

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

 **Campaign name**

Boat Watch Storm | New Traffic campaign | 25 Dec 2025


Create template


 **Campaign details**


Buying type


Auction


Campaign objective ⓘ


☐  Awareness

☒  Traffic

☐  Engagement

☐  Leads

☐  App promotion

☐  Sales

[Show more options](#) ▼

B. Budget Setup

Budget

Budget strategy

☒ **Campaign budget**
Automatically distribute your budget to the best opportunities across your campaign. Also known as Advantage+ campaign budget. [About campaign budget](#)

☐ **Ad set budget**
Set different bid strategies or budget schedules for each ad set.

Budget

Daily budget

▼

₹ 3,333.00

INR

You'll spend an average of ₹3,333.00 per day. Your maximum daily spend is ₹5,832.75 and your maximum weekly spend is ₹23,331.00.

[About daily budget](#)

Campaign bid strategy

How we'll bid in ad auctions.

Highest volume

▼

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

 **Placements**

Choose where your ad appears across Meta technologies. [Learn more](#)

Account controls ⓘ

Excluded placements: None

Edit placement controls

☒ **Advantage+ placements (recommended)** ✦

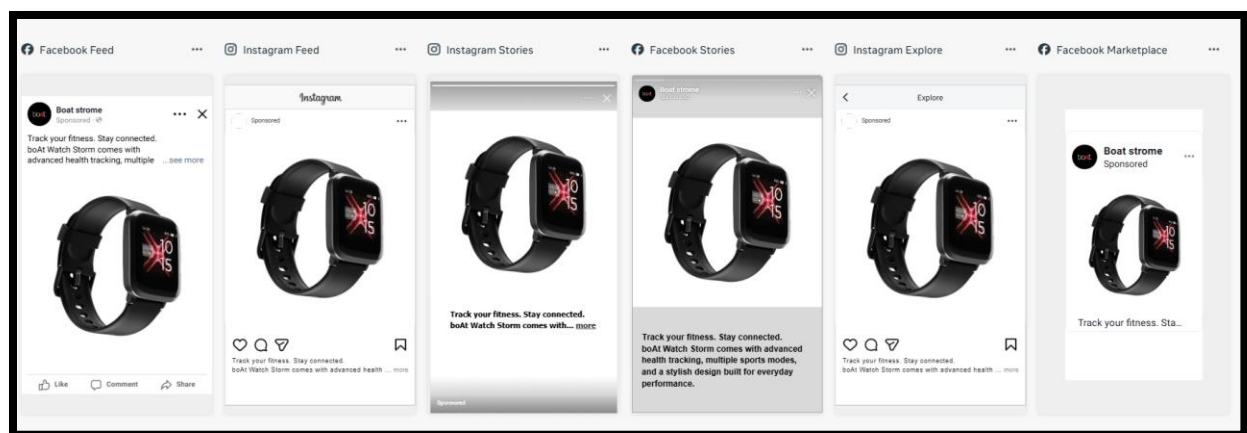
Use Advantage+ placements to maximise your budget and help show your ads to more [people](#). Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best.

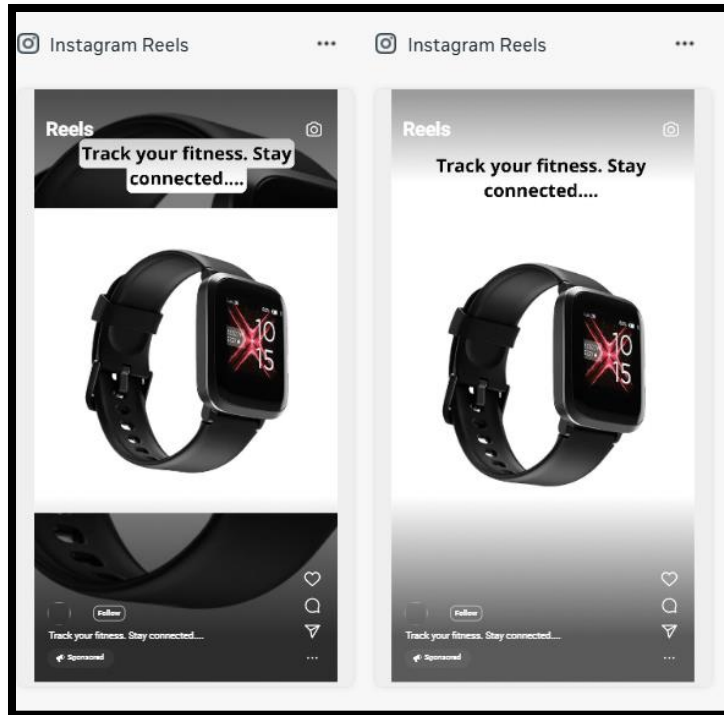
☐ **Manual placements**

Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals.

[Show more options](#) ▼

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





F. Estimated campaign results

Audience definition ⓘ


Your audience is broad.

Broad audiences can improve performance and reach more people likely to respond.

NarrowBroad

Estimated audience size: 13,000,000 - 15,300,000 ⓘ

Your criteria is currently set to allow Advantage+ detailed targeting. ⓘ

 Estimates do not include Advantage+ audience options and may vary significantly over time based on your targeting selections and available data.