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Digital Marketing Case Study

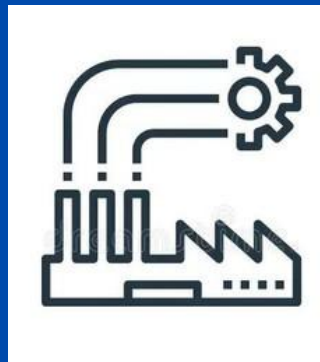
AMI-Melbourne





Client Background

Ami-Melbourne is a fashion brand dedicated to making luxury accessible, offering premium products at affordable prices without compromising on quality. Their collection is a curated array of stylish and unique pieces, handpicked for their craftsmanship. Committed to ethical sourcing and clear communication, Ami-Melbourne ensures that each purchase reflects sophistication and true value.



Industry- Online Fashion



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Challenges and Objectives

Lack of Customer Trust & Brand Awareness: Ami-Melbourne, despite its unique and high-quality offerings, struggled with low brand recognition in the competitive fashion market. The objective was to increase visibility and establish a strong online presence.

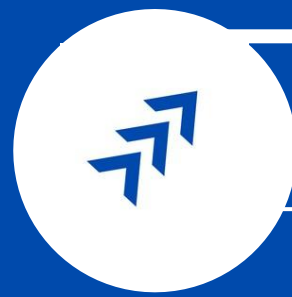
Budget Constraints: Operating on a limited budget, the goal was to optimize ad spend to achieve maximum impact without overspending, ensuring a high return on investment.



Challenges and Objectives

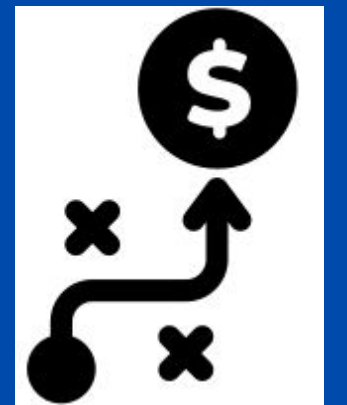
High Competition: Competing against well-established brands, it was crucial to implement strategies that would differentiate Ami-Melbourne and capture the attention of potential customers.

Conversion Optimization: With a decent amount of traffic but low conversion rates, the objective was to enhance the website experience and ad targeting to increase conversions and sales.



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Our Strategy



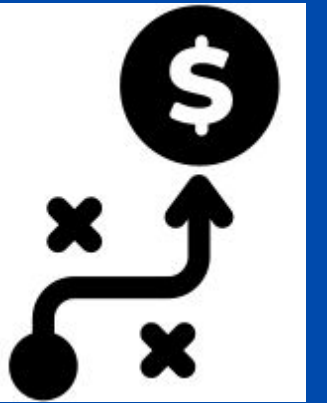
Effective Performance Max Campaigns: Leveraged Google's Performance Max campaigns to reach potential customers across all Google properties, including YouTube, Display, Search, Discover, and Gmail, ensuring comprehensive coverage and optimized performance.

Targeted Search Campaigns: Implemented targeted search campaigns focusing on high-intent keywords related to luxury fashion, affordable luxury, and specific product categories, ensuring that ads reached users actively searching for related products.



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Our Strategy



Category-Specific Targeting: Designed ad campaigns targeting various fashion categories (e.g., shoes, sweaters, accessories), allowing for tailored messaging and creative that resonated with specific audience segments.

Ad Creative Optimization: Developed engaging and visually appealing ad creatives that highlighted Ami-Melbourne's unique value propositions, such as ethical sourcing, quality craftsmanship, and affordability, to attract and retain customer interest and to maximize conversions and return on ad spend (ROAS).



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Outcomes Attained



Result

Increased Impressions: Achieved over 16 million impressions in less than two months, significantly boosting brand visibility and awareness among potential customers.

High Return on Ad Spend (ROAS): Realized a 3-4X ROAS, demonstrating the effectiveness of the ad spend and the success of the targeted campaigns in driving profitable customer actions.

Substantial Sales Growth: Generated \$315,000 in sales during May-June 2024, marking a significant increase in revenue and validating the impact of the Google Ads management strategies.



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Outcomes Attained



Result

Improved Brand Visibility: Through strategic ad placements and targeted messaging, the campaign significantly enhanced brand visibility and awareness among the target audience.

Strengthened Customer Relationships: Our campaigns played a crucial role in re-engaging previous website visitors, nurturing customer relationships, and increasing repeat purchases.



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The Results in Numbers



Impressions
16 Million+



ROAS
Achieved
300%



Number
of Clicks
216k+



Sales
\$315k+

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