

PERFORMANCE MARKETING SUCCESS STUDY

MEDALLION DUSK

Reviving Pakistan's Artisanal Legacy: Medallion Dusk's Performance Marketing Success Story

www.medalliondusk.com





Free Home Delivery On Orders Above 3500 | Hassle Free Return & Exchange policy



Newly In Clearance Sale Collections Earrings Rings Bangles Sets Sale Medallion Dusk World

Search products



NEW LAUNCH

mini Twiny

Hand-crafted with love
& perfection!

SHOP NOW



SHOP BY CATEGORY

PKR



Challenge

Medallion Dusk's unique blend of the traditional and contemporary appealed to a specific market niche, but effectively reaching and converting this niche market posed a significant challenge. The brand required a comprehensive, strategic, and targeted digital marketing approach to extend their reach, increase visibility, and enhance online sales.



Strategy

Target Audience Segmentation: The campaigns were designed to target a niche market that appreciates a fusion of traditional and modern aesthetics in jewelry. The audience included individuals with a love for handmade artisanal crafts and a preference for unique, culturally rich jewelry pieces.

Dynamic Retargeting: A range of campaigns was implemented, each with its unique focus. For instance, the "Top-Glam Affair" and "All-New Testing" campaigns aimed to introduce and promote the brand's offerings, while the "Middle-All Collections" campaign was a comprehensive showcase of Medallion Dusk's entire collection, aiming to attract a broader segment of potential customers.



Medallion Dusk

Sponsored · 🌐



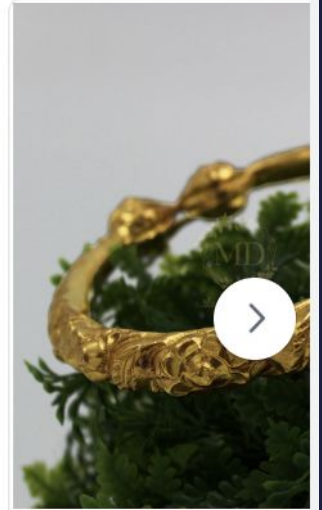
Searching for the ideal gift for someone special? Our gold polish jewellery makes for a memorable and timeless present. Whether it's a birthday, anniversary, or any other celebration, our collection offers a wide range of options that will make their eyes sparkle with delight.

Shop online: www.medalliondusk.com



Sale | 50% Off
Birdy Earrings

Shop now



Sale | 50% Off
Bonica Silver bangle



Like



Comment



Share



Cost Management and Budget Allocation:

The brand managed its budget smartly across different campaigns, ensuring that even high-cost campaigns like "Middle-All Collections" provided a solid return on investment. High-performing campaigns received more budget allocation, leading to a substantial return on ad spend (ROAS).

Performance Analysis and

Optimization: Continuous monitoring of campaign metrics enabled prompt adjustments for enhancing campaign effectiveness. Key performance indicators such as Cost per Result, CPM, CTR, CPC, and ROAS guided these optimizations.

Medallion Dusk Sponsored · 🌐

Anniversary Sale | Upto 25% Off
Looking for the perfect gift for a special woman in your life? Look no further than ...see more

ANNIVERSARY SALE
Upto **25% OFF**

Anniversary Sale | Upto 25% Off

More

121 1 comment 5 shares

Like Comment Share

Medallion Dusk Sponsored · 🌐

Emerald Crown Earrings! Avail 10% off on these beauties!
www.medalliondusk.com

Fresh batch of these Emerald Crown Earrings is ready for immediate delivery 📦

MEDALLIONDUSK.COM
Glam Affair

Shop now


191 14 4

Like Comment Share

Customer Engagement: Leveraging ad campaign data, Medallion Dusk effectively engaged potential customers with captivating content. This, combined with a user-friendly website, led to increased click-through rates and sales conversions.

Medallion Dusk
Sponsored · 🌐

Emerald Crown Earrings! Avail 10% off on these beauties!
www.medalliondusk.com




MEDALLIONDUSK.COM
Glam Affair Shop now

191 14 4

Like Comment Share

Medallion Dusk
Sponsored · 🌐

Searching for the ideal gift for someone special? Our gold polish jewellery makes for a memorable and timeless present. Whether it's a birthday, anniversary, or any other celebration, our collection offers a wide range of options that will make their eyes sparkle with delight.
Shop online: www.medalliondusk.com



Shop now **Sale | 50% Off** **Shop now** **Sale | 50% Off**

Multi Hand-Cut Earrings Bonica Real S

Like Comment Share

Campaign name	Reach	Impressions	Frequency	Amount spent	Attribution setting	Results	Cost per result	CPM (cost per 1,000 impressions)	CTR (all)	CPC (all)	Purchase ROAS (return on ad spend)
BOT	7,526	54,629	7.26	Rs25,842.48	7-day click or 1-day view	—	—	Rs473.05	8.00%	Rs5.92	13.64 <small>(all)</small>
All MOF	97,091	1,021,467	10.52	Rs285,970.02	7-day click or 1-day view	—	—	Rs279.96	4.01%	Rs6.99	9.28 <small>(all)</small>
Post-Boost-Conv	13,729	20,523	1.49	Rs6,745.98	7-day click or 1-day view	—	—	Rs328.70	7.19%	Rs4.57	9.16 <small>(all)</small>
Top-Glam Affair	111,475	336,954	3.02	Rs156,752.91	7-day click or 1-day view	195 <small>(all)</small> Website purchases	Rs803.86 <small>(all)</small> Website purchases	Rs465.21	4.58%	Rs10.16	8.33 <small>(all)</small>
Dynamic Retargeting	17,579	77,938	4.43	Rs50,040.15	7-day click or 1-day view	—	—	Rs642.05	7.05%	Rs9.10	7.49 <small>(all)</small>
All-New Testing	157,645	493,356	3.13	Rs185,664.74	7-day click or 1-day view	228 <small>(all)</small> Website purchases	Rs814.32 <small>(all)</small> Website purchases	Rs376.33	7.77%	Rs4.85	6.86 <small>(all)</small>
Bottom - Active	214,624	506,270	2.36	Rs220,580.81	7-day click or 1-day view	328 <small>(all)</small> Website purchases	Rs672.50 <small>(all)</small> Website purchases	Rs435.70	4.65%	Rs9.37	6.56 <small>(all)</small>
All - Catalogue TOF 12-04-22	141,823	398,539	2.81	Rs121,404.00	7-day click	—	—	Rs304.62	3.33%	Rs9.14	6.42 <small>(all)</small>
Top-Festive Sale	95,408	255,263	2.68	Rs83,695.80	7-day click or 1-day view	—	—	Rs327.88	4.96%	Rs6.62	6.16 <small>(all)</small>
Dynamic - Conversions	28,017	74,779	2.67	Rs29,140.77	7-day click or 1-day view	—	—	Rs389.69	4.29%	Rs9.08	5.95 <small>(all)</small>
All-Funnel New Arrivals - Active	38,449	110,835	2.88	Rs38,795.04	7-day click or 1-day view	41 <small>(all)</small> Website purchases	Rs946.22 <small>(all)</small> Website purchases	Rs350.03	6.21%	Rs5.64	5.66 <small>(all)</small>
Middle-All Collections	130,558	2,259,739	17.31	Rs642,160.21	7-day click or 1-day view	878 <small>(all)</small> Website purchases	Rs731.39 <small>(all)</small> Website purchases	Rs284.17	6.98%	Rs4.07	5.63 <small>(all)</small>
Dynamic catalog	6,810	25,034	3.68	Rs5,040.36	7-day click or 1-day view	2,785 Link Clicks	Rs1.81 Link Clicks	Rs201.34	14.67%	Rs1.37	5.21 <small>(all)</small>
All - Catalogue TOF 13-2-22 Updated	133,687	344,727	2.58	Rs107,089.67	7-day click	—	—	Rs310.65	7.10%	Rs4.38	4.98 <small>(all)</small>
Middle	37,173	234,894	6.32	Rs85,514.34	7-day click or 1-day view	88 <small>(all)</small> Website purchases	Rs971.75 <small>(all)</small> Website purchases	Rs364.06	8.91%	Rs4.08	4.65 <small>(all)</small>
Top-Catalogue-All	46,560	167,718	3.60	Rs83,284.31	7-day click or 1-day view	91 <small>(all)</small> Website purchases	Rs915.21 <small>(all)</small> Website purchases	Rs496.57	6.39%	Rs7.77	4.59 <small>(all)</small>
New Arrival - Top - 10 Dec	27,776	59,815	2.15	Rs19,755.22	7-day click	18 <small>(all)</small>	Rs1,097.51 <small>(all)</small>	Rs330.27	5.02%	Rs6.58	4.57 <small>(all)</small>
Total results <small>50/62 rows displayed</small>	1,626,872 <small>Accounts Centre accounts</small>	10,777,049 <small>Total</small>	6.62 <small>Per Accounts Centre account</small>	Rs3,376,597.93 <small>Total Spent</small>	Multiple attribution settings	— <small>Multiple conversions</small>	— <small>Multiple conversions</small>	Rs313.31 <small>Per 1,000 Impressions</small>	5.68% <small>Per Impressions</small>	Rs5.52 <small>Per Click</small>	Ave

Results

Reach and Impressions: The campaigns collectively reached an audience of over 1.1 million with more than 3.1 million impressions, ensuring Medallion Dusk's products were widely viewed.

Cost-Effective Campaigns: Some campaigns demonstrated cost-effectiveness with a lower cost per result. For example, the "Top-Glam Affair" campaign had a cost per result of PKR 796.60.

Increased Website Purchases: The campaigns resulted in a significant increase in website purchases. The "Middle-All Collections" campaign stood out with 416 website purchases, a notable achievement.

High Purchase ROAS: Most campaigns successfully achieved a return on ad spend (ROAS) for website purchases. Top performers included the "Top-Glam Affair" and "All-New Testing" campaigns, with a ROAS of 7.96 and 6.81 respectively.

Click-Through Rates (CTR): Several campaigns had a CTR over 4%, a benchmark for successful campaigns, implying high levels of audience engagement and interest.

READY TO HAVE AN IMPACT?

Let's connect and grow your business digitally!

Write to us at hello@mediafactory.biz

Or whatsapp us at [+923048530008](https://www.whatsapp.com/business/profile/923048530008)

1st Floor, Daftarkhwan, Vogue Towers, MM Alam Road, Gulberg III, Lahore.

