

# CASE STUDY



**Action-Driven Digital Marketing  
For Luxury E-Store**



## Business/Industry Domain

E-commerce Platform for premium home décor products



## Business Context

The client owns an online retail store specialised in selling premium home décor products like figurines, vases, natural décor, resin sculptures, lifestyle accessories, and decorative accents. Their premium products are targeted for High Net-worth individuals. As a direct-to-consumer Shopify store, the platform offers India-wide shipping facility with secure payment options. We helped them cut loose from bottlenecked digital presence, improve the platform's visibility by reaching out to the targeted buyers, and eventually improve the conversion rate.

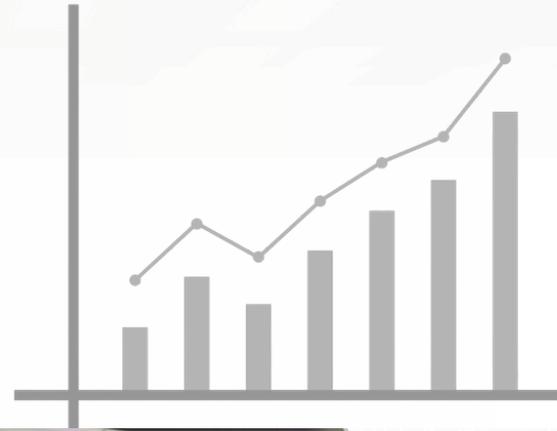




## Challenges

Despite having premium home décor products, the client's e-Commerce store failed to leave a strong digital presence due to:

- Low visibility of organic keywords
- Obsolete marketing strategy resulting in poor engagement
- Unable to target accurate buyers
- Low Return on Ad Spend (ROAS)
- Poor conversion from Google & Meta Ads
- Limited remarketing funnels
- Under-optimized product data





## Our Solutions - At a Glance

### What We Did?

We provided a full-funnel digital marketing solution & streamlined their marketing gridlocks into a happy conversion journey by increasing their customer retention rate up to 30%.

### Accelerated Performance Marketing funneling in the last 7 Months:

**+6.1X**

ROAS  
growth

**400+**

Tracked  
conversions

**+65%**

increase in website  
conversions

**+135%**

Improved Monthly  
revenue



## 1.Executed Strategic Market-Funneling

Our channelized marketing growth funnels improved SEO score, increasing 8X conversion rate from Meta Ads and Google Ads. We also ran targeted audience research on luxury home décor products, design enthusiasts, buyers of luxury products, resin sculptures enthusiasts, and high-income shoppers, before implementing our innovative 3-fold intelligent marketing-mix, delivering measurable outputs.

### a. The Innovative Mix 'n' Match of Smart Market Funneling

Our 3-fold marketing channel mix framework aimed for:

- SEO
- Meta Ads (Facebook & Instagram)
- Google Ads

The main purpose of running a combination of these 3 marketing-mixes was to increase search visibility, improve the shopping experience, and better display.

### b. Strategic Research on Focused Audience Base

Before implementing our intelligent marketing mix, we analyzed buyers' trends of exploring luxury décor items, the most searched by interior design enthusiasts, occasional buyers of luxury décor products for festive gifting, and premium online shoppers. We segregated the buyer's mindset into 4 different segments to filter our research work for better outcomes :

Segment 1	Segment 2	Segment 3	Segment 4
Behavioral Cluster of buyers	Purchasers Behavior	Real-time website engagement data on digital buyer intent	Buyers' perspective on lookalike modelling

### c. ROAS Focused Paid Advertising

We launched a 3-phase ad marketing funnel for running Meta Ads on Facebook and Instagram to create awareness campaigns, product consideration campaigns, and sure-shot conversion campaigns.

- **Awareness Campaign – ToFu (Top of the Funnel)**

Since the purpose of framing this funnel was to discover new buyers, we promoted the product by sharing lifestyle décor reels by displaying the product-USPs to hook the buying mindset of the customers. Showcased premium resin sculpture videos and other creatives on interior styling.

- **Product Consideration Campaign – MoFu (Middle of the Funnel)**

The middle funnel was completely focused on purchase goals and ran campaigns on the best-selling collections of the e-Commerce platform, festive décors, home styling, festive makeover, interior styling, seasonal vignette, etc.

- **Conversion Campaign – BoFu (Bottom of the Funnel)**

The sole ad campaign agenda behind the bottom of the funnel was to boost purchase rate. We used dynamic product ads, retargeted cart abandoners, and eventually drove back 20-25% of the cart visitors to the shopping platform. Ran digital ad campaigns to enhance buying interest with limited-time combo offers and deals on creative luxury décor and resin sculptures.

#### d. The Results

Make the following graphical creative with the image shared below:

Power-packed performance delivered within 3 months:



**4.1X**

ROAS  
reached



**31%**

Reduction  
in CPA



**3.2%**

Increased  
CTR



**58%**

Add-to-Cart  
activity increased

## 2. Improved Conversion Rate through Google Ads

### a. Search Focused Ad Optimization

Our high-impact Google Ad optimization strategy focused on showing the innovative craftsmanship, luxury positioning of premium home décor products, free shipping, and combo offers targeting some of the following keywords like:

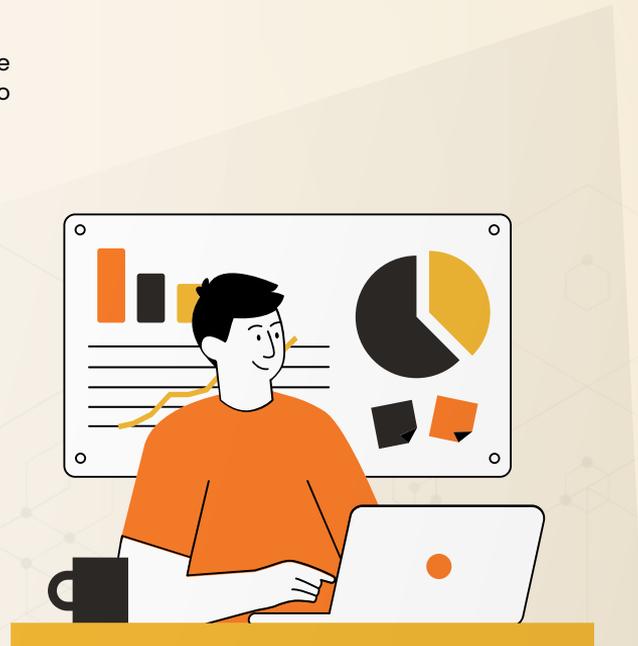
- Buy luxury home décor online
- Resin sculptures in India
- Premium décor showpieces
- Decorative figurines luxury

### b. Strategic Shopping Ads

We took time to frame shopping ads with an exclusive focus on feed optimization with:

- Improved SEO product title
- Clear HD images of luxury home décor items and products
- Checking prices against competitors
- Segregating products under exact categories
- SEO product title

We ensured that the ads are optimized for a better e-shopping experience, easily discoverable on Google, with a probability to hit +5X conversion scopes.



### c. Action-Driven Remarketing Strategy

We retargeted the buyers and connected them with a luxury e-Commerce platform to increase the conversion rate, by including the following visitors on top of our hit-list:

- Visitors who have viewed products but didn't take any actionable insights.
- Those who have added products to the cart but haven't made any purchase yet.
- Those who have visited the collection and discarded the cart.

### d. The Results: In 3-Months



improvement  
in CVR



increase in  
Shopping ROAS



reduction in  
CPC rate



increase in  
revenue growth



### 3. Our 4-Pillar SEO Growth-Hack

Our keyword expansion plan targeted 'transactional décor' related keyword clusters, 'gifting décor' searches, 'styling guides', and 'luxury lifestyle décor' items.

#### 1. Pro On-Page Optimization Technique

We optimized around 250+ product pages, Meta tags, product descriptions, ALT tags, and internal links for better ranking of the e-Store. Our on-page SEO technique strengthened the e-Commerce platform to be recognized on Google with relevant keyword clusters, simple page content, and properly indexed images by connecting related pages. Apart from increasing the sites' visibility score, the e-Store was easy to navigate and more appealing for use in search engines, boosting organic traffic and ranking.

#### 2. Improved Technical SEO

We checked the Core Web Vitals and fixed the Mobile UX by optimizing the site loading performance speed while accessed from mobile apps. We resolved the crawl errors and closed the indexing gaps, making it easier and faster to use both from smartphones. We ensured that the website loads responsibly and shows all the pages whenever searched on Google.



### 3. Amplified Content Marketing

We spent time on revamping the content marketing strategy from scratch. Our content mavericks shared authentic and domain authoritative E-E-A-T focuses content on 'Home décor styling tips', 'Top 10 Sculpture Placement Ideas', 'Best Luxury Décor Trends to Follow', 'Roadmap to Gift Décor Guides', etc.

### 4. The SEO Results We Unleashed

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**+192%**  
increase in  
organic traffic

**+192%**  
backlinks generated  
through high PA/DA sources

**+118%**  
increase in  
organic revenue

**+230%**  
increase in product  
impressions

**125**  
Authentic Google Reviews  
with 6.0 Avg. rating

