized ad copy to ensure ads reached the most relevant potential customers.

Our Result

Campaigns Azurina Sleep Ad Account (27908366... Updated just now Discard Drafts Review and publish (4)

Some detailed targeting options are being discontinued Some interests, demographics and behaviours are being discontinued on 6 April 2023. Your ad sets' ... Learn more See Affected Ad Sets

Search and filter Maximum: 3 Jul 2020 - 12 Jun 2023

Campaigns Ad sets Ads

+ Create Edit A/B test Rules View Setup Columns: Custom Breakdown Reports

Results	Purchase ROAS (return on ad spend)	Website purchase ROAS (return on...	Reach	Impressions	Cost per result	Amount
18 Website purchases	10.90	10.90	15,504	21,261	₹418.35 Per Purchase	
57 Website purchases	7.97	7.97	32,999	52,176	₹369.69 Per Purchase	
118 Website purchases	6.75	6.75	61,888	147,942	₹585.79 Per Purchase	
310 Website purchases	6.69	6.69	227,585	701,526	₹842.32 Per Purchase	
41 Website purchases	6.57	6.57	103,472	149,375	₹502.70 Per Purchase	
40 Website purchases	6.05	6.05	61,887	103,249	₹512.70 Per Purchase	
1,856 Website purchases	5.17	5.17	748,589	4,225,455	₹644.95 Per Purchase	₹1
75 Website purchases	5.10	5.10	107,553	214,034	₹661.03 Per Purchase	
29 Website purchases	4.99	4.99	22,608	39,852	₹603.11 Per Purchase	
52 Website purchases	4.90	4.90	213,376	464,104	₹692.01 Per Purchase	
Results from 52 campaigns Excludes deleted items		Multiple conversions	2,320,916	16,633,927	Multiple conversions	₹4

Azurina - 6X+ ROAS in Spends of 50Lac

At Sage Media Agency, we excel in delivering measurable outcomes for our clients. When Azurina, a women's wear brand, approached us, they were struggling with low online visibility, declining ROI, and ineffective customer engagement. Our dedicated team conducted an in-depth analysis and crafted a results-driven performance marketing strategy. This included precise audience targeting, visually stunning ad creatives, strategic A/B testing, and robust conversion tracking. As a result, we elevated Azurina's brand presence, improved ad performance, reduced CPA, and significantly increased website traffic and sales, driving sustained growth for the brand in the competitive fashion industry.

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Thank You