

EchoZEST SOLUTIONS



Turning Ideas Into Digital Echoes



EchoZEST
SOLUTIONS

Case Study One Buyers Persona and Placem

AGE: 25 - 40

Demography we have selected all genders living in India

BUSINESS CATEGORY

Digital Marketing

PLACEMENT

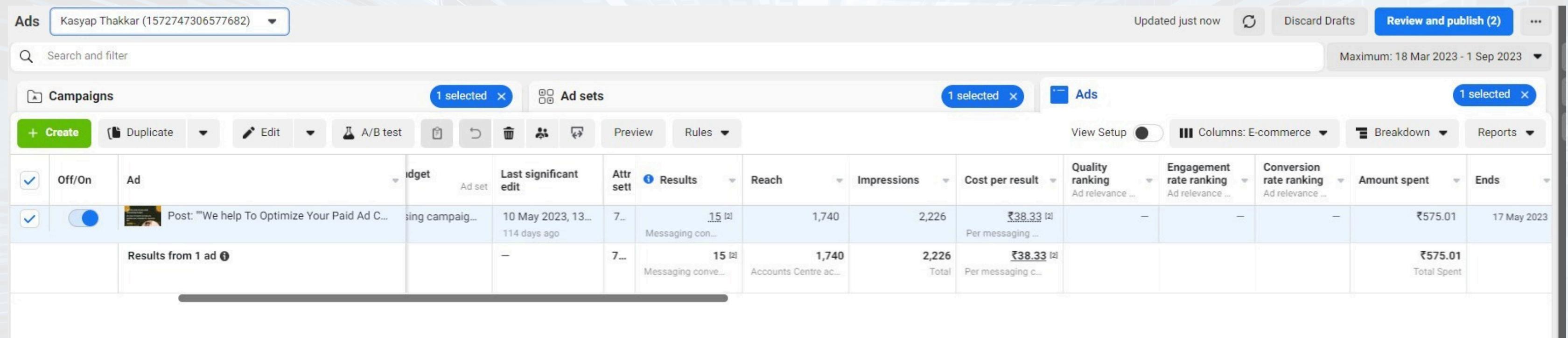
facebook & Manager

CAMPAIGN TYPE

Whatsapp ad Campaign

Spend, Revenue and ROI

We have Spend 575 On this Campaign and Generated the Revenue Of 5K now you can calculate the ROI



The screenshot shows a digital marketing dashboard with the following details:

Header: Ads, Kasyap Thakkar (1572747306577682), Updated just now, Discard Drafts, Review and publish (2), ...

Search and Filter: Search and filter, Maximum: 18 Mar 2023 - 1 Sep 2023

Filters: Campaigns, Ad sets, Ads, 1 selected x, 1 selected x, 1 selected x

Tools: + Create, Duplicate, Edit, A/B test, Preview, Rules, View Setup, Columns: E-commerce, Breakdown, Reports

Table Headers: Off/On, Ad, Budget, Ad set, Last significant edit, Attr sett, Results, Reach, Impressions, Cost per result, Quality ranking, Engagement rate ranking, Conversion rate ranking, Amount spent, Ends

Table Data:

Off/On	Ad	Budget	Ad set	Last significant edit	Attr sett	Results	Reach	Impressions	Cost per result	Quality ranking	Engagement rate ranking	Conversion rate ranking	Amount spent	Ends
✓	Post: "We help To Optimize Your Paid Ad C...	₹38.33 [2]	10 May 2023, 13...	7...	15 [2]	Messaging con...	1,740	2,226	₹38.33 [2]	—	—	—	₹575.01	17 May 2023
	Results from 1 ad			—	7...	15 [2]	1,740	2,226	₹38.33 [2]				₹575.01	Total Spent

$$\text{ROI} = \frac{5000}{575}$$

8.69

Case Study One Buyers Persona and Placem

AGE: 18 - 65

Demography we have selectedd all genders living in India

BUSINESS CATEGORY

Digital Marketing

PLACEMENT

facebook & Manager

CAMPAIGN TYPE

Whatsapp ad Campaign

Spend, Revenue and ROI

We have Spend 575 On this Campaign and Generated the Revenue Of 5K now you can calculate the ROI

Ads															Kasyap Thakkar (1572747306577682)	Updated just now	Discard Drafts	Review and publish (2)	...
															Search and filter	Maximum: 18 Mar 2023 - 1 Sep 2023			
Campaigns					Ad sets					Ads									
+ Create	Duplicate	Edit	A/B test	Ad set	Last significant edit	Attr sett	Results	Reach	Impressions	Cost per result	Quality ranking	Engagement rate ranking	Conversion rate ranking	Amount spent	Ends				
<input checked="" type="checkbox"/>	Off/On	Ad	Post: "We help To Optimize Your Paid Ad C..."	10 May 2023, 13... 114 days ago	7...	15 [2]	Messaging con...	1,740	2,226	₹38.33 [2]	—	—	—	₹575.01	17 May 2023				
			Results from 1 ad		—	7...	15 [2]	1,740	2,226	₹38.33 [2]				₹575.01	Total Spent				

$$\text{ROI} = \frac{5000}{575}$$

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BUSINESS CATEGORY

Digital Marketing

PLACEMENT

Advantage +

CAMPAIGN TYPE

Whatsapp ad Campaign

Spend, Revenue and ROI

We have Spend 1605 On this Campaign and Generated the Revenue Of 70k now you can calculate the ROI

The screenshot shows a digital marketing dashboard with the following interface elements:

- Header:** Ad sets dropdown set to Ansuya Thakkar (1605264893289191), Updated just now.
- Search Bar:** Search and filter.
- Filter Bar:** Campaigns (2 selected), Ad sets (1 selected), Ads for 1 Ad set.
- Tool Buttons:** Create, Duplicate, Edit, A/B test, Save, Undo, Delete, Rules.
- Table:** A detailed report table with columns for Off/On, Ad set, Status, Attribution setting, Results, Reach, Impressions, Cost per result, Amount spent, and End date.

Off/On	Ad set	Status	Attribution setting	Results	Reach	Impressions	Cost per result	Amount spent	End date
On	Ecommerce	Active	7-day click or ...	11 [2] Messaging conver...	1,474	1,554	₹27.13 [2] Per messaging co...	₹298.39	2023-10-15
On	Shopify	Active	7-day click or ...	20 [2] Messaging conver...	1,959	2,062	₹14.07 [2] Per messaging co...	₹281.42	2023-10-15
On	Pan_India_Audience	Active	7-day click or ...	55 [2] Messaging conver...	9,708	11,090	₹18.63 [2] Per messaging co...	₹1,024.69	2023-10-15
Results from 3 ad sets ⓘ			7-day click or ...	86 [2] Messaging conver...	13,284	14,706	₹18.66 [2] Per messaging con...	₹1,604.50	Total Spent

$$\text{ROI} = \frac{\text{Revenue}}{\text{Spend}}$$

ROI = 70000/1605
43.61

Case Study One Buyers Persona and Place

AGE: 18 - 65

Demography we have selected all genders living in India

BUSINESS CATEGORY

Tours and Travels

PLACEMENT

Advantage +

CAMPAIGN TYPE

Whatsapp ad Campaign

Spend, Revenue and ROI

Ads Swati Agrawal (205533316213535)

We have Spend 10299 On this Campaign and Generated the Revenue Of 250k now you can calculate the ROI

Campaigns

+ Create Edit A/B test Preview Rules

Off/On	Ad	Cost per result	Quality ranking	Engagement rate ranking	Conversion rate ranking	Amount spent	Ends
On	Tailored messages campaign 24/7/2023	₹16.05	Average	Above average	Above average	₹658.24	0
On	Travel to bali 2	₹17.63	—	—	—	₹476.00	0
On	Travel to bali	₹17.36	—	—	—	₹208.37	0
On	Tailored messages campaign 17/07/2023 Ad	₹7.34	Above average	Average	Below average Bottom 35% of ...	₹7,335.58	0
On	Travel to bali	₹16.86	—	—	—	₹809.15	0
On	Travel to bali 2	₹14.00	—	—	—	₹812.05	0
Results from 6 ads <small>Excludes deleted items</small>		— Multiple conversions				₹10,299.39 Total Spent	

ROI = 250000/10299 24.27

Case Study One Buyers Persona and Place

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BUSINESS CATEGORY

Dropshipping

PLACEMENT

Advantage +

CAMPAIGN TYPE

Whatsapp ad Campaign

Spend, Revenue and ROI

Campaigns Vitalmart (6855599164468330) Updated just now Discard Drafts Review and publish ...

Search and filter Maximum: 4 Jun 2023 - 2 Sep 2023

Campaigns Ad sets Ads

+ Create View Setup Columns: Custom Breakdown

	Off/On	Campaign	Attribution setting	Results	Reach	Impressions	Cost per result	Amount spent	Ends	Purchase ROAS (return on ad spend)	Website purchase ROAS (return on...)	Mobile app purchase ROAS (return on...)	
<input type="checkbox"/>		Look A Like TanishQ August 3 – Scale 2	10.00 Daily	7-day click or ...	89	160,255	186,140	₹299.58 Per Purchase	₹26,662.78	Ongoing	12.42	12.42	—
<input type="checkbox"/>		Vaccum Cleaner Tanishq Audience 3 Aug 800	bu...	7-day click or ...	9	36,752	48,973	₹545.83 Per Purchase	₹4,912.44	Ongoing	3.29	3.29	—
<input type="checkbox"/>		Look A Like TanishQ August 3	bu...	7-day click or ...	55	84,336	91,502	₹242.89 Per Purchase	₹13,359.14	Ongoing	7.62	7.62	—
<input type="checkbox"/>		Travel Bag Advantage + Shopping 27/06/202...	bu...	7-day click or ...	177	124,543	177,367	₹242.71 Per Purchase	₹42,959.32	Ongoing	7.57	7.57	—
<input type="checkbox"/>		Adv + Shop Vacuum Cleaner Campaign	bu...	7-day click or ...	86	56,687	99,750	₹270.91 Per Purchase	₹23,298.43	Ongoing	7.46	7.46	—
<input type="checkbox"/>		Travel Bag Pack CBO – 800 Budget	10.00 Daily	7-day click or ...	140	215,231	401,582	₹305.45 Per Purchase	₹42,762.47	Ongoing	6.48	6.48	—
<input type="checkbox"/>		1600 Travel Bag Adv+ Shop	bu...	7-day click or ...	13	14,404	17,158	₹304.59 Per Purchase	₹3,959.67	Ongoing	7.34	7.34	—
<input type="checkbox"/>		1600 Travel Bag ADV + SHOP Campaign – Ca...	bu...	7-day click or ...	150	190,208	239,682	₹268.43 Per Purchase	₹40,264.21	Ongoing	9.91	9.91	—
<input type="checkbox"/>		Electric Juicer CBO Look A Like	10.00 Daily	7-day click or ...	—	—	—	₹0.00 Per Purchase	₹0.00	Ongoing	—	—	—
<input type="checkbox"/>		2000 Travel Bag ADV + SHOP Campaign	bu...	7-day click or ...	8	17,032	17,603	₹453.42 Per Purchase	₹3,627.32	Ongoing	3.17	3.17	—
<input type="checkbox"/>		2 In 1 Advantage + Shopping Campaign Cam...	bu...	7-day click or ...	13	5,722	7,158	₹241.08 Per Purchase	₹3,134.08	Ongoing	2.93	2.93	—
<input type="checkbox"/>		Advantage+ shopping Car Duster Campaign	bu...	7-day click or ...	3	4,956	5,642	₹372.89 Per Purchase	₹1,118.68	Ongoing	2.50	2.50	—
<input type="checkbox"/>		Adv + Shop scale 2 Travel Bag Campaign	bu...	7-day click or ...	—	3,215	3,432	— Per Purchase	₹601.23	Ongoing	—	—	—
Results from 33 campaigns			7-day click or ...	—	1,653,525 Accounts Centre acco...	2,449,095 Total	—	₹280,423.75 Total Spent	—	6.33 Average	6.33 Average	— Average	

AVG ROI Of 6.33

Case Study One Buyers Persona and Place

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BUSINESS CATEGORY

Marketplace

PLACEMENT

Advantage +

CAMPAIGN TYPE

Whatsapp ad Campaign

Spend, Revenue and ROI

Campaigns Kasyap Thakkar (1572747306577682) Updated just now Discard Drafts Review and publish (2) ...

Search and filter Maximum: 18 Mar 2023 - 2 Sep 2023

Campaigns Ad sets Ads

+ Create Edit A/B test Rules View Setup Columns: E-commerce Breakdown Reports

	Off/On	Campaign	Meta adds to wishlist	Purchase ROAS (return on ad spend) ↓	Website purchase ROAS (return...)	Purchases conversion value	Website purchases conversion...	Meta purchase conversion value	Purchases	Website purchases	Meta purchases
	(●)	Advantage+ shopping campaign 31/03/2023 Campaign	—	7.93 [2]	7.93 [2]	₹68,163.00 [2]	₹68,163.00 [2]	₹0.00	136 [2]	136 [2]	—
	(●)	Shirt Whine & Bite TOFU 1 Campaign	—	7.68 [2]	7.68 [2]	₹52,505.00 [2]	₹52,505.00 [2]	₹0.00	73 [2]	73 [2]	—
	(●)	A+S Nadrah Sarees Campaign	—	4.73 [2]	4.73 [2]	₹25,585.00 [2]	₹25,585.00 [2]	₹0.00	15 [2]	15 [2]	—
	(●)	New Sales campaign – 200 Budget - Advantage+ shopping campaign – 24 August ...	—	4.65 [2]	4.65 [2]	₹2,245.00 [2]	₹2,245.00 [2]	₹0.00	4 [2]	4 [2]	—
	(●)	Radha Krishna 400 Campaign	—	3.89 [2]	3.89 [2]	₹6,136.00 [2]	₹6,136.00 [2]	₹0.00	12 [2]	12 [2]	—
	(●)	Bedsheet Scale 2 A+S Campaign	—	3.78 [2]	3.78 [2]	₹16,762.00 [2]	₹16,762.00 [2]	₹0.00	36 [2]	36 [2]	—
	(●)	New Sales campaign – 200 Budget	—	3.64 [2]	3.64 [2]	₹23,447.00 [2]	₹23,447.00 [2]	₹0.00	48 [2]	48 [2]	—
	(●)	New Sales campaign – 200 Budget – 24 August 2	—	3.49 [2]	3.49 [2]	₹1,696.00 [2]	₹1,696.00 [2]	₹0.00	4 [2]	4 [2]	—
	(●)	4 August Vandana Enterprise Ad Campaign Campaign	—	3.07 [2]	3.07 [2]	₹18,858.00 [2]	₹18,858.00 [2]	₹0.00	38 [2]	38 [2]	—
	(●)	Radha Krishna Handloom 800 A+S All Products Campaign	—	2.67 [2]	2.67 [2]	₹16,613.00 [2]	₹16,613.00 [2]	₹0.00	36 [2]	36 [2]	—
	(●)	Radha Krishna Handloom	—	2.66 [2]	2.66 [2]	₹9,878.00 [2]	₹9,878.00 [2]	₹0.00	20 [2]	20 [2]	—
	(●)	Saree Campaign	—	2.65 [2]	2.65 [2]	₹35,880.00 [2]	₹35,880.00 [2]	₹0.00	20 [2]	20 [2]	—
	(●)	New Sales campaign	—	2.48 [2]	2.48 [2]	₹55,275.00 [2]	₹55,275.00 [2]	₹0.00	128 [2]	128 [2]	—
Results from 61 campaigns 1			—	Total	Average	Average	Total	₹0.00	Total	—	Total
			—	Total	Average	Average	Total	₹0.00	Total	—	Total

CONTACT US

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