Transforming Xarrago's Digital Presence and Boosting Sales
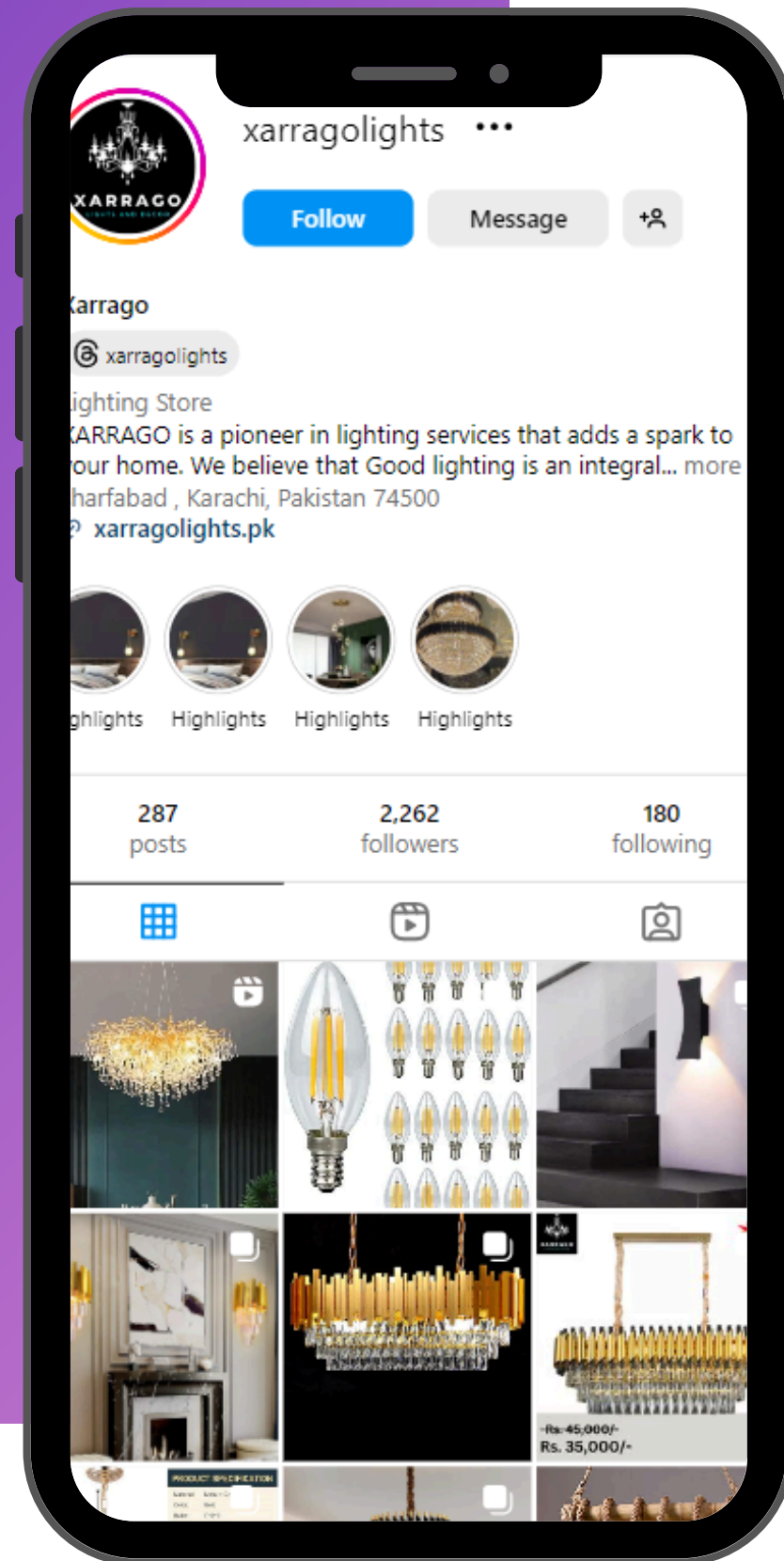
linkedin.com/in/abuhuraira021/

Xarrago Case Study

Client **Background**

Xarrago is known for contemporary, varied home light fixtures. They supply everything from chandeliers to wall lighting. What sets them apart is their affordably priced items and across-the-country shipping, attracting high-end and budget buyers alike.

ANTIQUE CHANDELIER
CLEARANCE SALE 30% LIMITED STOCK
42,000PKR
30,000 PKR

HOME ALIKE VINTAGE
CLEARANCE SALE 30% LIMITED STOCK
130,000PKR
85,000 PKR

RETRO PENDANT
CLEARANCE SALE 30% LIMITED STOCK
41,000PKR
29,000 PKR

Xarrago Case Study

Goal & Challenges

Xarrago approached me with the objective of

generating more qualified leads and

messages to confirm orders.

☑ **Absence of Online Presence:** Xarrago didn't have its own website or page to show its products or chat with customers, causing trouble in getting messages and queries.

☑ **Low-Quality Messages:** They faced the challenge of receiving low-quality messages, which affected its ability to effectively engage with potential customers and convert leads into orders.

☑ **Low Engagement and Awareness:** Xarrago struggled with low levels of engagement and brand awareness, limiting its reach and potential for growth in the competitive home decor market.

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Solution & Implementation

After conducting comprehensive and detailed market and competitive research, I identified opportunities that gave them an upper hand over their competitors. I then crafted their sales funnel and devised a comprehensive data-driven strategy based on these insights. Here's a breakdown of our strategic approach:

01

Utilization of Messaging Platforms:

Leveraging platforms such as Messenger and WhatsApp, I established efficient channels for order confirmations and customer inquiries, overcoming the absence of a dedicated website.

02

Intent-Based Lead Generation:

By implementing intent-based lead generation strategies, I attracted higher quality leads and messages, ensuring that Xarrago could engage with prospects who were genuinely interested in their products.

Xarrago Case Study

Solution & Implementation

03

Targeted Audience Segmentation:

I identified and targeted premium audiences, as well as individuals interested in luxury lifestyle and home renovation, along with professionals in the construction industry, to increase engagement and reach the right customers.

04

Custom Audiences and Remarketing:

To optimize Return on Ad Spend (ROAS), I created Custom and Lookalike Audiences based on potential customers, running remarketing campaigns to re-engage with interested prospects and improve conversion rates.

Through these strategic initiatives, I successfully addressed the challenges faced by Xarrago, enhancing its online presence, improving message quality, and increasing engagement and awareness within its target market.

Xarrago Case Study

Results:

The results of our collaboration with Xarrago were nothing short of remarkable. With my targeted marketing efforts, the quality of messages increased substantially from **10% to 70%**. Moreover, Xarrago experienced a significant uptick in order conversions, indicating a tangible improvement in sales performance. My strategic approach not only enhanced engagement but also contributed to a notable increase in brand awareness and market penetration for Xarrago.

		Campaigns		Ad Sets		Ads

	More ▼	Rules ▼			View Setup	Columns: Performance ▼

	▼ udget	Results	Reach	Impressions	Cost per Result	Amount Spent ▼
3*	d se...	1,156 Leads	174,748	538,926	$26.29 Per Lead	$30,387.13
	d se...	5,457 Post Engag...	52,256	180,177	$0.63 Per Post En...	$3,422.41
	d se...	40 Leads	23,534	54,202	$53.54 Per Lead	$2,141.40
	d se...	4,652 Post Engag...	21,293	91,178	$0.41 Per Post En...	$1,919.11
	d se...	7,379 Reach	7,379	21,364	$208.55 Per 1,000 P...	$1,538.86
	d se...	—	59,502	74,574	—	$1,484.55 of $1,484.55
	—	949,968 People	2,617,298 Total		—	$56,769.02 Total Spent

The Results

Campaign Name	Budget	Results
	$125.00 Lifetime	81 On-Facebook Leads
	$175.00 Lifetime	209 Landing Page Views
	$200.00 Lifetime	280 Landing Page Views

Campaign Name	Results	Reach	Impressions	Cost per Result	Amount Spent
	86 Messaging ...	1,132	4,459	$3.38 Per Messagi...	$290.93
	271 Messaging ...	4,076	22,117	$5.88 Per Messagi...	$1,594.39
	357 Messaging ...	4,431 People	26,576 Total	$5.28 Per Messagi...	$1,885.32 Total Spent

The Results

Campaign Name	udget	Results	Reach	Impressions	Cost per Result	Amount Spent ▾	Ends	Website Purchases
	d se...	1,156 Leads	174,748	538,926	$26.29 Per Lead	$30,387.13	Ongoing	44
	d se...	5,457 Post Engag...	52,256	180,177	$0.63 Per Post En...	$3,422.41	Ongoing	9
	d se...	40 Leads	23,534	54,202	$53.54 Per Lead	$2,141.40	Ongoing	4
	d se...	4,652 Post Engag...	21,293	91,178	$0.41 Per Post En...	$1,919.11	Ongoing	16
	d se...	7,379 Reach	7,379	21,364	$208.55 Per 1,000 P...	$1,538.86	Ongoing	2
	d se...	—	59,502	74,574	—	$1,484.55 of $1,484.55	Feb 22, 2019	—
› Results from 95 campaigns ⓘ		—	949,968 People	2,617,298 Total	—	$56,769.02 Total Spent		229 Total

The Results

The Results