

Driving Sales and Service Growth for Albi Electronics with Meta Ads

CASE STUDY ↴

Industry

Electronics Retail
+ Servicing

Location

Nagercoil, India

Client

ALB1
ELECTRONICS

Services

Meta Ads (Facebook
& Instagram)
Management

Project Timeline

February 24,
2024 – Ongoing
(4 campaigns monthly)

Client Background

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Albi Electronics is a well-established electronics retailer with a physical store in Nagercoil, India, that offer a wide range of products, including home appliances (refrigerators, washing machines, air conditioners, etc.) and laptops, and also provide repair and servicing for these products. While their physical store enjoys a good reputation, they recognized the need to amplify their online presence and drive sales through social media. They partnered with Wibits Digital to make the most use of Meta Ads.

Their primary goals were to:

- Increase online sales of home appliances and laptops.
- Drive online inquiries for their servicing offerings.
- Enhance brand awareness and engagement within their target audience.
- Improve the return on ad spend (ROAS) on their social media advertising.
- Target local customers and expand their reach.



Challenges

Challenges

Albi Electronics faced several challenges in achieving their online marketing objectives including:

- Low Social Media Engagement
- Ineffective Ad Campaigns
- Lack of Targeted Reach
- Creative Limitations

Our Approach

Wibits Digital developed a tailored Meta Ads strategy to address Albi Electronics' specific needs.

Our approach included:

Audience Research and Segmentation:

We conducted in-depth research to identify their ideal customer profiles, considering demographics, interests, behaviors, and purchase patterns. We created custom audiences, lookalike audiences, and saved audiences within Meta Ads Manager.



Campaign Structuring

We structured Meta Ads campaigns to align with their business objectives:



Sales Campaigns

Focused on driving online purchases of home appliances and laptops, utilizing conversion-focused ad formats.



Lead Generation Campaigns

Designed to generate inquiries for their servicing offerings, using lead generation forms and messaging campaigns.



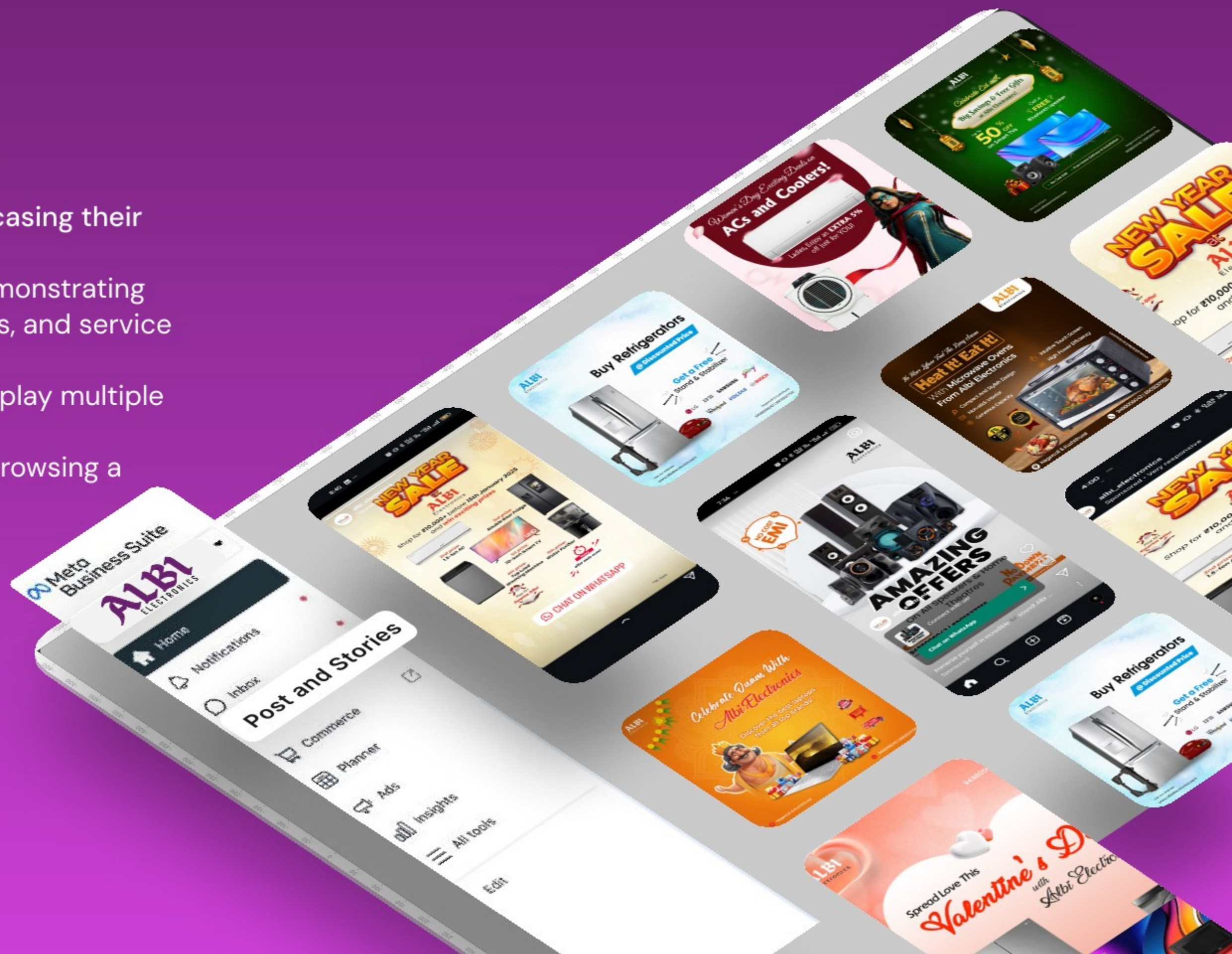
Brand Awareness Campaigns

Aimed at increasing brand visibility and recognition among their target audience, employing video ads and engaging content.

Creative Development

We created visually appealing and persuasive ad creatives, including:

- **Image Ads:** High-quality images showcasing their products and services.
- **Video Ads:** Engaging video content demonstrating product features, customer testimonials, and service expertise.
- **Carousel Ads:** Interactive format to display multiple products and offers.
- **Collection Ads:** Immersive format for browsing a catalog of products.



Targeting and Placement

We utilized Meta's precise targeting capabilities to reach the most relevant audience segments:



- **Location Targeting:** Reaching customers in their service area and surrounding regions.
- **Demographic Targeting:** Targeting specific age groups, genders, and interests.
- **Interest Targeting:** Reaching users interested in home appliances, laptops, and related topics.
- **Behavioral Targeting:** Targeting users who have shown purchase intent or interacted with competitor pages.
- **Custom Audiences:** Targeting website visitors, customer lists, and app users.
- **Lookalike Audiences:** Expanding reach to new users similar to their existing customers.
- **Placement Optimization:** We tested and optimized ad placements across Facebook, Instagram, Audience Network, and Messenger to maximize reach and conversions.

Budget Allocation and Bidding

We strategically allocated the ad budget across campaigns and ad sets, using appropriate bidding strategies (e.g., lowest cost, cost cap) to achieve the best results within their budget.



Performance Tracking and Optimization

We continuously monitored campaign performance using Meta Ads Manager and Meta Analytics, tracking key metrics such as:

- Reach and Impressions
- Click-Through Rate (CTR)
- Conversion Rate
- Cost Per Acquisition (CPA)
- Return on Ad Spend (ROAS)
- We performed ongoing optimization, including:
 - A/B testing ad creatives, targeting parameters, and placements.
 - Refining audiences based on performance data.
 - Adjusting bids and budget allocation.
 - Analyzing campaign data to identify trends and opportunities.

Monthly Reporting

We provided detailed monthly reports to the client summarizing campaign performance, key metrics, insights, and recommendations for future strategy.



Increased Online Sales:

Online sales of home appliances and laptops increased by 35% within the first three months.

Improved ROAS:

ROAS increased from 1:1 to 4:1

Enhanced Brand Awareness:

Brand reach and engagement on Facebook and Instagram increased 60%

Higher Website Traffic:

Meta Ads drove a significant increase in traffic to their website, resulting in more product views and service inquiries.

Cost-Effective Lead Generation:

Lead generation campaigns generated a steady flow of inquiries for their servicing offerings at a lower cost per lead compared to previous methods.





Conclusion

Our Meta Ads management services enabled Albi Electronics to effectively leverage social media advertising to drive online sales, generate service leads, and enhance brand awareness. By employing a data-driven approach, creating compelling creatives, and continuously optimizing campaigns, we delivered a strong return on investment and positioned them for continued success in the competitive electronics market.



THANK YOU

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