boAt Watch Storm — Meta Ads Campaign

Budget: ₹100,000 | Duration: 1 Month

Objective: Increase traffic to its official website and drive potential buyers

1. Competitor research (3 competitors)

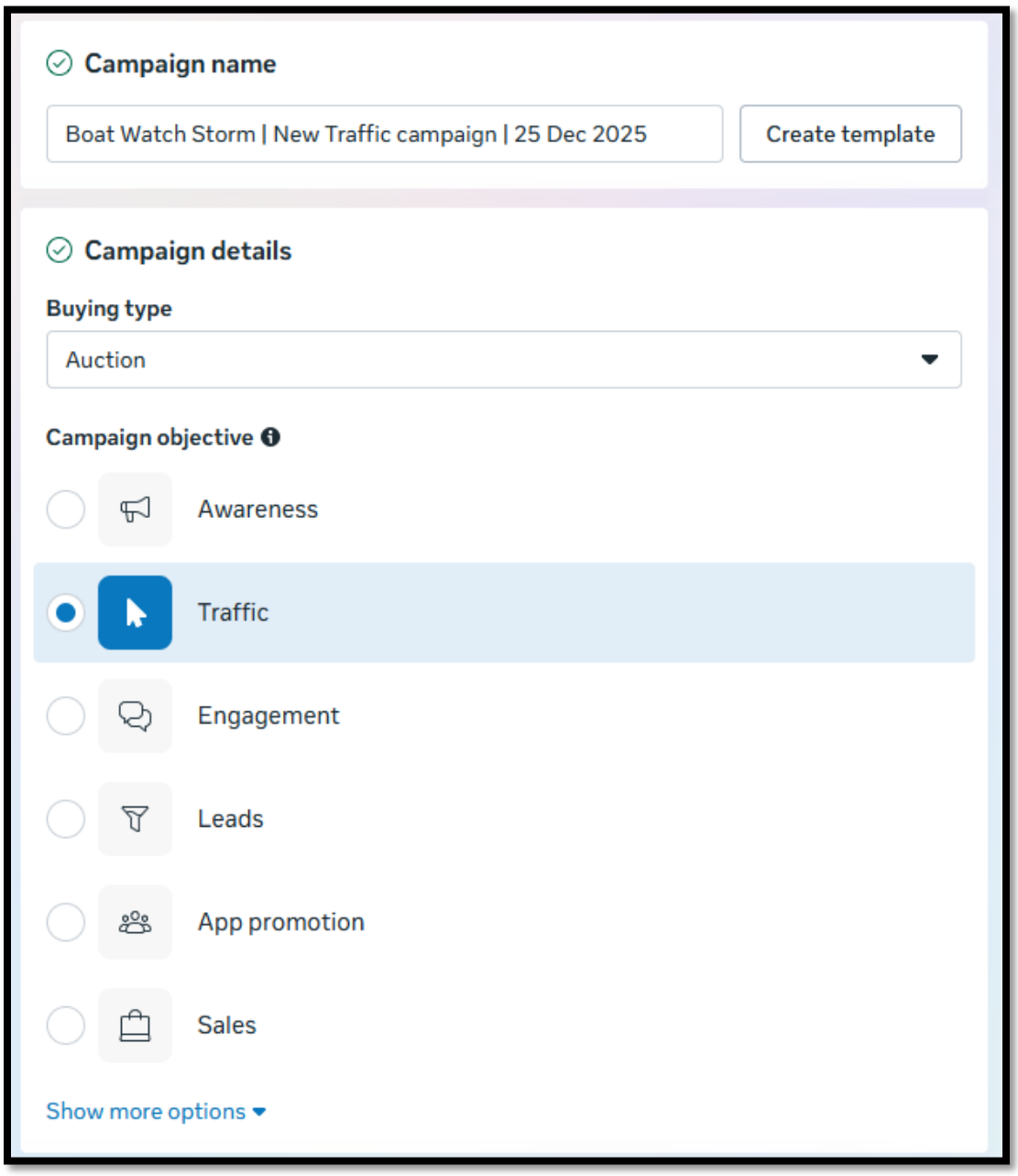
1. Noise (smartwatches & audio wearables)
2. boAt's other smartwatch competitors like Fire-Boltt
3. Realme (Realme Watch series)

2. Unique Selling Points (USPs) — boAt Watch Storm

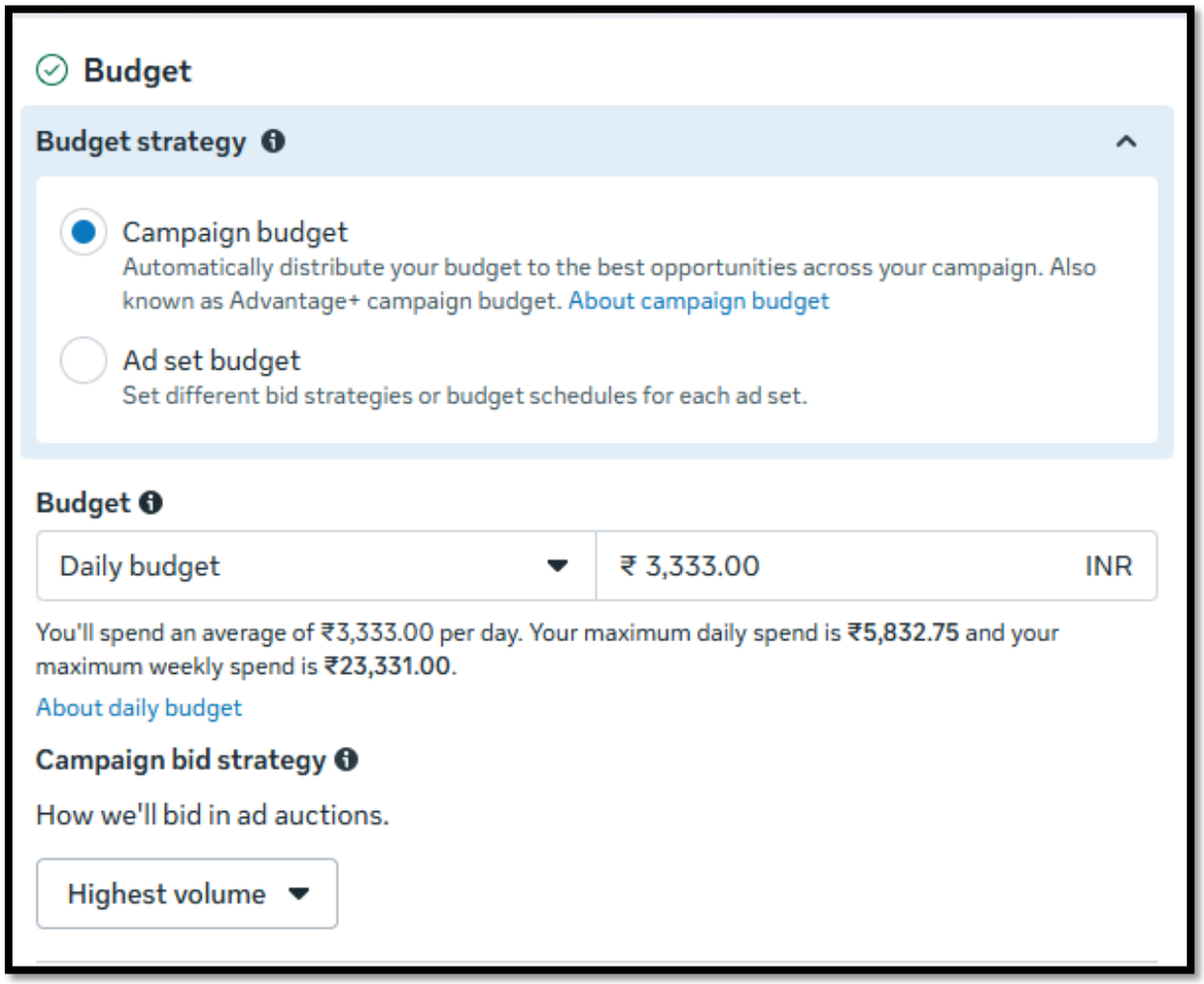
1. Long battery life (multi-day battery on a single charge).
2. Durable build & water resistance — suitable for workouts and daily wear.
3. Advanced health & fitness tracking — SPO2, heart-rate, multiple sport modes.
4. Affordable premium design — metal/glass finish at competitive price point.
5. Seamless smartphone integration — notifications, music control, and companion app features.

3. Campaign Setup:

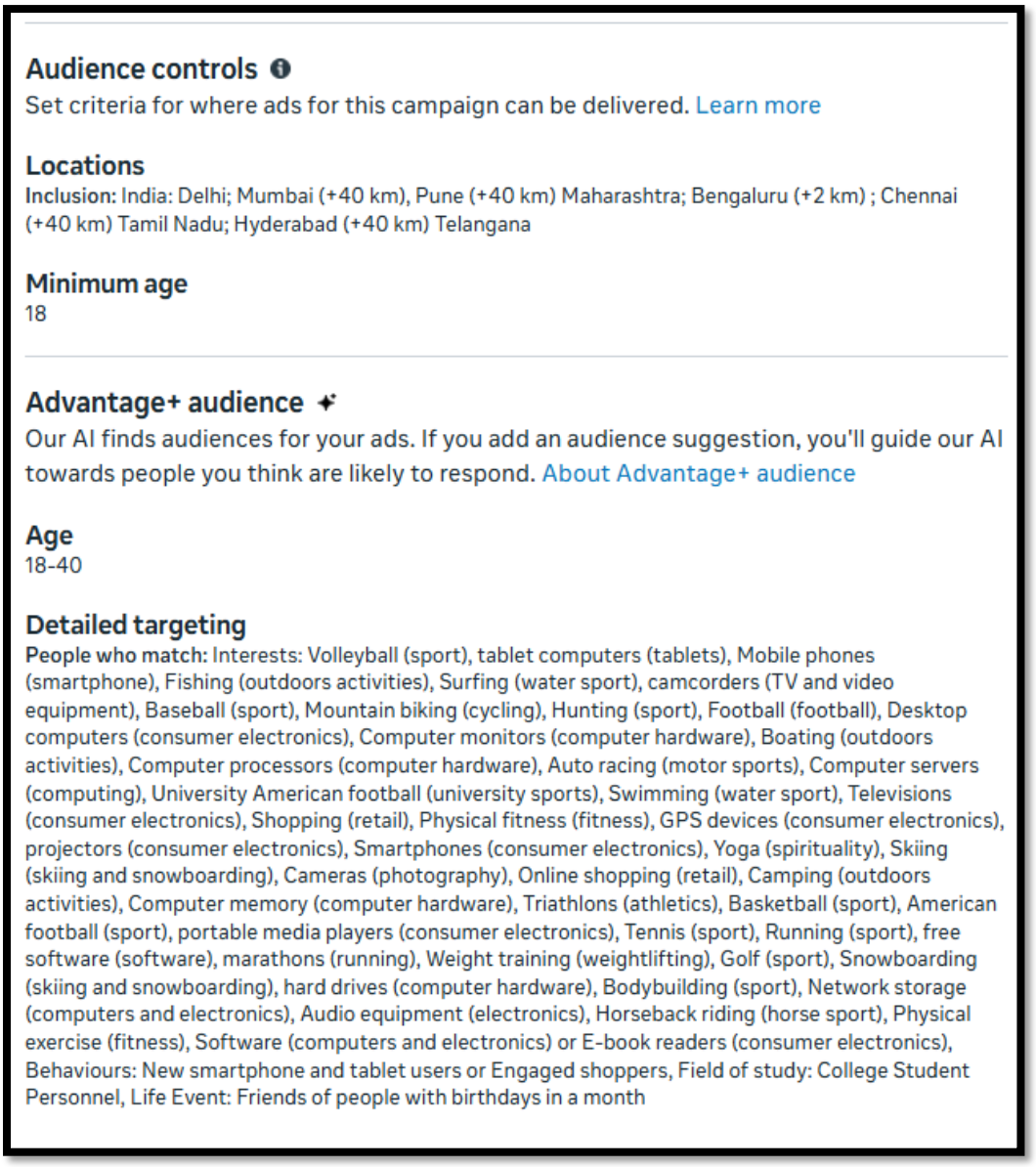
A. Selected Objective



B. Budget Setup



C. Audience Targeting (location, age, gender, demographic, interest, behavior, languages)



Audience controls
Set criteria for where ads for this campaign can be delivered. Learn more

Locations
Inclusion: India: Delhi; Mumbai (+40 km), Pune (+40 km) Maharashtra; Bengaluru (+2 km) ; Chennai (+40 km) Tamil Nadu; Hyderabad (+40 km) Telangana

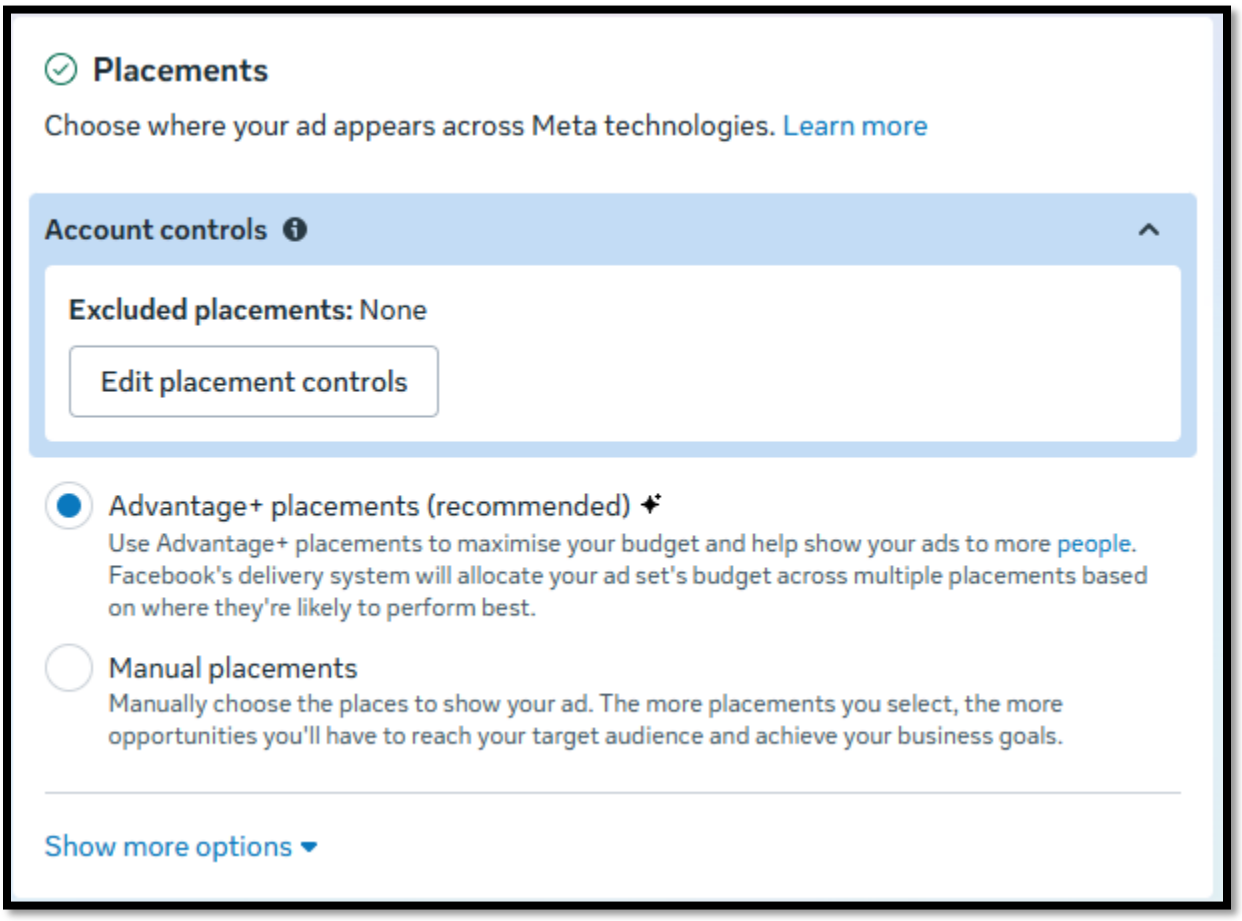
Minimum age
18

Advantage+ audience
Our AI finds audiences for your ads. If you add an audience suggestion, you'll guide our AI towards people you think are likely to respond. About Advantage+ audience

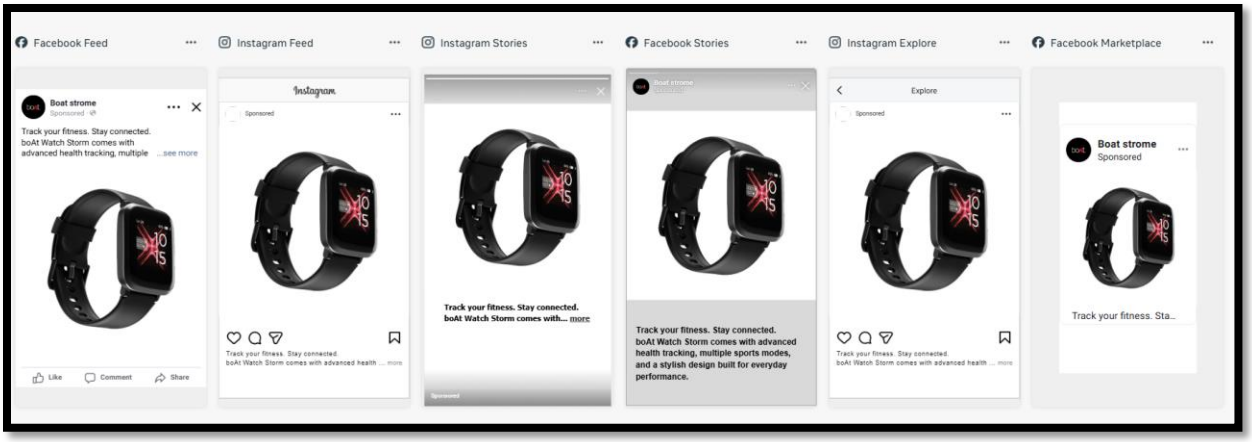
Age
18-40

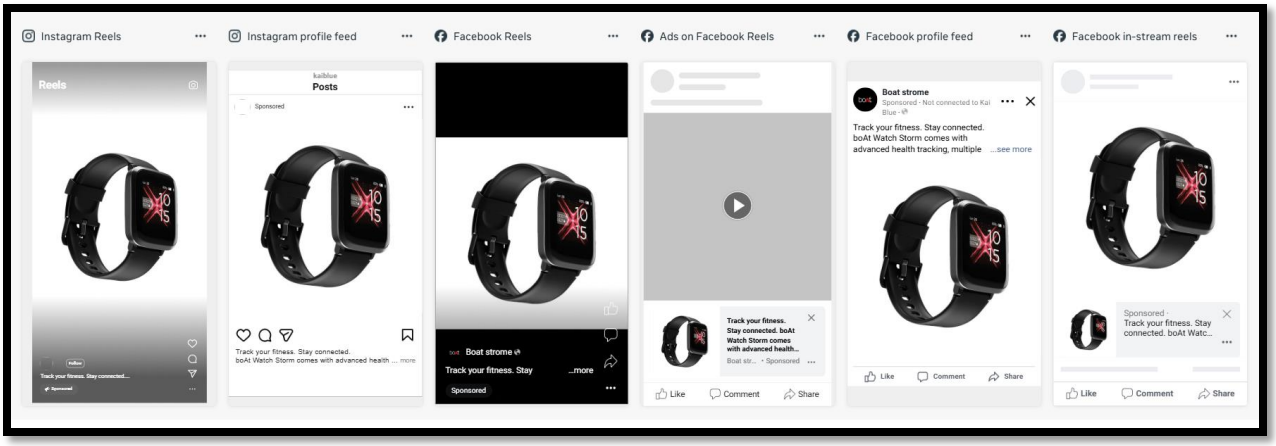
Detailed targeting
People who match: Interests: Volleyball (sport), tablet computers (tablets), Mobile phones (smartphone), Fishing (outdoors activities), Surfing (water sport), camcorders (TV and video equipment), Baseball (sport), Mountain biking (cycling), Hunting (sport), Football (football), Desktop computers (consumer electronics), Computer monitors (computer hardware), Boating (outdoors activities), Computer processors (computer hardware), Auto racing (motor sports), Computer servers (computing), University American football (university sports), Swimming (water sport), Televisions (consumer electronics), Shopping (retail), Physical fitness (fitness), GPS devices (consumer electronics), projectors (consumer electronics), Smartphones (consumer electronics), Yoga (spirituality), Skiing (skiing and snowboarding), Cameras (photography), Online shopping (retail), Camping (outdoors activities), Computer memory (computer hardware), Triathlons (athletics), Basketball (sport), American football (sport), portable media players (consumer electronics), Tennis (sport), Running (sport), free software (software), marathons (running), Weight training (weightlifting), Golf (sport), Snowboarding (skiing and snowboarding), hard drives (computer hardware), Bodybuilding (sport), Network storage (computers and electronics), Audio equipment (electronics), Horseback riding (horse sport), Physical exercise (fitness), Software (computers and electronics) or E-book readers (consumer electronics), Behaviours: New smartphone and tablet users or Engaged shoppers, Field of study: College Student Personnel, Life Event: Friends of people with birthdays in a month

D. Placement Selection



E. Ad preview (image/video with primary text, headline, description and CTA)




Instagram Reels
Reels
Track your fitness. Stay connected....
Sponsored
Instagram profile feed
kaiblue
Posts
Sponsored
Track your fitness. Stay connected.
boAt Watch Storm comes with advanced health ... more
Facebook Reels
Boat strome
Track your fitness. Stay
...more
Sponsored
Ads on Facebook Reels
Track your fitness. Stay connected. boAt Watch Storm comes with advanced health...
Like
Comment
Share
Facebook profile feed
Boat strome
Sponsored · Not connected to Kai Blue
Track your fitness. Stay connected.
boAt Watch Storm comes with advanced health tracking, multiple
...see more
Like
Comment
Share
Facebook in-stream reels
Sponsored
Track your fitness. Stay connected. boAt Watc...
Like
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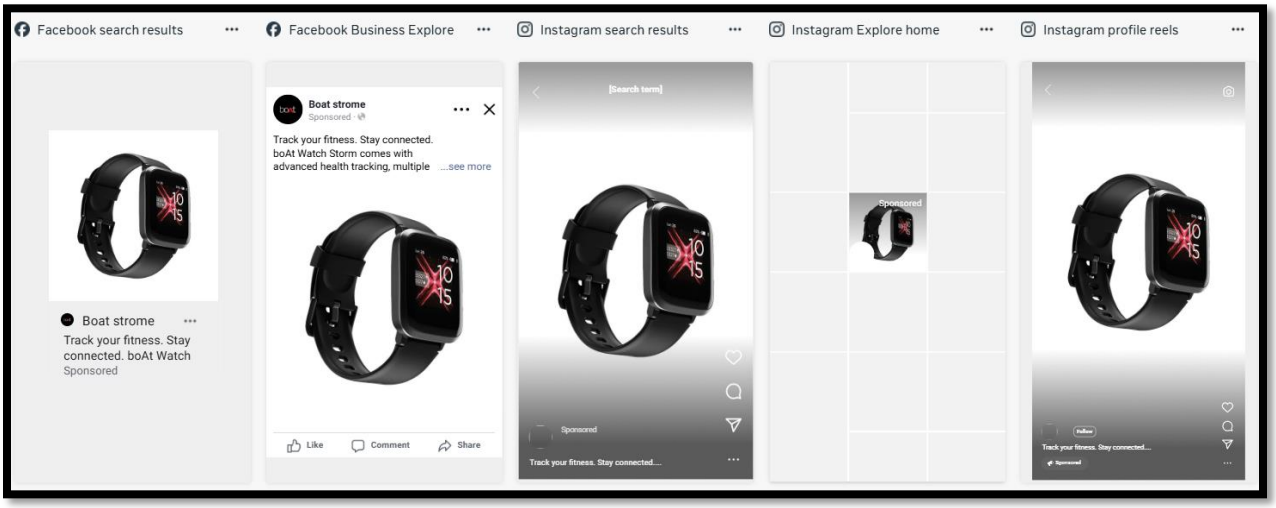
Facebook search results
Boat strome
Track your fitness. Stay connected. boAt Watch
Sponsored
Facebook Business Explore
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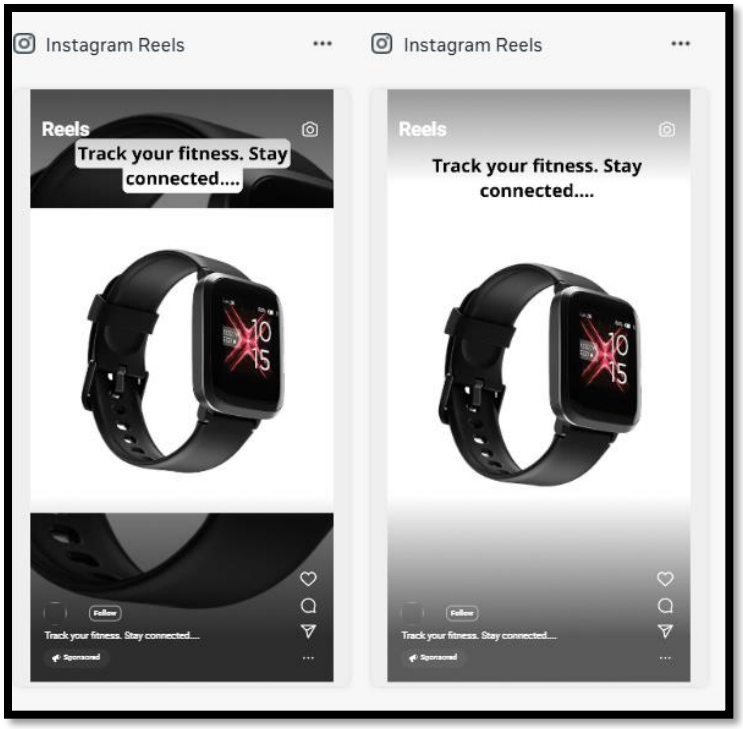
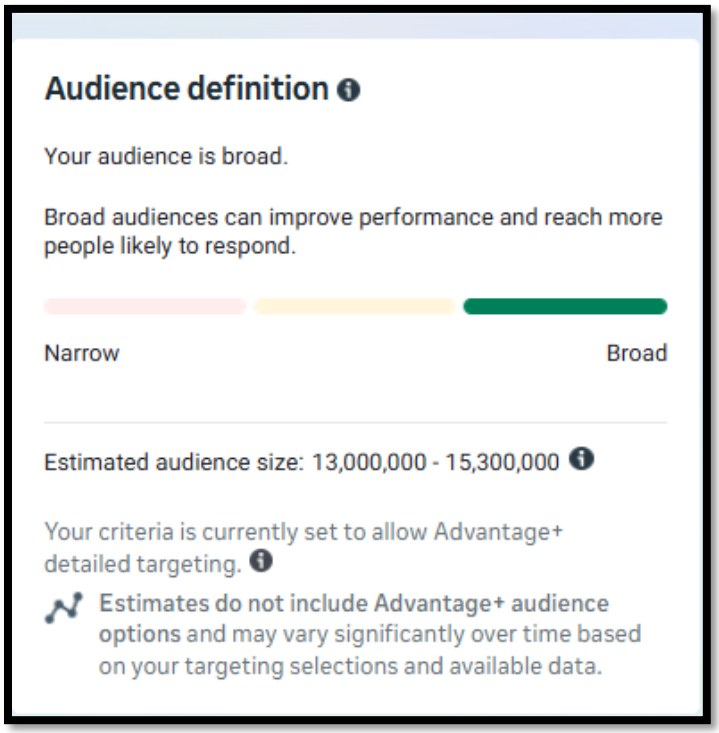
Sponsored
Track your fitness. Stay connected.
boAt Watch Storm comes with advanced health tracking, multiple
...see more
Like
Comment
Share
Instagram search results
[Search term]
Sponsored
Track your fitness. Stay connected....
Instagram Explore home
Sponsored
Instagram profile reels
Track your fitness. Stay connected....
Sponsored



F. Estimated campaign results