

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 i

 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
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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	▼
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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

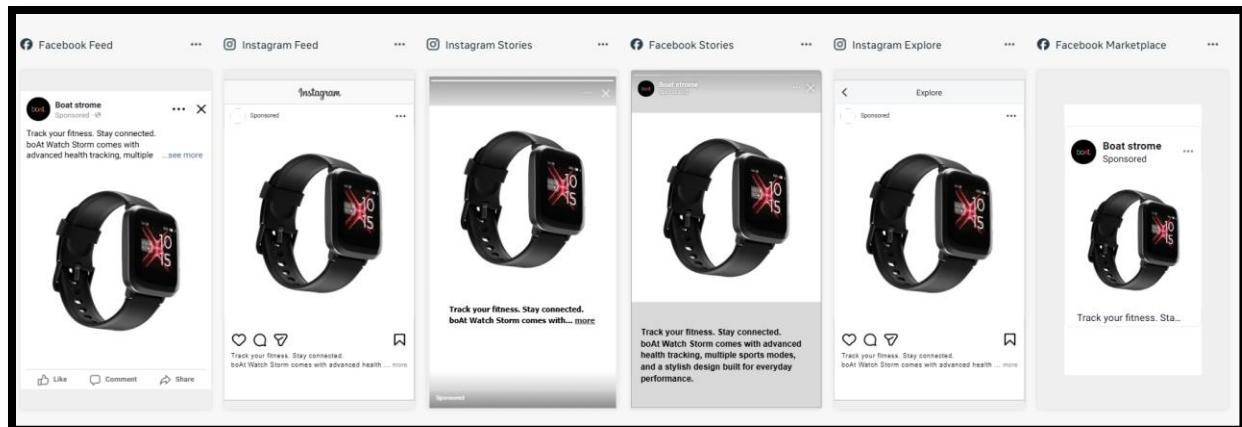
[Edit placement controls](#)

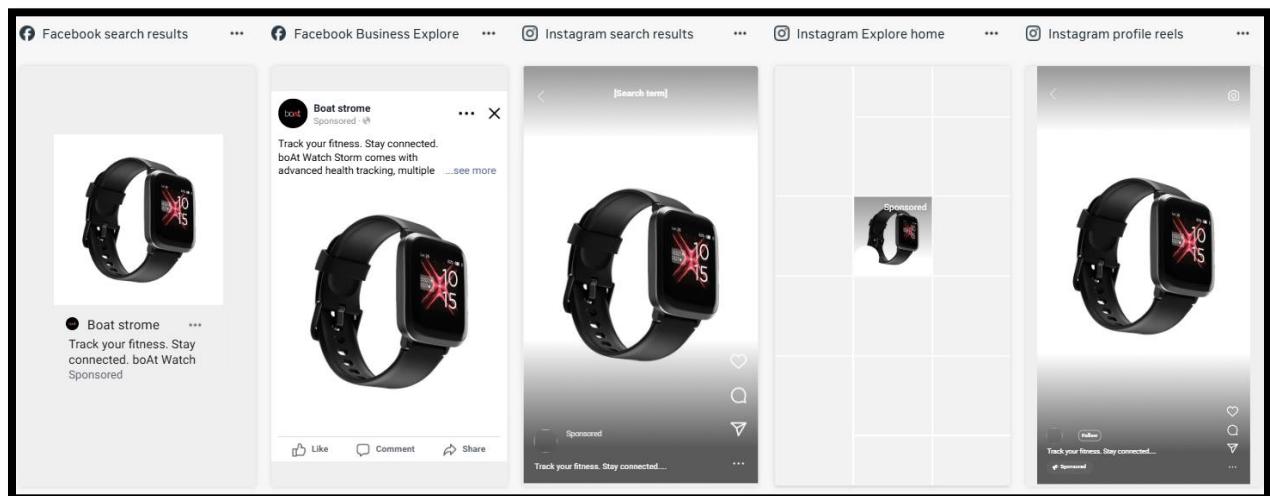
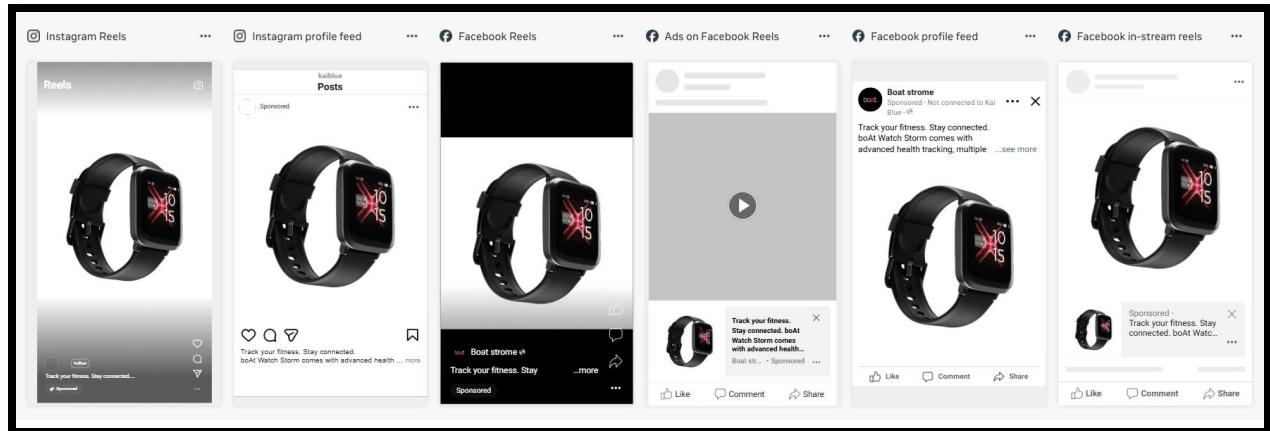
Advantage+ placements (recommended) ✨
Use Advantage+ placements to maximise your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best.

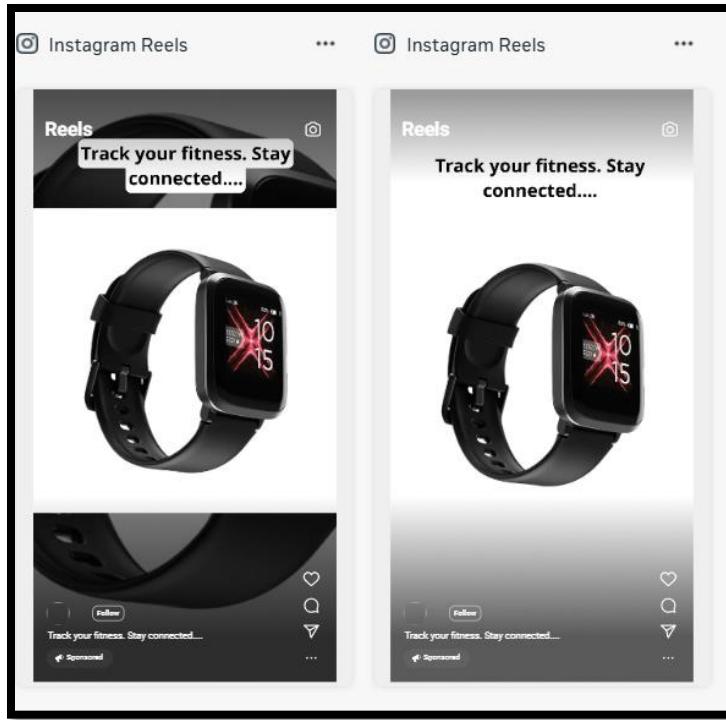
Manual placements
Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals.

[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.

Narrow  Broad

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.