

Case Study

Giovenco 30X Increase in Sales



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Background

Giovenco is an e-commerce store for latest trending shoes. Knowing that offline sales and word-of-mouth referrals would not be enough, they approached Ecomsparks to come up with an online marketing strategy. Upon learning that more than 200,000,000 potential customers were online within India, they knew they just needed a digital marketing strategy to effectively increase their revenue multi-fold.

Initial Research and Planning

To formulate a proper strategy, we needed to check how optimized their website was for page load speed and UI/UX. After rectifying all the website errors and issues, we started researching audience interests that would be most suitable to make a purchase from their catalog. We then prioritized Giovenco's marketing objectives within their pre-defined budget: a high quality funnel to generate sales on their website through precisely targeted ad-campaigns.

Ad-Campaigns

Once the different sets of audiences were defined, various creative and captions were prepared to begin advertising. A total of 50 combinations of different audiences and creatives were prepared to find out the winning combination. Just within a week we had our killer combination ready. This is where we started scaling up and increasing revenue multi-folds. How we performed? Let's have a look at the results.

Results

- ✓ 20X increase in average monthly sales since February 2017, when the project was started. (Refer Figure 1: Monthly Units Sold)
- ✓ March 2017 onwards the Return On Ad-Spend (ROAS) was always more than 7. This means that for every ₹1 spent on advertisement, revenue of more than ₹ 7 was generated. (Refer Figure 1: Monthly Spend and Returns)
- ✓ September onwards, the ROAS has been 9.5+ till date.
- ✓ 30X sales achieved in the month of October 2017.

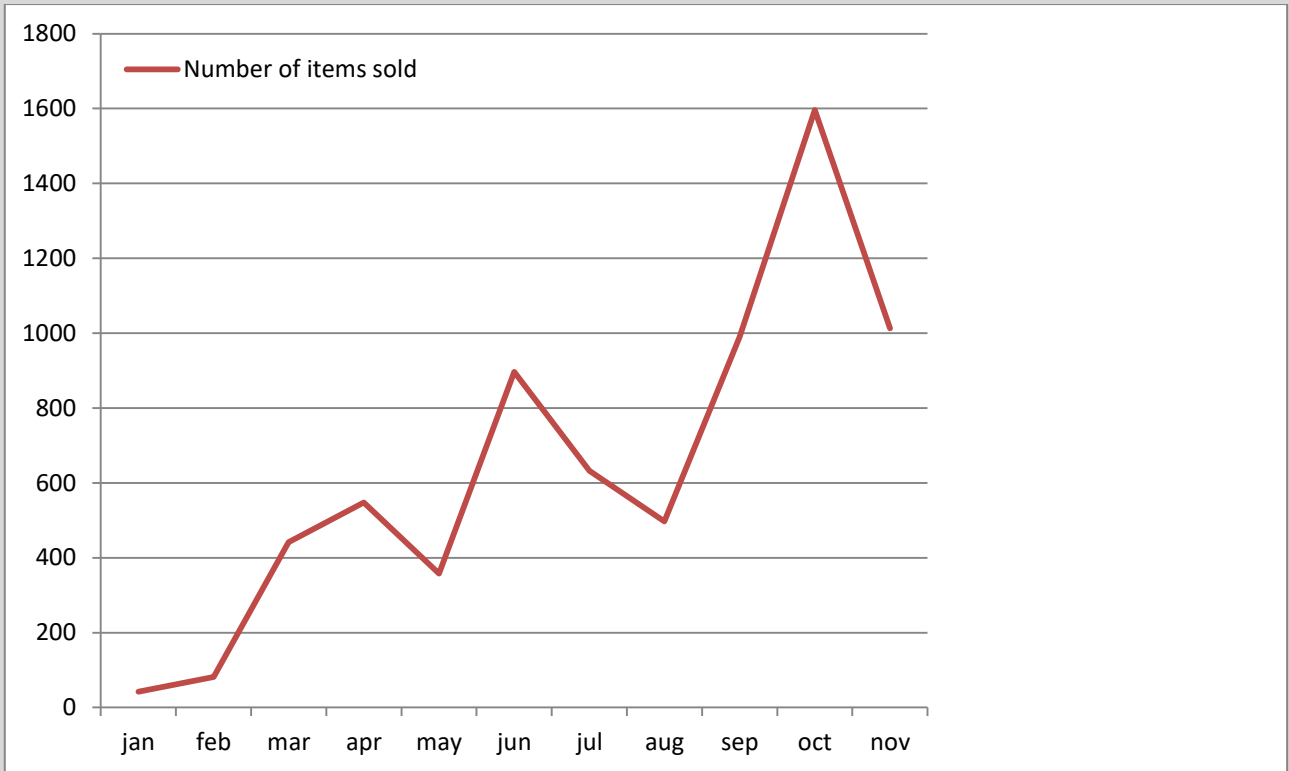


Figure 2: Monthly Units Sold

Month	Ad Spend	Net Sales	ROAS
Feb	₹ 13,200	₹ 65,813	4.99
Mar	₹ 45,000	₹ 3,79,052	8.42
Apr	₹ 61,000	₹ 4,55,904	7.47
May	₹ 45,000	₹ 3,23,910	7.20
Jun	₹ 1,10,000	₹ 8,29,838	7.54
Jul	₹ 90,000	₹ 6,51,776	7.24
Aug	₹ 70,000	₹ 4,89,965	7.00
Sep	₹ 98,000	₹ 9,42,783	9.62
Oct	₹ 1,25,000	₹ 15,41,797	12.33
Nov	₹ 95,000	₹ 10,21,129	10.75

Figure 3: Monthly Spend and Returns