



# CASE STUDY

How Weaving Homes Increased Total Revenue to 1.7 Cr from 2023 to 2024

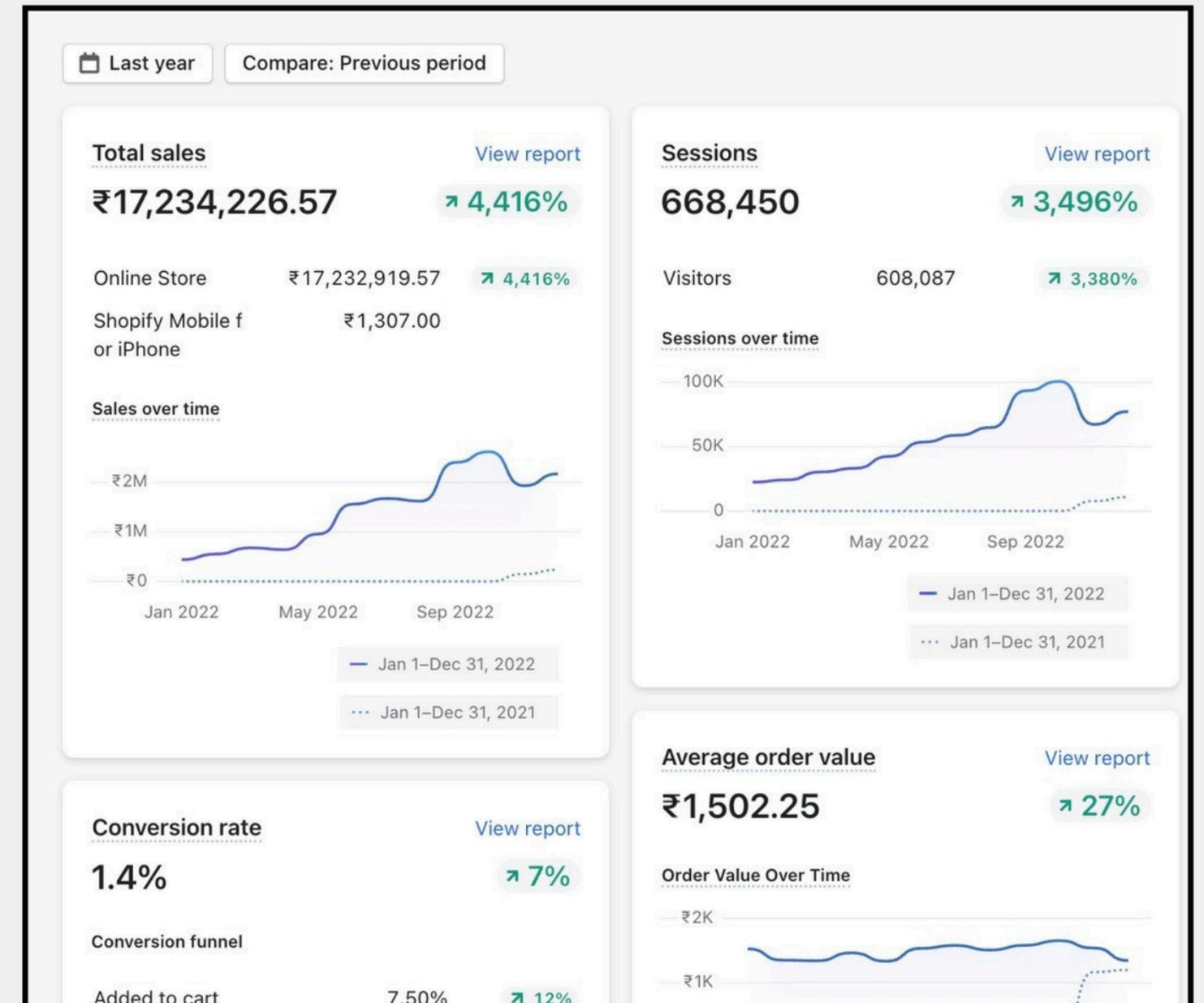


Weaving Homes, a home decor brand, achieved impressive revenue growth by employing a comprehensive Facebook and Instagram advertising strategy, focusing on both awareness and sales.

# THE STORY

**Weaving Homes** specializes in stylish and affordable home decor products. In Q2 2023, they aimed to scale their advertising campaigns to reach a wider audience.

By Q2 2024, their efforts led to a substantial revenue increase of 44x, demonstrating the power of a well-executed digital marketing strategy.



In this case study, we'll explore how the brand achieved its revenue goals through

You'll learn how they:

- **achieved a 5x ROAS (new account)**
- **increased their revenue to ₹1.7 Cr.**

Utilization of a combination of creative strategy, festival campaigns, aggressive scaling, and automated campaigns.

## THE GOAL

### **Increase Sales and Brand Awareness Across India**

The main objective was to boost sales, especially in urban regions and tier-1 cities, by leveraging festive campaigns and targeted audiences. By utilizing catalog ads, UGC content, and discount-driven carousel ads, Weaving Homes focused on reaching both new and existing customers.

**“In our festive campaigns,** we targeted a diverse audience—previous customers, Lookalike Audiences (LLA) of buyers, social media engagers, individuals who viewed 25% or more of our videos, website visitors, and home decor enthusiasts. Utilizing catalog ads, User-Generated Content (UGC), and offer-focused carousel ads, we allowed Meta to dynamically select the best audience for each ad. This strategy significantly boosted our sales and led to a surge in new customer acquisition.



# Challenges

01

## Audience Saturation

The initial target audience was quickly saturated, necessitating the discovery of fresh, untapped segments.

02

## Ad Fatigue

Engagement dropped with repetitive creatives, leading to the need for frequent refreshes.

03

## Optimization Limits

Maintaining a positive ROAS as algorithms hit their limit required constant optimization.

04

## Seasonal Variation

Adjusting campaigns for fluctuating demand throughout the year.

05

## Competitive Landscape

Increased competition raised advertising costs.

06

## Ad Platform Changes

Frequent Meta updates demanded adaptability to stay ahead.

# Solutions Implemented:

## Campaign Diversification

- Weaving Homes expanded its advertising strategy to include not only product promotions but also festive events and home decor tips.

## Pin code-Based Targeting

- Implemented location-specific targeting to enhance local engagement and drive foot traffic.

## Event-Centric Campaigns

- Special focus on key occasions like Diwali and Independence Day to align with cultural sentiments.
- Promotions included festive discounts and special bundles.

## Financial Allocation

- Strategic budget allocation of 30% to Q3 advertising, maximizing returns.

## Creative Strategies

- Used high-quality UGC, creative visuals, and dynamic ads.
- Emphasis on brand aesthetics and how products can transform home spaces.

counts You have unsaved c  
Data refreshed less than 1 min

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Amount spent	Cost per purch...	Purchases conversion value	Ro as (...)	Link clicks
₹15,579.07	₹399.46 [2]	₹118,128.06 [2]	7.58 [2]	2,087
₹39,513.34	₹340.63 [2]	₹230,176.83 [2]	5.83 [2]	6,765
₹53,873.49	₹665.10 [2]	₹182,908.75 [2]	3.40 [2]	3,854
₹5,571.49	₹428.58 [2]	₹18,717.33 [2]	3.36 [2]	388
₹4,326.76	₹865.35 [2]	₹14,039.10 [2]	3.24 [2]	501
₹54,155.73	₹784.87 [2]	₹175,242.30 [2]	3.24 [2]	4,149
₹43,673.95	₹661.73 [2]	₹139,079.40 [2]	3.18 [2]	3,613
₹81,830.73	₹419.64 [2]	₹251,955.23 [2]	3.08 [2]	5,770
₹62,008.34	₹574.15 [2]	₹190,216.37 [2]	3.07 [2]	3,138
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₹65,603.00	₹500.79 [2]	₹194,584.85 [2]	2.97 [2]	10,772
<b>₹1,725,391.15</b> Total Spent	— Per Action	— Total	—	<b>152,220</b> Total

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# UNCERTAIN CHALLENGE

In the second quarter of 2024 (April to June), WeavingHomes encountered operational difficulties with its advertising campaign due to persistent payment issues. Despite dedicated efforts to resolve these complications, a lasting solution was not found. Consequently, a strategic decision was made to shift to a new advertising account to maintain campaign continuity and safeguard the brand's online presence. This transition was carefully managed to ensure campaign effectiveness and minimize any potential disruptions caused by the payment challenges.

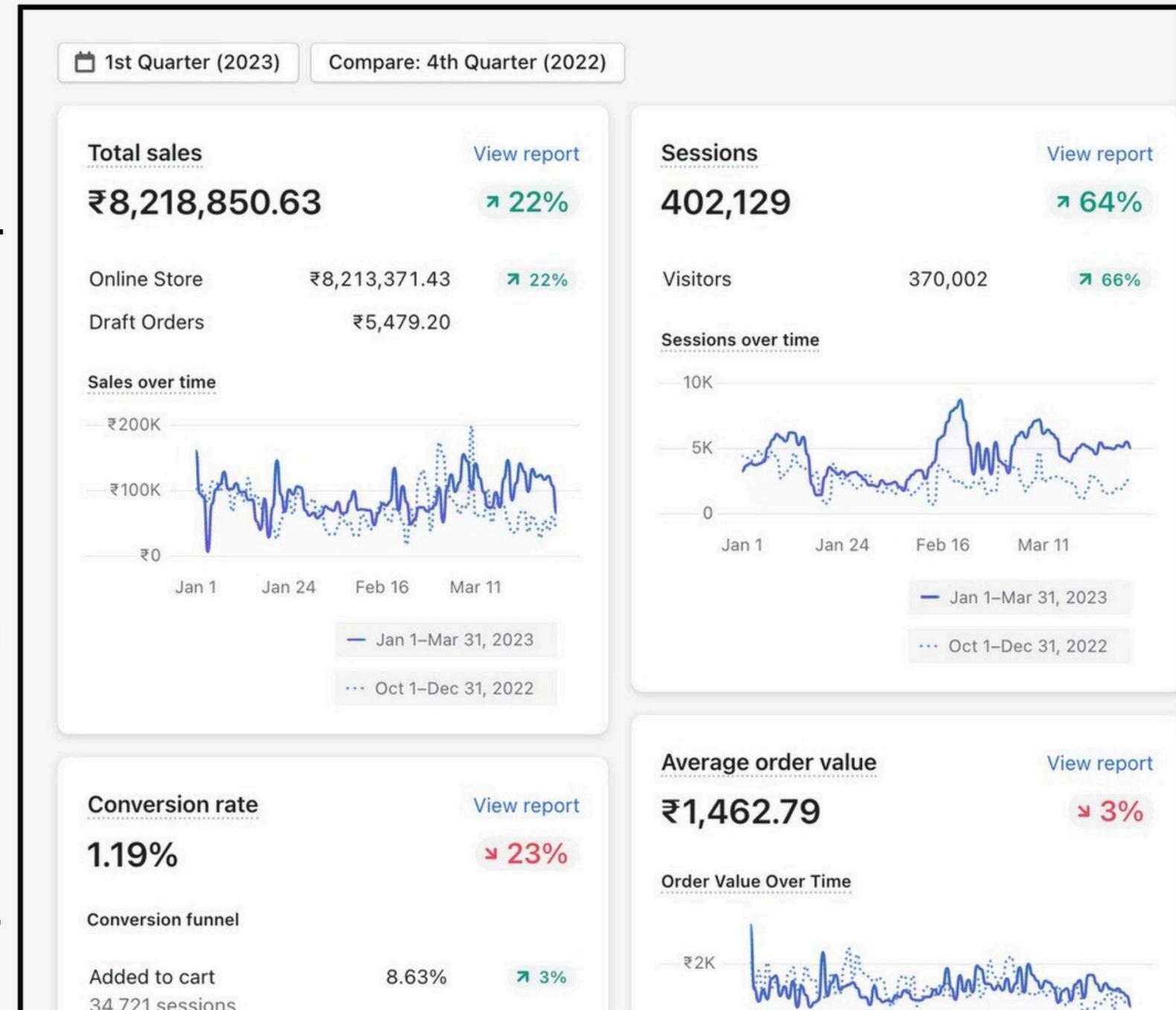
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# STRATEGIC TRIUMPH

The transition to a new ad account initially posed challenges for Weaving Homes, requiring close attention to regain optimal campaign performance. Through careful monitoring and strategic optimization, the brand successfully navigated these early obstacles and achieved stable results.

This dedication to continuous improvement not only addressed the issues related to the account transition but also played a crucial role in reaching Weaving Homes' ambitious revenue targets.

The focus on adaptability and performance enhancement highlighted the brand's resilience in the ever-changing landscape of digital advertising.



# SOLUTION

## AUDIENCE DIVERSIFICATION:

- Expanded targeting with niche interests like DIY decor.
- Customized messaging to highlight unique products. Used behavioral data to refine audience targeting.



## COMPETITOR ANALYSIS & USP EMPHASIS:

- Analyzed competitor ads to find market gaps. Adjusted bidding strategies dynamically. Highlighted Weaving Homes' unique qualities to stand out.

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# SOLUTION

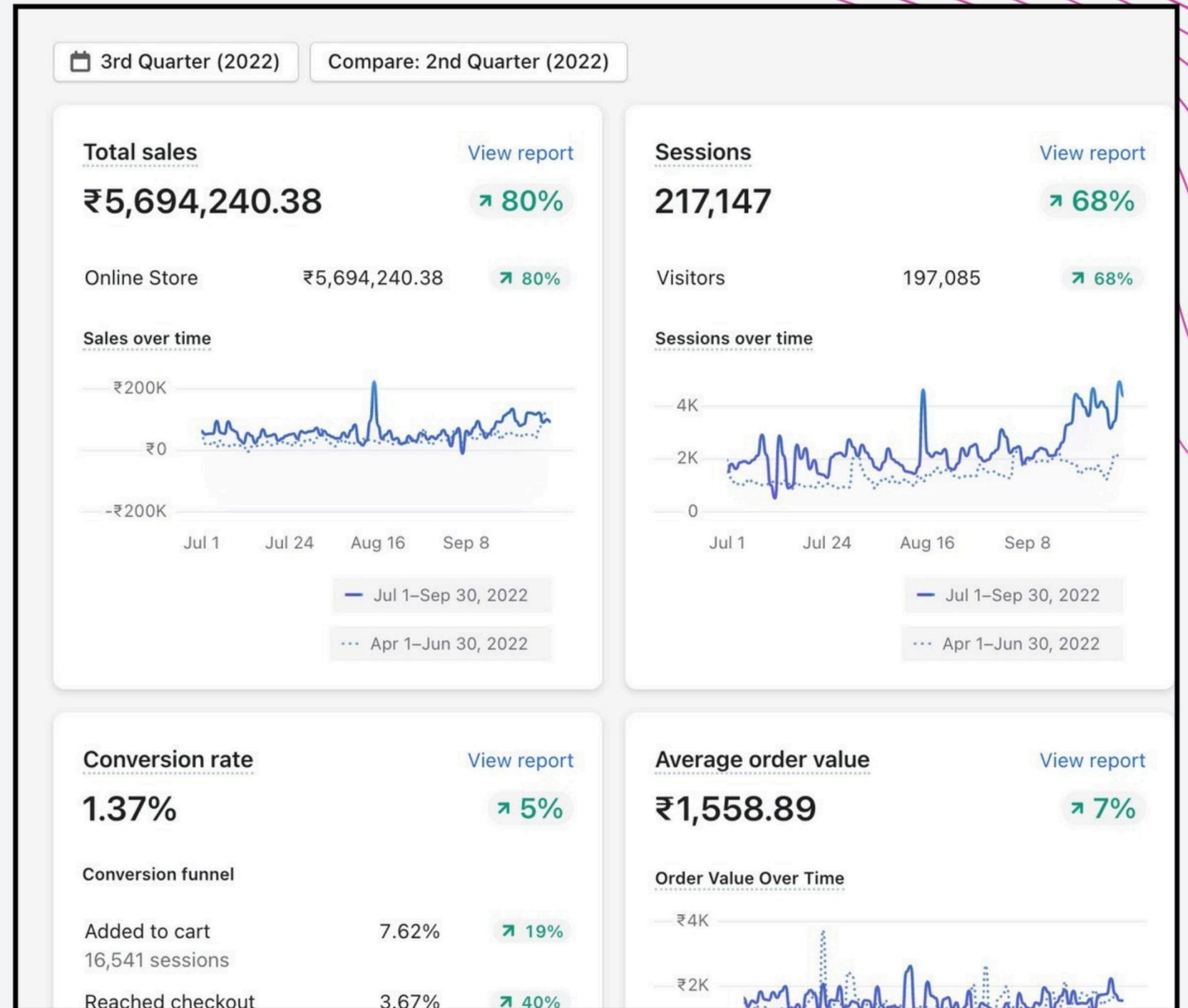
## CONTINUOUS OPTIMIZATION:

- Conducted A/B testing on creatives and messaging.
- Optimized ad schedules for peak engagement.
- Experimented with different placements like Stories and Reels.



## SEASONAL CAMPAIGNS:

- Predicted trends to align with seasonal interests.
- Launched early to capture pre-season excitement.
- Offered limited-time deals during key periods.



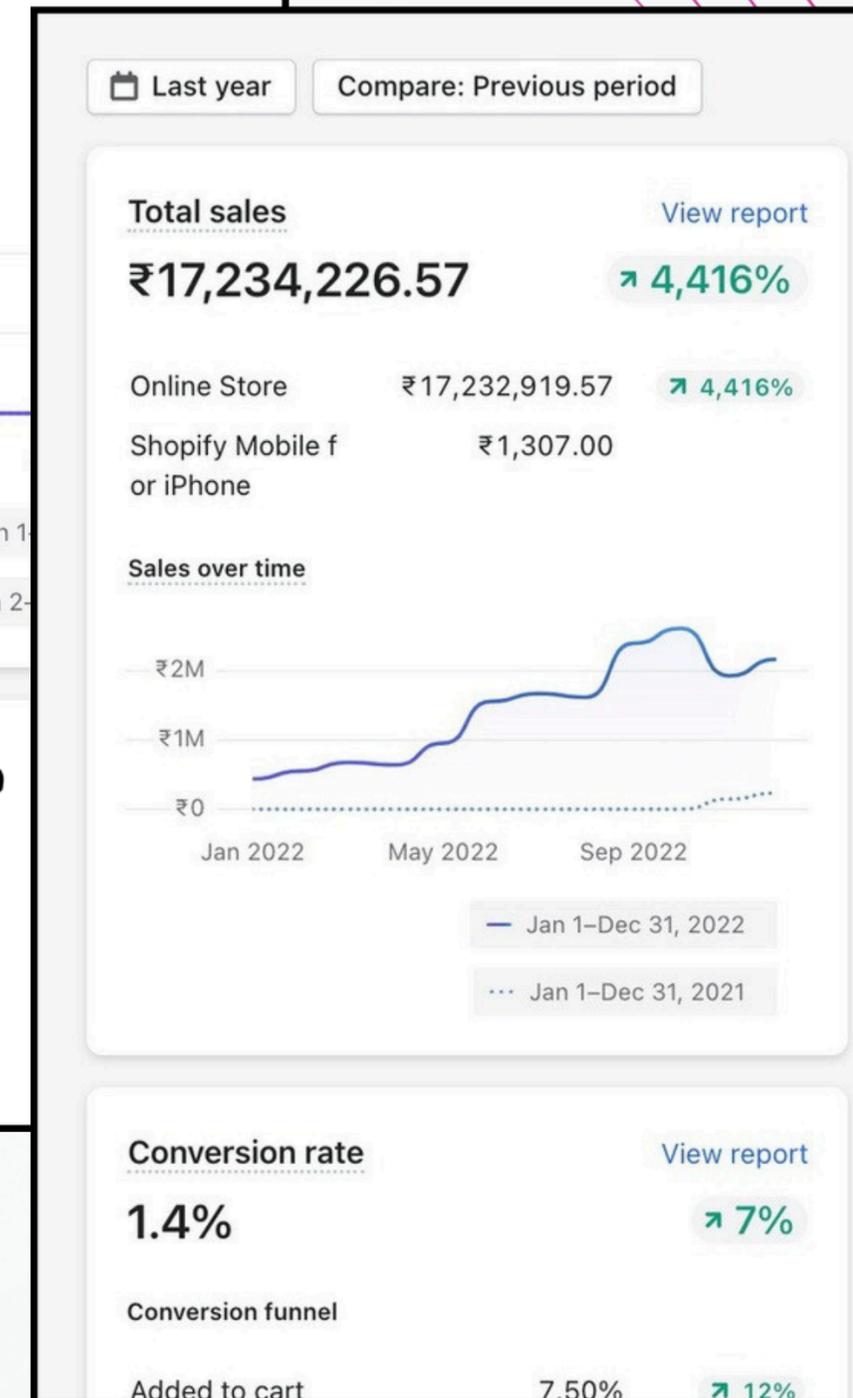
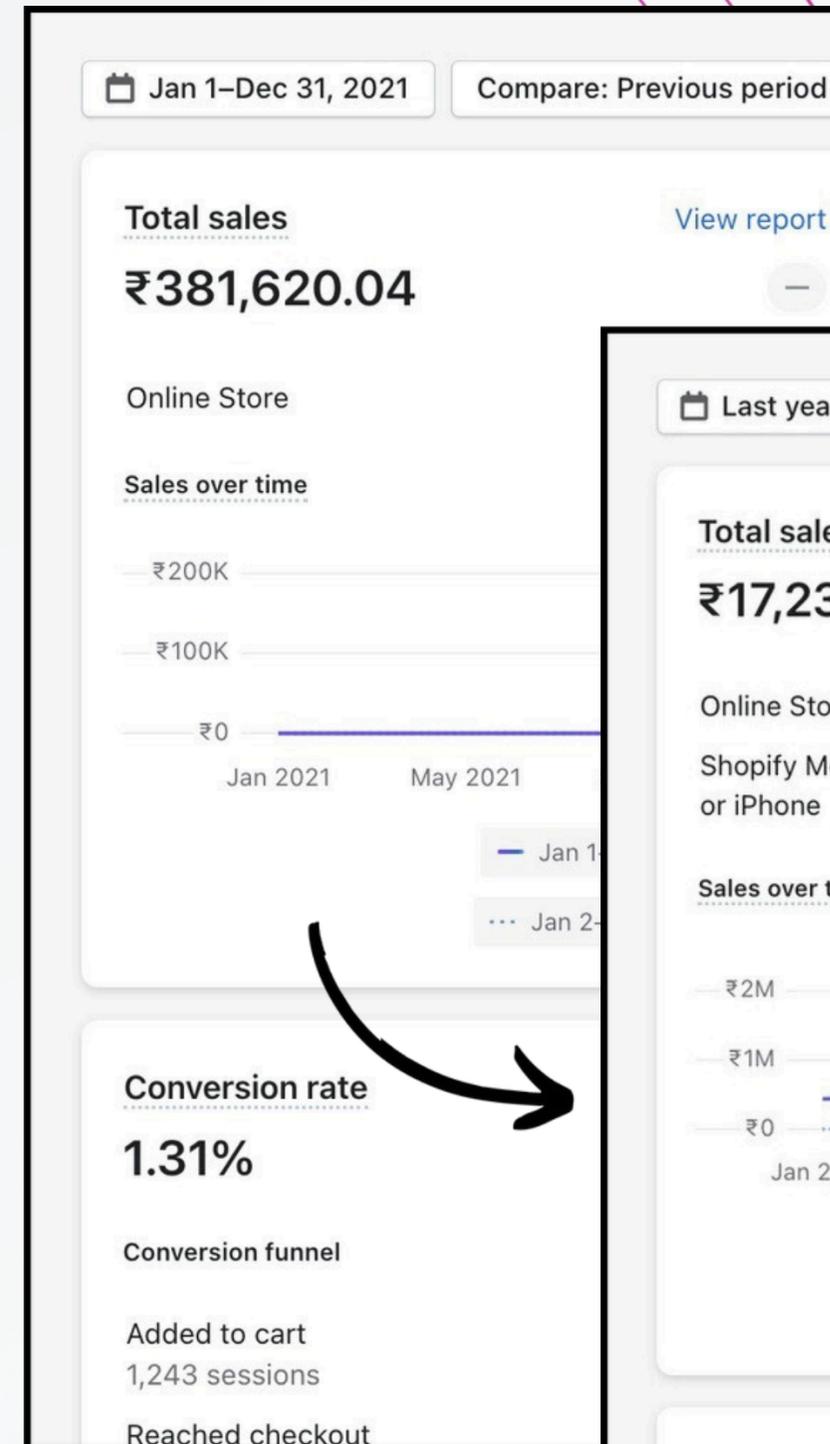
# SOLUTION

## CREATIVE REFRESH & DYNAMIC ADS:

- Regularly reviewed ad performance for better engagement. Added fresh visuals, updated copy, and new formats. Used dynamic ads to personalize product recommendations.

## ADAPTATION TO PLATFORM CHANGES:

- Proactive Monitoring: Kept a close watch on Meta's platform updates to stay ahead of changes. Beta
- Program Participation: Joined beta programs to test and leverage new features before general release.
- Policy Compliance: Ensured all ads met Meta's guidelines, maintaining compliance with platform policies.



# RESULTS:

The success of WeavingHomes was driven by a combination of precise targeting, creative adaptability, and a dynamic response to a constantly evolving digital landscape. By leveraging creative strategies and audience insights, Weaving Homes managed to significantly increase revenue and secure a strong position in the home decor market. Audience diversification, seasonal targeting, and a commitment to creative innovation were crucial in achieving sustained growth.

**₹1,72,34,226**  
Revenue

**₹33,13,000**  
Ad spend

**11489**

Orders  
**₹1,505**  
AOV