**Exoticamp's Remarkable Sales Growth through Strategic Performance Marketing**

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**Introduction**

Exoticamp is a booking platform that provides safe and private campsites along with family-friendly camping experiences, making it the top-rated platform in India.

**Clients Objective**

Their goal was to increase sales through effective performance marketing.



**Strategy and Planning**

Our strategy involved a comprehensive performance marketing approach that combined Meta Traffic Ads, Meta Engagement Ads, and YouTube Video Ads. We also planned a remarketing campaign to show ads to those who had previously engaged with our business.

**Challenges Faced**

Marketing of camping packages in the Indian market posed a unique challenge, given the limited awareness of this travel concept. Breaking through preconceived notions, our performance marketing strategy not only elevated brand awareness but also defied expectations by driving substantial sales. Through innovative approaches, we dispelled myths and successfully connected with audiences, showcasing that camping can be an exciting and accessible adventure for all.

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**Modus Operandi**

The campaign began on August 1, 2023. We strategically implement all campaigns by maintaining an effective funnel model to generate maximum returns. As a result, we made around 56 lakhs in sales in the last two months while spending Rs. 7,08,393 on advertising costs.

**Platforms Used**

We used Meta Ads Manager to create Website Traffic and Engagement campaigns, including Top of the Funnel and Remarketing. Additionally, we ran a YouTube ad campaign on Google Ads.

**Metrics and Analytics**

Key performance indicators (KPIs) were monitored regularly. After two months, results included around a 110% rise in sales and the ROI is 690%

**Results and Achievements**

Website Traffic Increase - 344%

Sales Growth - 110%

ROI - 690%



**Conclusion**

In conclusion, Exoticamp's performance marketing campaign not only met but exceeded the client's expectations, delivering outstanding results with triple-digit sales growth and an impressive 690% return on investment, affirming the efficacy of our strategic approach.