

Meta Ads campaign for boAt
Watch Storm

Competitor Research

- **Noise** - Known for aggressive smartwatch ranges in India and comparable pricing and features.
- **Fire-Boltt** - Strong value-for-money play with frequent launches and retail presence.
- **Amazfit** - International brand recognition + trusted product quality in India.

Unique Selling Points (USPs) - boAt Watch Storm

- **Affordable feature-rich offering** - Core smartwatch features (health tracking, multi-sport modes, SpO2, heart-rate) at a competitive price.
- **boAt ecosystem & brand trust** - Recognised lifestyle & audio brand in India; cross-sell to existing boAt customers.
- **Stylish design + custom watch faces** - Fashionable looks aimed at Gen Z / young millennials.
- **Strong battery life** — Multi-day battery for everyday use.
- **Dedicated customer support & warranty** - India-focused service and quick replacement.

Campaign Structure

adsmanager.facebook.com/adsmanager/manage/campaigns/edit/standalone?act=1208463824342727&business_id=796599149705538&selected_campaign_ids=...

BWS - Traffic campaign

BWS - Traffic ad set

BWS - Traffic ad

BWS - Traffic campaign > 1 Ad set > 1 Ad

[Edit](#) [Review](#)

☒ **Campaign name**

BWS - Traffic campaign [Create template](#)

☒ **Campaign details**

Buying type

Auction

Campaign objective

☐ Awareness

☒ **Traffic**

☐ Engagement

☐ Leads

[Close](#) [All edits saved](#)

Campaign score 86 Your campaign has room to improve.

You could increase conversion by using both videos and images for 2 ad sets +6 points

Duplicate this ad and then replace the image with a video to create a new version that reaches users in different ways. Keep the original ad running to maximise results.

[Duplicate ad](#) [View in ad](#)

Show more (1) +8 points

[Next](#)



×

BWS - Traffic campaign

⋮

▢

BWS - Traffic ad set

⋮

📄

BWS - Traffic ad

⋮

📱

BWS - Traffic campaign

>

▢ 1 Ad set

>

📄 1 Ad

Edit

Review

✓

Budget

Budget strategy ⓘ

Campaign budget

Budget ⓘ

Lifetime budget

₹ 100,000.00

INR

You'll spend no more than ₹100,000.00 during the lifetime of your campaign.

About lifetime budget

⚠️ Campaign budget is higher than maximum spend limit

Your ad sets' combined maximum spend is lower than your new campaign budget. This means that some of your budget won't be spent.

To spend the entire budget, raise or remove some of your maximum limits.

Learn more

Campaign bid strategy ⓘ

Highest volume

Hide options ▲

Close

✓ All edits saved

In draft

⋮

86

Campaign score ⓘ

Your campaign has room to improve.

You could increase conversion by using both videos and images for 2 ad sets ⓘ

+6 points

Duplicate this ad and then replace the image with a video to create a new version that reaches users in different ways. Keep the original ad running to maximise results.

Duplicate ad

View in ad

Show more (1) ▼

+8 points

Next



- BWS - Traffic campaign ...
- BWS - Traffic ad set ...
- BWS - Traffic ad ...

BWS - Traffic campaign > BWS - Traffic ad set > 1 Ad

In draft ...

Edit Review

✓ **Ad set name**

BWS - Traffic ad set

Create template

✓ **Conversion**

Conversion location

Choose where you want to drive traffic.

[About conversion locations](#)

- ☒ **Website**
Send traffic to your website.
- ☐ **App**
Send traffic to your app.
- ☐ **Message destinations**
Send traffic to Messenger, Instagram and WhatsApp.
- ☐ **Instagram or Facebook**
Send traffic to an Instagram profile, Facebook Page or both.
- ☐ **Calls**
Get people to call your business.

Performance goal

How you measure success for your ads. [About performance goals](#)



Campaign score ⓘ
Your campaign has room to improve.

You could increase conversion by using both videos and images for 2 ad sets ⓘ

+6 points

Duplicate this ad and then replace the image with a video to create a new version that reaches users in different ways. Keep the original ad running to maximise results.

Duplicate ad

View in ad

Show more (1) ▾

+8 points

Audience definition ⓘ

Your audience is broad

Close ✓ All edits saved

Back Next



×

BWS - Traffic campaign

...

■

BWS - Traffic ad set

...

■

BWS - Traffic ad

...

BWS - Traffic campaign

BWS - Traffic ad set

1 Ad

Edit

Review

About dynamic creative

✓ Budget & schedule

Budget ⓘ

You set a lifetime Advantage+ campaign budget of ₹100,000.00.

Ad set spending limits ⓘ

Minimum

₹50,000.00 lifetime

We'll aim to spend at least this amount. ⓘ

Maximum

₹50,000.00 lifetime

We won't spend more than this amount.

Schedule

Start date

1 October 2025

09:00 IST

End date

31 October 2025

22:00 IST

Close

✓ All edits saved

In draft

...

86

Campaign score ⓘ

Your campaign has room to improve.

🔗 You could increase conversion by using both videos and images for 2 ad sets ⓘ

+6 points

Duplicate this ad and then replace the image with a video to create a new version that reaches users in different ways. Keep the original ad running to maximise results.

Duplicate ad

View in ad

Show more (1) ▾

+8 points

Audience definition ⓘ

Your audience is broad

Back

Next



BWS - Traffic campaign

...

BWS - Traffic ad set

...

BWS - Traffic ad

...

BWS - Traffic campaign

BWS - Traffic ad set

1 Ad

Edit

Review

Audience controls ⓘ

Set criteria for where ads for this campaign can be delivered. [Learn more](#)

Locations

Inclusion: India: Mumbai (+40 km), Navi Mumbai (New Mumbai) (+40 km) Maharashtra

Minimum age

18

Advantage+ audience ⓘ

We'll automatically show ads to people most likely to respond. We'll show ads to people matching your suggestion, and other audiences when it's likely to improve performance.

[About audiences](#)

Age

18-40

Detailed targeting

People who match: Interests: Watch (accessories) or Smartwatch (consumer electronics)

Edit

Remove saved audience

Close

✓ All edits saved

In draft

...

86

Campaign score ⓘ

Your campaign has room to improve.

You could increase conversion by using both videos and images for 2 ad sets ⓘ

+6 points

Duplicate this ad and then replace the image with a video to create a new version that reaches users in different ways. Keep the original ad running to maximise results.

Duplicate ad

View in ad

Show more (1) ▾

+8 points

Audience definition ⓘ

Your audience is broad

Back

Next

Advanced preview

You can review how your ad will appear on different placements as well as how it might be adapted with Advantage+ creative. We will show variations of your ad based on what we predict will help improve performance the most.

Placements Advantage+ creative



1

All

Feeds, In-stream ads for reels

Stories and Reels, Search results, Apps and sites

Right column, Search results

All 13 placements

Share

Arise clothing Sponsored ·

Stay ahead in style with boAt Watch Storm – fitness tracking, SpO2 monitor, 7-day battery & custom watch faces. [...see more](#)



<https://support.boat-lifestyle.co...>
Your Smartwatch, Your Way
Stay active, stay stylish – b...

Shop now

Arise clothing Sponsored ·

Stay ahead in style with boAt Watch Storm – fitness tracking, SpO2 monitor, 7-day battery & custom watch faces. [...see more](#)



<https://support.boat-lifestyle.co...>
Your Smartwatch, Your Way
Stay active, stay stylish – b...

Shop now



Arise clothing Sponsored ·

Stay ahead in style with boAt Watch Storm – fitness tracking, SpO2 monitor, 7-day battery & custom watch faces. [...see more](#)

Your Smartwatch, Your Way



<https://support.boat-lifestyle.co...>
Your Smartwatch, Your Way
Stay active, stay stylish – b...

Shop now

Instagram

arise_clothing01 Sponsored



Shop now



arise_clothing01 Stay ahead in style with boAt Watch Storm – fitness tracking, SpO2 monitor, 7-day b... more

Arise clothing Sponsored ·



Your Smartwatch, Your Way

Stay ahead in style with boAt Watch Storm – fitness tracking, SpO2 monitor, ... See more

Shop now

Cancel

Save

Advanced preview

You can review how your ad will appear on different placements as well as how it might be adapted with Advantage+ creative. We will show variations of your ad based on what we predict will help improve performance the most.

 Placements

 Advantage+ creative

 1

 All


☐ Feeds, In-stream ads for reels


☒ Stories and Reels, Search results, Apps and sites

☐ Right column, Search results

All 8 placements

Share


 arise_clothing01




Arise Clothing
support.boAt-life.com

Shop now

Stay ahead in style with boAt Watch Storm – fitness tracking, SpO2... [more](#)


 Arise Clothing
Sponsored




Stay ahead in style with boAt Watch Storm – fitness tracking, SpO2 monitor,... [More](#)

Shop now

Reels


 arise_clothing01 [Follow](#)




Your Smartwatch, Your Way

Shop now


Stay ahead in style with boAt Watch Storm ...


 Arise clothing



Stay ahead in style with boAt ...more

Shop now

 arise_clothing01
Sponsored



Shop now

A red button with rounded corners and a slight shadow, centered on a white background. The button contains the text "Thank You" in white, sans-serif font.

Thank You