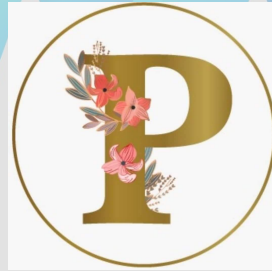
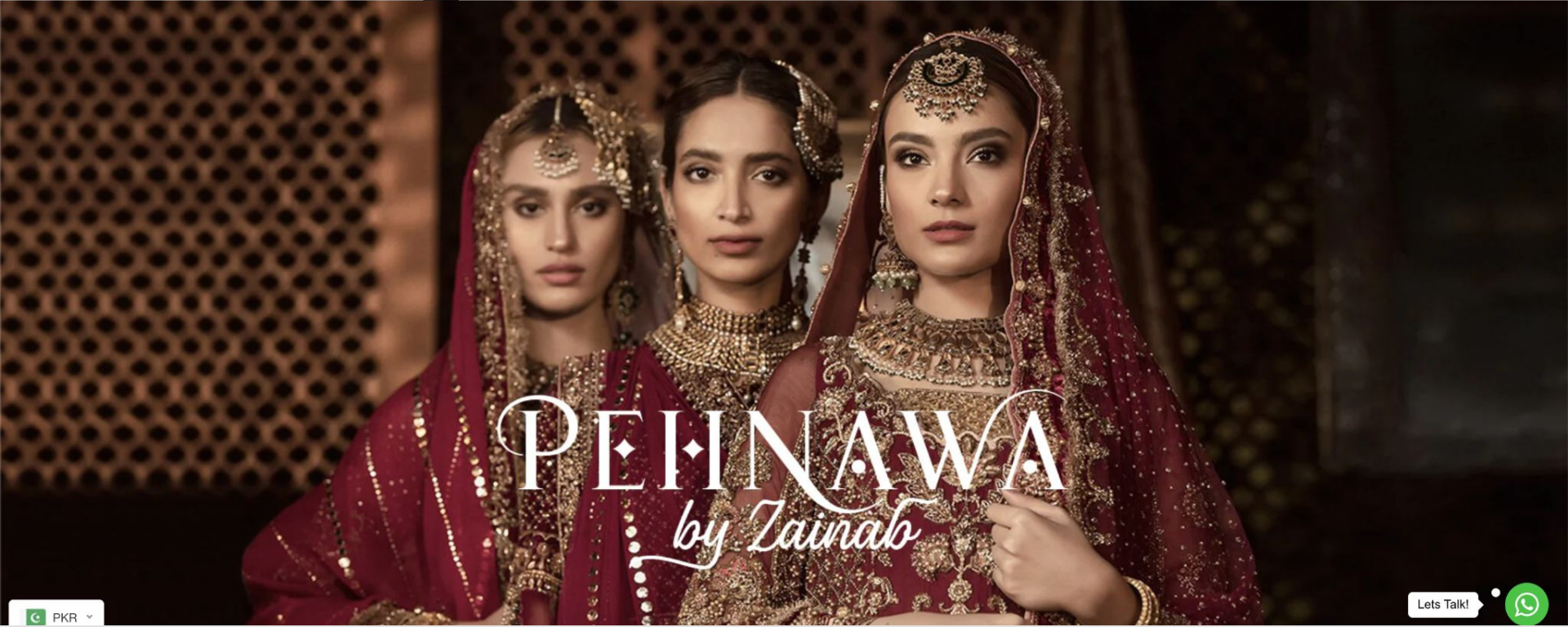


*Empowering Traditional Fashion With Modern Marketing: A Case Study on
Boosting Sales Through Facebook and Instagram Advertising for
Pehnawa Store by Zainab*





PEHNAWA
by Zainab



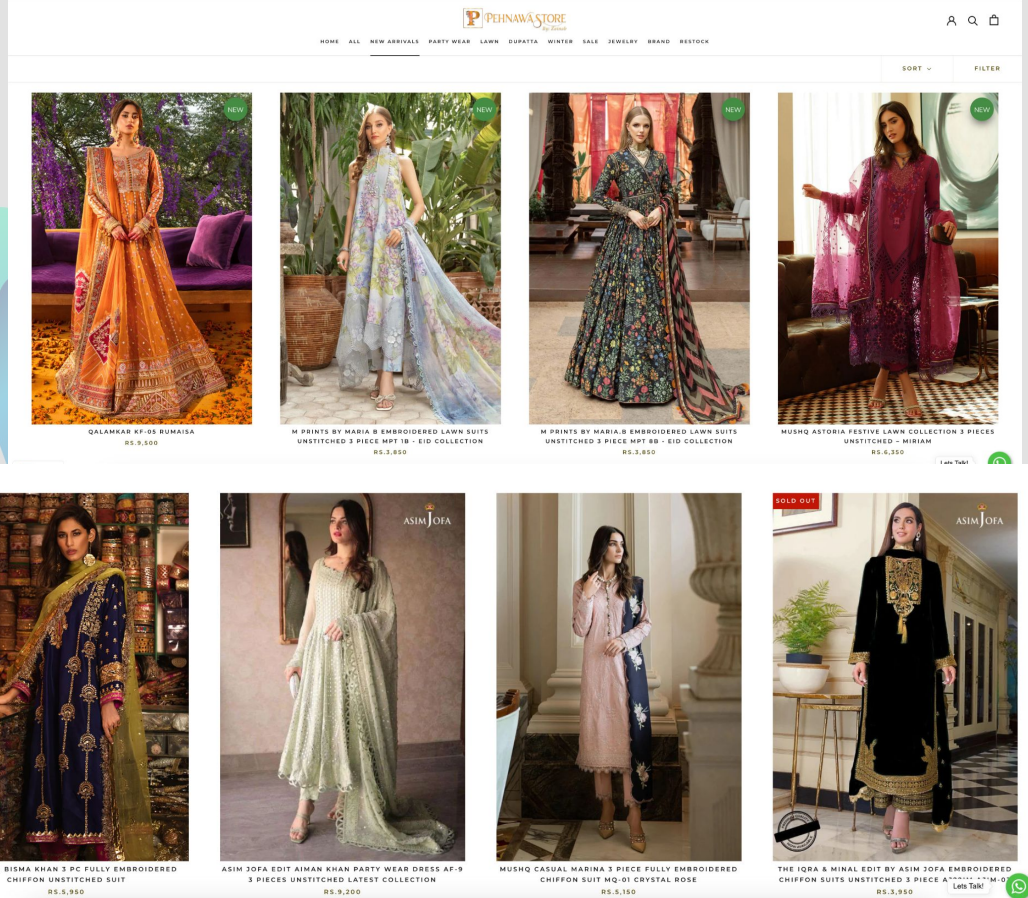
Pehnawa Store by Zainab

Pehnawa Store by Zainab is a leading Pakistani fashion store that specializes in manufacturing high-quality chiffon, lawn, and seasonal embroidered collections. Their focus lies in infusing the latest fashion trends and creative styling & cuts into each dress to offer a stylish and trendy product range. Additionally, they provide both stitched and unstitched Pakistani dresses, custom-made in various sizes as per the design requirements, and export them worldwide. With their attention to detail and quality, they strive to provide their customers with a superior shopping experience.

Challenge

Despite having a highly specialized portfolio of Pakistani dresses in a range of fabrics such as chiffon and lawn, with both stitched and unstitched options available for global export, Pehnawa Store by Zainab was facing a significant challenge. While their product quality, creative styling, and trendy cuts were second to none, their sales were not reflecting the high standard of their offerings.

The core of their challenge lied in the limited reach and visibility of their products. Potential customers, both in Pakistan and globally, were not sufficiently aware of the stylish and high-quality offerings of Pehnawa Store by Zainab. The need for a comprehensive, strategic, and targeted digital marketing approach was evident, especially considering the growing trend of online shopping for traditional attire.





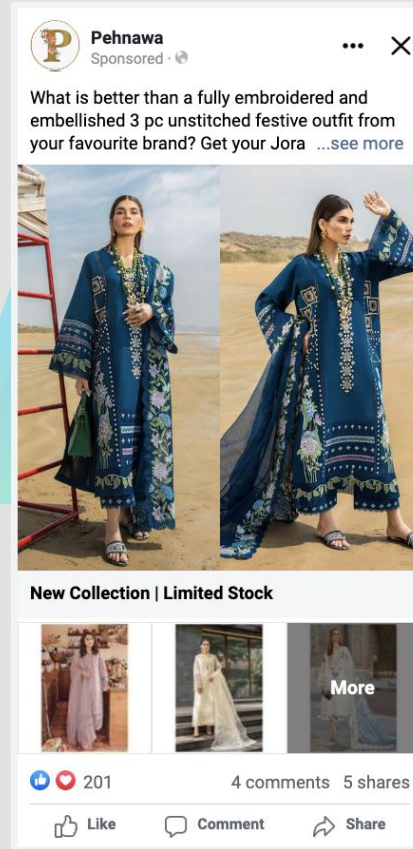
Objective

The brand's primary objective became clear: to increase sales through more effective use of Facebook and Instagram advertising. They aimed to expand their brand's digital footprint, attract more potential customers, and ultimately, enhance their online sales.

Strategy


Audience Targeting: A detailed profiling of the target audience was carried out based on their purchasing behaviour, demographics, and interests. This step helped to deliver ads to potential customers effectively.

Platform Selection: Facebook and Instagram were the platforms of choice due to their broad user base and robust advertising tools that provide precise targeting and granular analytics.




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What is better than a fully embroidered and embellished 3 pc unstitched festive outfit from your favourite brand? Get your Jora ...see more

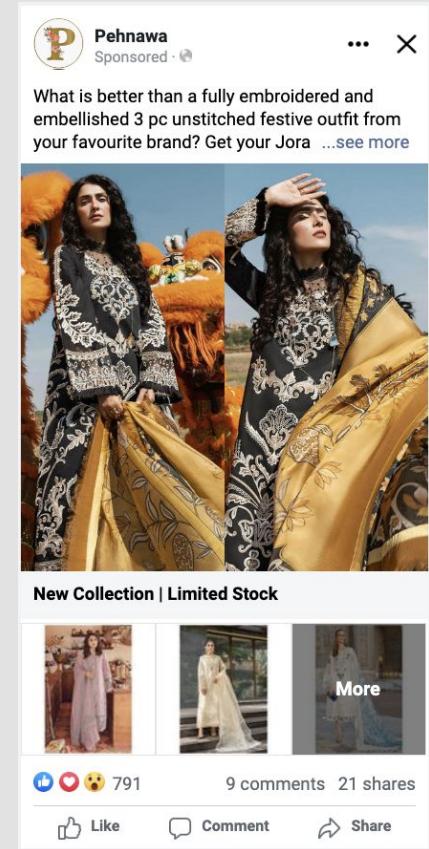


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Strategy

Campaign Structure: A variety of campaigns were designed with a focus on sales and conversions. Each campaign was tailored to specific audiences to maximize effectiveness.

Creative Approach: Each campaign was complemented by a unique set of ads designed to captivate the target audience, incorporating brand storytelling and compelling calls-to-action to encourage purchases.

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Execution

Launch and Adaptation

Each campaign was strategically launched and continually monitored for performance. Based on the insights gathered, real-time adjustments were made to optimize the campaigns.

Ongoing Management

The performance of each campaign was consistently scrutinized and optimized to yield better results.

Challenges and Solutions

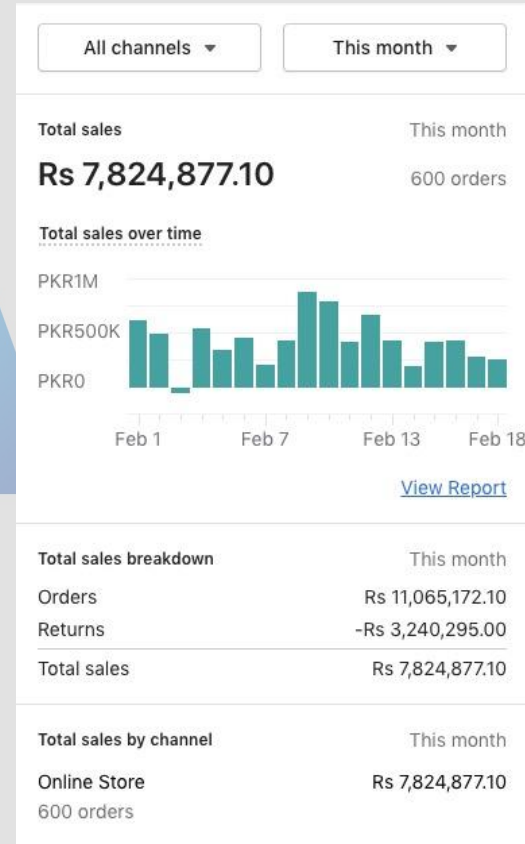
The primary challenge was to maximize the campaign's reach and lower the cost per purchase. This was addressed by making strategic adjustments to audience targeting and ad creatives based on the campaign's performance.

Results

Improved Cost Metrics: The Cost Per 1000 impressions (CPM) and Cost Per Purchase (CPP) saw significant improvements in multiple campaigns. Average CPM reduced to Rs.304 and CPC was reduced to Rs3.67 only.

Increased Purchases: There was a notable increase in website purchases across all campaigns. The "Mid to Bottom" campaign outperformed the others with a total of 822 purchases.

Higher Return on Ad Spend (ROAS): Most of the campaigns saw an increase in Return on Ad Spend (ROAS), contributing significantly to overall profitability. The "Value-Middle" campaign had the highest ROAS of 11.75.



🔍 Search and filter

📅 This year: 1 Jan 2023 - 14 Jul 2023

📊 Pivot Table

Group Breakdowns

🔗 Reset Column Widths

🛠 Customise

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)
New Sales campaign	10,188	15,677	1.54	Rs3,666.84	7-day click or 1-day view	14 Website purchases	Rs261.92 Website purchases	Rs233.90	7.75%	Rs3.02	29.84
New Sales campaign	38,639	72,363	1.87	Rs34,491.23	7-day click or 1-day view	88 Website purchases	Rs391.95 Website purchases	Rs476.64	4.30%	Rs11.08	15.10
New Conversions campaign	44,112	152,072	3.45	Rs48,603.51	7-day click or 1-day view	83 Website purchases	Rs585.58 Website purchases	Rs319.61	3.79%	Rs8.44	13.58
New Sales campaign	35,737	68,337	1.91	Rs21,745.58	7-day click or 1-day view	35 Website purchases	Rs621.30 Website purchases	Rs318.21	4.58%	Rs6.95	13.29
New Sales campaign	60,281	179,608	2.98	Rs48,288.97	7-day click or 1-day view	70 Website purchases	Rs689.84 Website purchases	Rs268.86	10.63%	Rs2.53	12.70
New Sales campaign	77,127	254,015	3.29	Rs48,617.48	7-day click or 1-day view	76 Website purchases	Rs639.70 Website purchases	Rs191.40	4.98%	Rs3.84	12.65
New Sales campaign	85,317	213,353	2.50	Rs59,420.35	7-day click or 1-day view	71 Website purchases	Rs836.91 Website purchases	Rs278.51	8.71%	Rs3.20	12.52
Bottom-New	123,830	663,283	5.36	Rs180,876.72	7-day click or 1-day view	297 Website purchases	Rs609.01 Website purchases	Rs272.70	8.85%	Rs3.08	11.99
Hoyt Seller Single	109,394	213,109	1.95	Rs48,595.34	7-day click or 1-day view	79 Website purchases	Rs615.13 Website purchases	Rs228.03	2.73%	Rs8.34	11.91
Mid to Botom	323,791	1,797,473	5.55	Rs536,894.81	7-day click or 1-day view	822 Website purchases	Rs653.16 Website purchases	Rs298.69	8.23%	Rs3.63	10.79
Value-Middle	175,723	772,856	4.40	Rs344,370.69	7-day click	470 Website purchases	Rs732.70 Website purchases	Rs445.58	11.75%	Rs3.79	10.71
New Sales campaign	96,046	233,747	2.43	Rs73,562.65	7-day click or 1-day view	104 Website purchases	Rs707.33 Website purchases	Rs314.71	7.33%	Rs4.29	10.66
New Sales campaign	44,788	84,909	1.90	Rs25,535.06	7-day click or 1-day view	33 Website purchases	Rs773.79 Website purchases	Rs300.73	8.12%	Rs3.71	10.54
New Sales campaign	67,064	162,780	2.43	Rs45,540.74	7-day click or 1-day view	60 Website purchases	Rs759.01 Website purchases	Rs279.77	9.35%	Rs2.99	10.27
Advantage+ conversions campaign 29/01/2022 Ca...	108,461	342,835	3.16	Rs66,139.15	7-day click or 1-day view	85 Website purchases	Rs778.11 Website purchases	Rs192.92	6.03%	Rs3.20	10.22
New Sales campaign	81,044	183,747	2.27	Rs46,866.06	7-day click or 1-day view	62 Website purchases	Rs755.90 Website purchases	Rs255.06	6.39%	Rs3.99	10.20
New Sales campaign	78,166	127,417	1.63	Rs31,821.71	7-day click or 1-day view	47 Website purchases	Rs677.06 Website purchases	Rs249.74	7.35%	Rs3.40	10.00
Total results 50/190 rows displayed	1,654,218 Accounts Centre accounts	14,781,160 Total	8.94 Per Accounts Centre account	Rs4,561,423.41 Total Spent	Multiple attribution settings	—	—	Rs308.60 Per 1,000 Impressions	8.40% Per Impressions	Rs3.67 Per Click	— Average

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