

Digital Marketing Case Study



Client: Kriips

Industry: E-commerce

About the Client

- SaaS provider from India. Focus on blending physical and digital shopping.
- Transform shopping experiences for both consumers and local businesses. Digital marketplace for local stores. Enables virtual storefronts at no setup cost.
- Seamlessly integrates physical and online shopping. Empower local businesses with a digital presence.
- Convenience for consumers through trusted local stores & Increased visibility and reach for local businesses.
- Utilizes digital tech to optimize e-commerce and traditional retail balance. – Focuses on CRM and automation.
- Driving digital shopping adoption while supporting local businesses. – Enhancing accessibility and convenience for consumers.
- Continual innovation to meet evolving consumer needs. – Expansion to further bridge physical and digital shopping realms.

Problem Statement

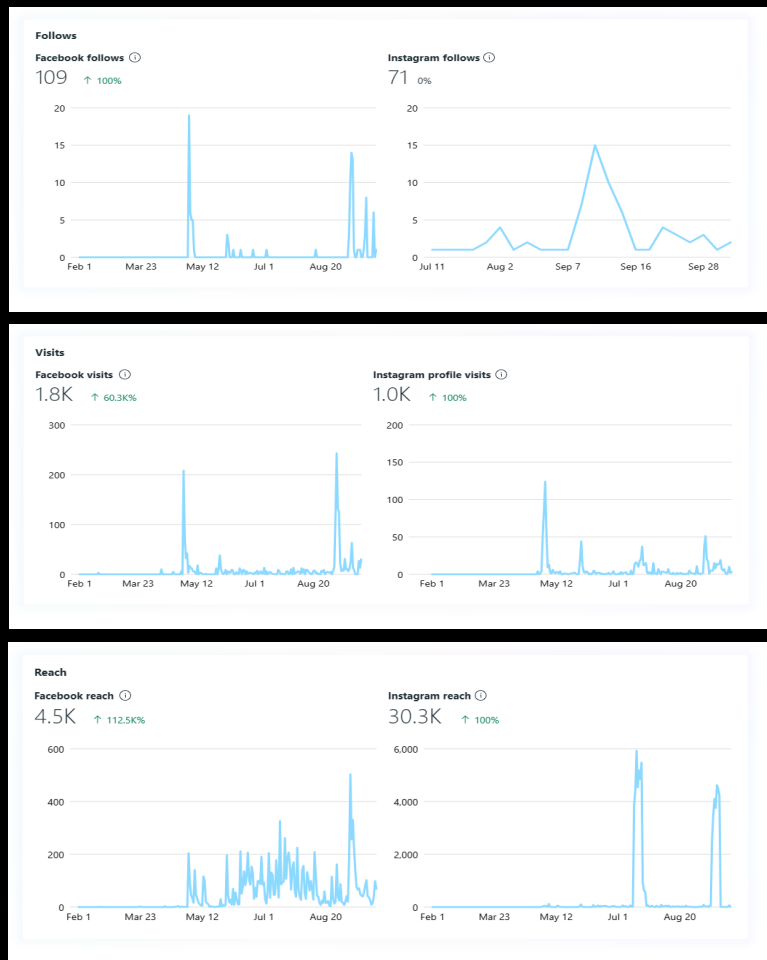
They had approached us to address the challenge of Limited Branding & Presence. The key issues to be addressed include:

- The current follower base is small, hampering audience interaction and growth potential.
- Kriips lacks visibility on Facebook and Instagram, hindering reach and engagement.
- Aims to reach 3,000 followers on social media within 3 months.
- Plan to launch app install campaigns within 6 months for user acquisition.
- Importance of building brand credibility and awareness on social media.
- Difficulty in engaging target audience effectively, impacting conversion rates.
- Competing against SaaS providers utilizing similar strategies for customer acquisition.
- Clear metrics were established for tracking campaign success and effectiveness.

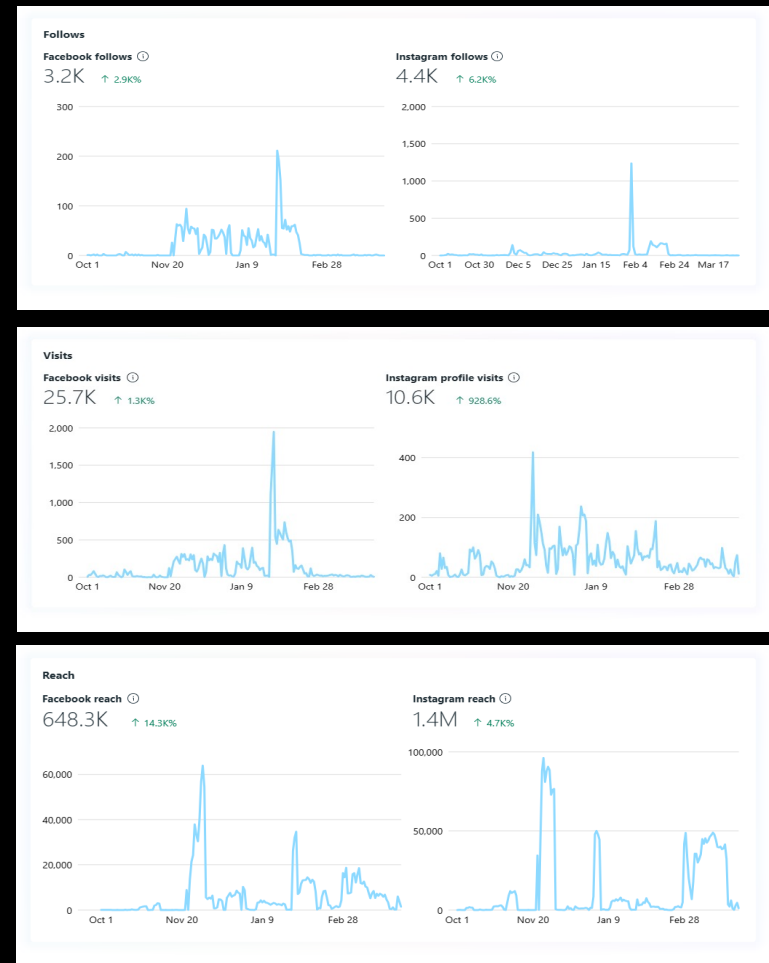
Proposed Solution

- **Strategic Content Planning:** Develop engaging content aligned with audience preferences.
- **Regular Engagement Activities:** Conduct interactive sessions to foster community engagement.
- **Collaborations and Partnerships:** Partner with influencers and businesses for expanded reach.
- **Paid Advertising Campaigns:** Implement targeted ads on Facebook and Instagram for wider audience reach.
- **User-Generated Content Campaigns:** Encourage user-generated content to enhance brand authenticity.
- **App Install Campaign Strategy:** Create compelling ads to drive app downloads.
- **Continuous Monitoring and Optimization:** Analyze metrics for ongoing campaign refinement.

Before



After



Ads Report

Account name	Reach ↓	Impressions	Page engagement	Follows or likes	App installs	Cost per app install	Amount spent	
Kriips Ad Account	1,996,995	3,787,389	121,546	2,875	764	₹67.89	₹51,867.33	
Total results 1 / 1 row displayed	1,996,995 Accounts Center accounts	3,787,389 Total	121,546 Total	2,875 Total	764 Total	₹67.89 Per Action	₹51,867.33 Total spent	

Progressive Results

- Our campaign has delivered remarkable outcomes, showcasing the efficacy of our strategy and execution. Here's a breakdown of the progressive results:
- Facebook Reach:- Increased from 4k to 648K, Increased profile visits from 1.8k to 25.7k, followers Increased from 109 to 3.2K.
- Instagram Reach: Increased from 30k to 1.4 Million. Profile visits from 1k to 10.6k, Followers from 71 to 4.4K
- High Click-Through Rate: Garnered 3683 clicks, indicating strong audience interest and engagement.
- App Install Campaign Success: We Started from scratch and were able to Achieve 764 app installs in the last 2 months.

These outcomes highlight the effectiveness of our campaign strategy and execution, resulting in significant growth across platforms and successful app installations.

APPENDIX

REFERENCE CREATIVES

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അപ്പുറത്തെ കടയിൽ ഇതിലും നല്ലതുണ്ടോ ആവാ?

അങ്ങാടിൽ തോൽക്കില്ല

ഇനി അടുത്തുള്ള എല്ലാ കടകളിലെയും വിലവിവരങ്ങൾ ഒരു ക്ലിക്ക്‌യിൽ അറിയാം, വിലപേശി വാങ്ങാം.

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അറിയും?



 Kriips



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GIFTS

REFERENCE CREATIVES



