

Transforming Xarrago's Digital Presence and Boosting Sales



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Xarrago Case Study

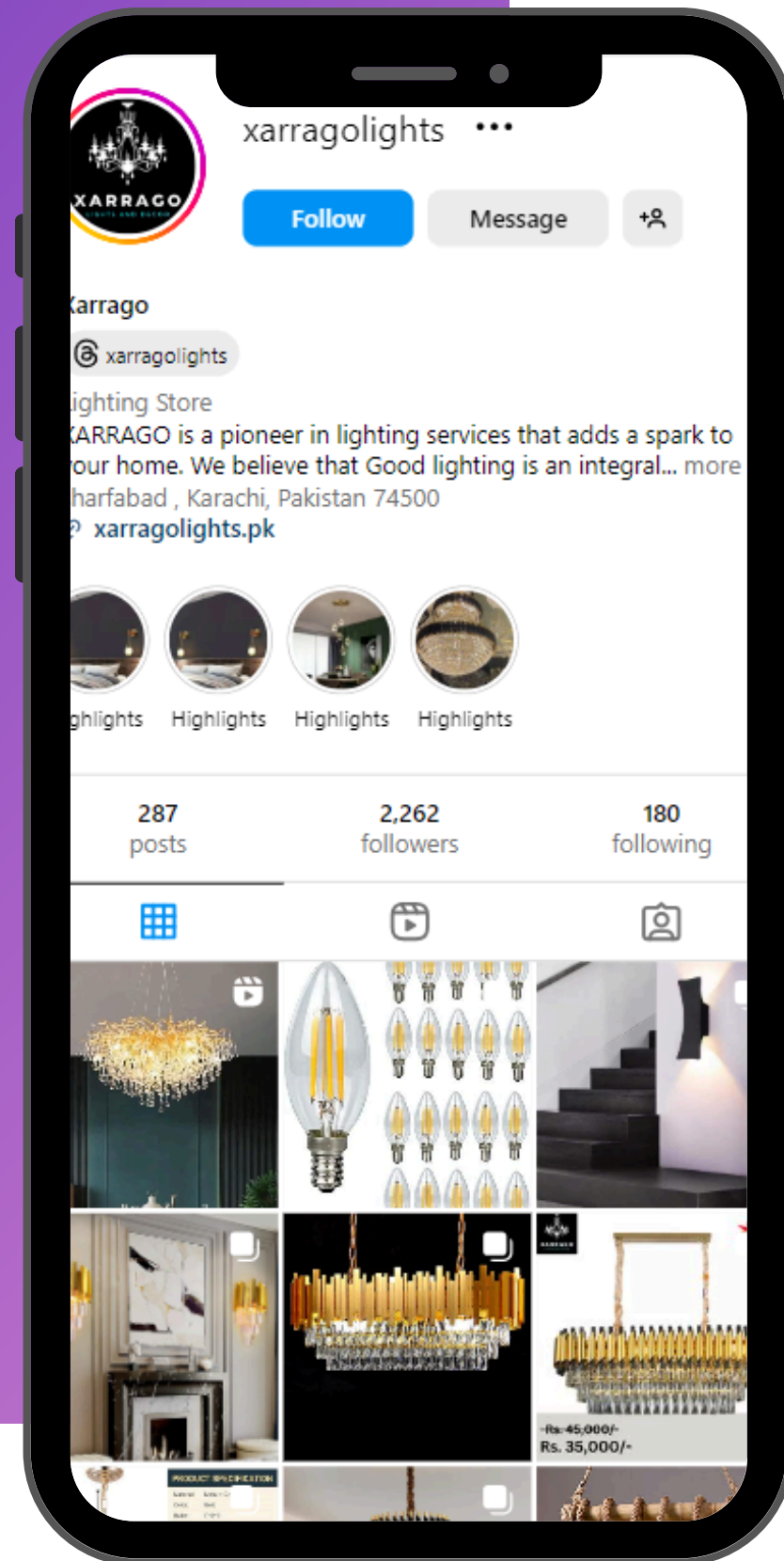
Client Background

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.





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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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Xarrago Case Study

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.



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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.



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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.

The screenshot displays a Facebook Ads Performance dashboard with a table of campaign results. The table has columns for Budget, Results, Reach, Impressions, Cost per Result, and Amount Spent. The data is organized into rows for different campaigns, with a final row showing the total performance across all campaigns.

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



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The Results

	Campaign Name	Budget	Results
<input checked="" type="checkbox"/>	[REDACTED]	\$125.00 Lifetime	81 On-Facebook Leads
<input checked="" type="checkbox"/>	[REDACTED]	\$175.00 Lifetime	209 Landing Page Views
<input checked="" type="checkbox"/>	[REDACTED]	\$200.00 Lifetime	280 Landing Page Views

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

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The Results

Campaign Overview									
Campaigns									
Ad Sets									
Ads									
View Setup									
Columns: Performance									
Breakdown									
Reports									
Campaign Name	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	Website Purchases	
	1 se...	1,156 Leads	174,748	538,926	\$26.29 Per Lead	\$30,387.13	Ongoing	44	
	1 se...	5,457 Post Engag...	52,256	180,177	\$0.63 Per Post En...	\$3,422.41	Ongoing	9	
	1 se...	40 Leads	23,534	54,202	\$53.54 Per Lead	\$2,141.40	Ongoing	4	
	1 se...	4,652 Post Engag...	21,293	91,178	\$0.41 Per Post En...	\$1,919.11	Ongoing	16	
	1 se...	7,379 Reach	7,379	21,364	\$208.55 Per 1,000 P...	\$1,538.86	Ongoing	2	
	1 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	



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The Results





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The Results

Campaigns

Mount Pixels (243388574636670)

1 ad with errors

Updated 11 minutes ago

Discard Drafts

Review and publish (4)

Search and filter

Campaign

Maximum: 26 Jan 2022 - 17 Jan 2024

Campaigns

Ad sets

Ads

+ Create

Edit

A/B test

Rules

View Setup

Columns: MP

Breakdown

Reports

Export

	Off/On	Campaign	Results	Reach	Impression	Cost per result	Amount spent	Ends	Result rate	Frequency	Clicks (all)	CPC (all)	CTR (all)
	<input type="checkbox"/>	MP > Lead > 7 October 2023	16 On-Facebook L...	5,702	10,566	Rs530.84 Per on-Facebook...	Rs8,493.44	Ongoing	0.15%	1.85	178	Rs47.72	1.68%
	<input checked="" type="checkbox"/>	New Leads campaign	—	—	—	—	—	Ongoing	—	—	—	—	—
	<input type="checkbox"/>	Instagram: Regal Elegance meets...	851 Link Clicks	18,600	30,299	Rs9.86 Per link click	Rs8,393.32	4 Aug 2023	2.81%	1.63	841	Rs9.98	2.78%
	<input type="checkbox"/>	New Traffic campaign Car's Lavatory 01	250 Link Clicks	14,288	33,776	Rs8.00 Per link click	Rs2,000.00	21 Nov 2022	0.74%	2.36	389	Rs5.14	1.15%
	<input type="checkbox"/>	New Engagement campaign Car's Lavatory 02	1,921 ThruPlays	30,025	38,667	Rs1.04 Cost per ThruPlay	Rs2,000.00	21 Nov 2022	4.97%	1.29	345	Rs5.80	0.89%
	<input type="checkbox"/>	New Engagement campaign01	2,601 2-second conti...	9,305	15,599	Rs0.34 Per 2-second co...	Rs896.85	18 Nov 2022	16.67%	1.68	79	Rs11.35	0.51%
	<input type="checkbox"/>	New Engagement campaign 01	— 2-second conti...	—	—	— Per 2-second co...	Rs0.00	18 Nov 2022	—	—	—	—	—
	<input type="checkbox"/>	Post: "WE ARE HIRING — Social Media Strate...	50 Messaging ...	1,465	1,971	Rs12.96 Per messagin...	Rs648.04	14 Nov 2022	2.54%	1.35	330	Rs1.96	16.74%
	<input type="checkbox"/>	Car's Lav Lead Generation 11-June-2022	4 On-Facebook L...	4,530	5,638	Rs393.25 Per on-Facebook...	Rs1,573.01	21 Jun 2022	0.07%	1.24	204	Rs7.71	3.62%
	<input type="checkbox"/>	[15/03/2022] Promoting Send Message	91 Messaging ...	10,069	14,395	Rs15.44 Per messagin...	Rs1,405.41	19 Mar 2022	0.63%	1.43	1,259	Rs1.12	8.75%
	<input type="checkbox"/>	Event: Young Stunners Live in Concert	253 Event respons...	19,904	29,249	Rs7.91 Per Event Respo...	Rs2,000.00	19 Mar 2022	0.86%	1.47	2,279	Rs0.88	7.79%
	<input type="checkbox"/>	Event: Young Stunners Live in Concert	131 Event respons...	9,142	10,461	Rs8.11 Per Event Respo...	Rs1,062.53	12 Mar 2022	1.25%	1.14	1,184	Rs0.90	11.32%
	<input type="checkbox"/>	New Lead Generation campaign 1	1 On-Facebook L...	3,973	4,503	Rs676.54 Per on-Facebook...	Rs676.54	29 Jan 2022	0.02%	1.13	76	Rs8.90	1.69%
Results from 13 campaigns			— 119,294 Accounts ...	195,124 Total	—	Rs29,149.14 Total Spent	—	— Average	1.64 Per Accounts Centr...	7,164 Total	Rs4.07 Per Click	3.67% Per Impressions	