



4 FOX
BUSINESS SOLUTIONS PVT. LTD.
INSPIRING GROWTH



CHIKIRPOLO

CHIKIRPOLO

CASE STUDY

(Performance Marketing)

CATEGORY
CHIKANKARI





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CHIKIRPOLO

Overview

1. Brand Story
2. Challenges
3. Solution
4. Campaign Performance
5. Campaign Result





BRAND STORY

About us

CHIKIRPOLO is a boutique nestled in **Kanpur**, India, known for its exquisite handmade chikankari Kurtis and matching sets. We're passionate about preserving Kanpur traditional craftsmanship while infusing it with modern flair.

Who We Serve:

Our focus is on quality-conscious consumers, particularly women in India aged **22 to 45**. They value premium products that reflect their discerning tastes and love for artisanal craftsmanship.

Where You Can Find Us:

You can explore our collections both online and in select stores across India. Our carefully curated range appeals to those seeking elegant attire that seamlessly blends tradition with contemporary style.

Looking Ahead:

As we continue to capture the hearts of our discerning audience, we're committed to upholding our values of quality, craftsmanship, and innovation. Our vision is to expand our reach and become a leading name in the world of exquisite chikankari ensembles.



What challenges faced Chikirpolo

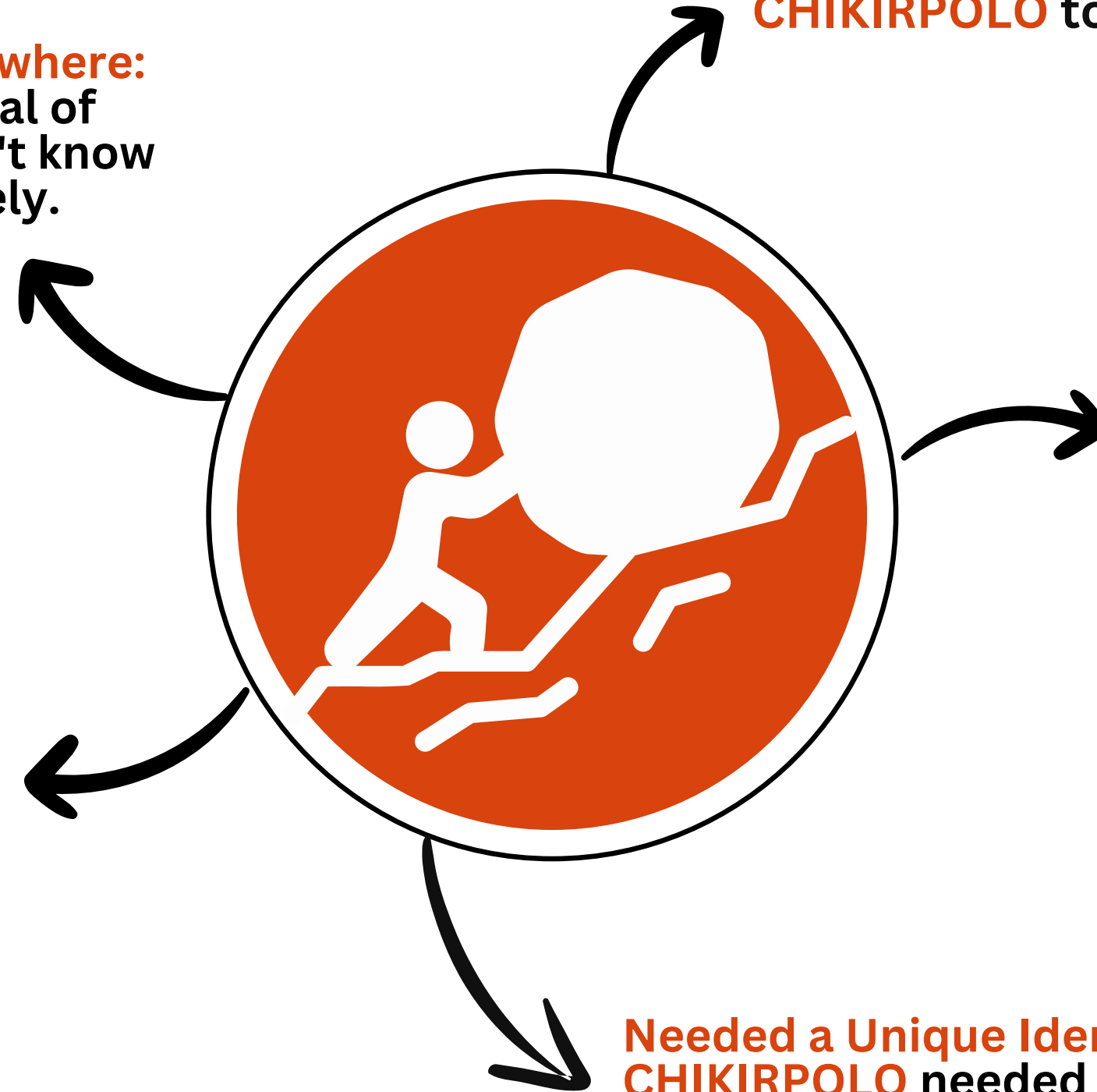
Wanted to Sell Everywhere: They saw the potential of online sales but didn't know how to do it effectively.

Lots of Competition: Many stores in Kanpur sold chikankari, making it hard for **CHIKIRPOLO** to stand out.

Struggled with Online Marketing: They weren't sure how to advertise their products online or sell them to people outside Kanpur.

Logistics Issues: They also had to figure out how to deliver products to customers all over India.

Needed a Unique Identity: **CHIKIRPOLO** needed to show why their products were special compared to others.



Solutions offered by 4Fox

Campaign Performance: Our agency closely monitored campaign performance metrics using advanced analytics tools. Through continuous analysis and optimization, we ensured that **CHIKIRPOLO's** online marketing campaigns delivered measurable results, drove traffic, leads, and sales.

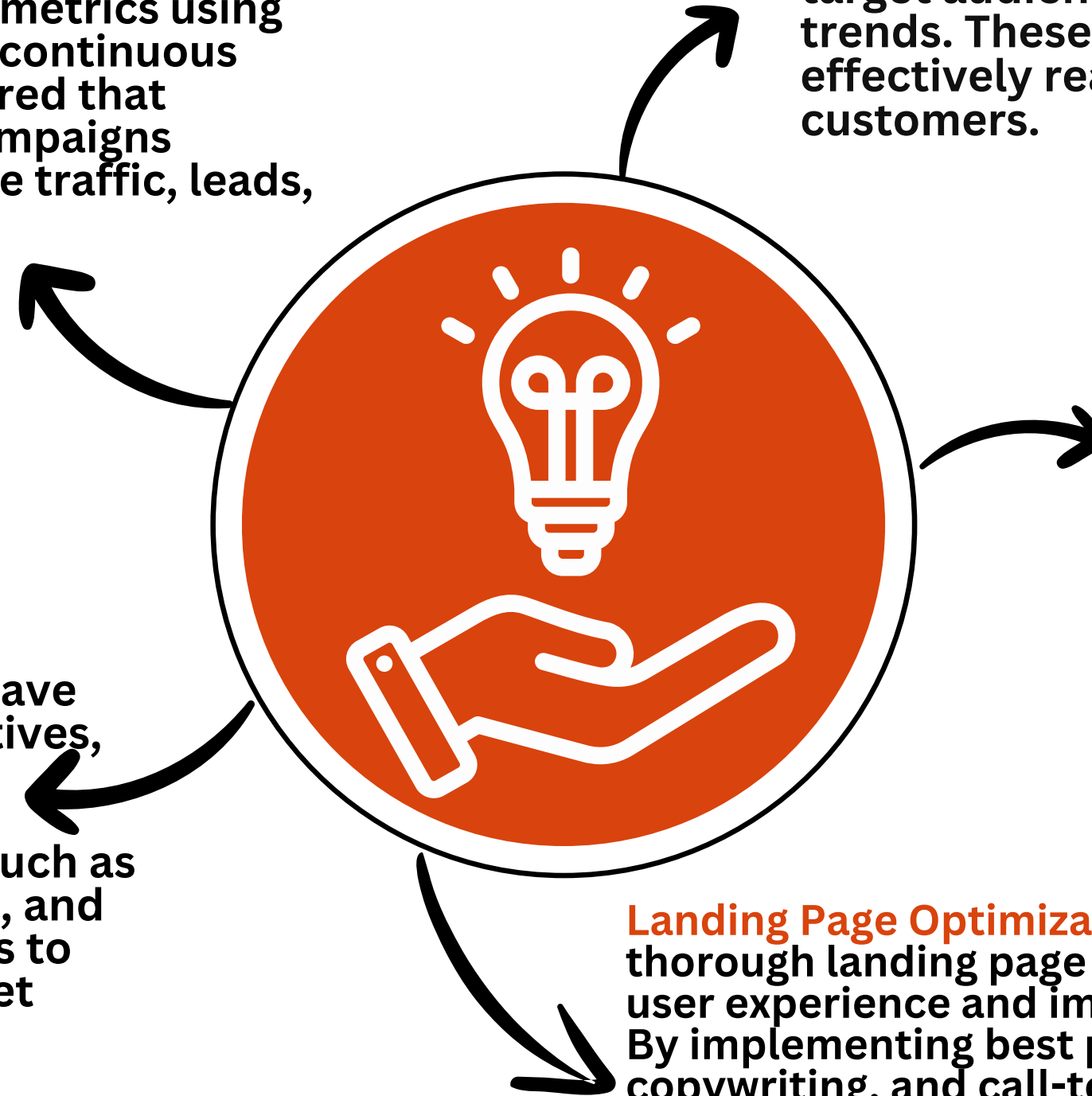
Market Research and Analysis :

Our marketing agency conducted thorough market research, analyzing **CHIKIRPOLO's** target audience, competitors, and market trends. These tailored marketing strategies effectively reached and engaged potential customers.

Social Media Marketing: Our agency crafted comprehensive social media marketing strategy to showcase **CHIKIRPOLO's** unique products and engage with potential customers across various platforms. Through targeted content creation, community engagement, and influencer partnerships, we have increased brand visibility and drive sales.

Landing Page Optimization: We have conducted thorough landing page optimization to enhance user experience and improve conversion rates. By implementing best practices in design, copywriting, and call-to-action placement, we have created compelling landing pages that encouraged visitors to take desired actions, such as making a purchase or signing up for updates.

AB/Testing: Utilizing AB testing, we have experimented with different ad creatives, messaging, and targeting options to optimize campaign performance and maximize ROI. By analyzing metrics such as click-through rates, conversion rates, and engagement levels, refined strategies to effectively reach **CHIKIRPOLO's** target audience.





Sales Growth

Achieved **1 lakh** in sales in the **first month** of campaigning, which increased to **3 lakhs** in the second month.

OUR CAMPAIGN

Delivers consistent success with an impressive **ROI of 6.29.**"



ROAS Improvement

Our return on ad spend (**ROAS**) went from **3.63** in the **first month to 6.86** in the second, showing that our ads are working better and bringing in more revenue.



Overall Performance

In the **2.5 months** we've been running the campaign, we've made a total of **₹810,805** in revenue, with an average **ROAS of 6.29**. This means our campaign has been consistently successful.



Consistency

Every month, we've seen sales grow and **ROAS** improve, showing that our campaign is delivering good results consistently.



ROI

With an overall **ROAS of 6.29**, it means for every rupee we've spent on ads, we've earned **6.29 rupees** back. That's a solid return on investment and shows that our advertising efforts are paying off well.

Here is the result

We have got 1 Lakh Sales In first month with the ROAS of 3.63

Reach	CPM (cost per 1,000 impressions)	Results	Cost per result	Amount spent	Purchases conversion value	Purchase ROAS (return on ad spend)	Outbound CTR (click-through rate)	CPC (cost per link click)
34,653	₹205.43	33 [2]	₹334.12 [2] Per purchase	₹11,025.86	₹56,820.00 [2]	5.15 [2]	3.62%	₹5.63
9,619	₹167.44	6 [2]	₹310.50 [2] Per purchase	₹1,862.98	₹13,160.00 [2]	7.06 [2]	2.73%	₹6.13
7,158	₹153.07	3 [2]	₹435.45 [2] Per purchase	₹1,306.34	₹4,485.00 [2]	3.43 [2]	2.78%	₹5.51
7,697	₹139.54	3 [2]	₹425.15 [2] Per purchase	₹1,275.44	₹4,485.00 [2]	3.52 [2]	2.31%	₹6.02
10,019	₹114.86	1 [2]	₹1,298.01 [2] Per purchase	₹1,298.01	₹1,495.00 [2]	1.15 [2]	1.60%	₹7.17
8,141	₹148.77	4 [2]	₹380.60 [2] Per purchase	₹1,522.39	₹5,980.00 [2]	3.93 [2]	3.53%	₹4.22
14,847	₹224.89	5 [2]	₹1,042.20 [2] Per purchase	₹5,211.00	₹8,770.00 [2]	1.68 [2]	1.67%	₹13.47
10,420	₹190.83	3 [2]	₹961.52 [2] Per purchase	₹2,884.55	₹4,485.00 [2]	1.55 [2]	1.51%	₹12.49
6,010	₹227.85	1 [2]	₹1,651.87 [2] Per purchase	₹1,651.87	₹2,095.00 [2]	1.27 [2]	1.93%	₹11.16
85,157	₹187.88	59 [2]	₹475.23 [2] Per purchase	₹28,038.44 Total Spent	₹101,775.00 [2] Total	3.63 [2] Average	2.67% Per Impressions	₹6.98 Per Action

No.of purchase

59

Amount Spent

28,038.44

Sale

101,775

ROAS

3.63

Reach	CPM (cost per 1,000 impressions)	Results	Cost per result	Amount spent	Purchases conversion value	Purchase ROAS (return on ad spend)	Outbound CTR (click-through rate)	CPC (cost per link click)
32,963	₹125.89	25 [2] Website ...	₹213.80 [2] Per purchase	₹5,345.04	₹40,955.00 [2]	7.66 [2]	5.21%	₹2.42
105,759	₹128.81	92 [2] Website ...	₹254.49 [2] Per purchase	₹23,412.81	₹153,190.00 [2]	6.54 [2]	5.39%	₹2.39
28,499	₹145.34	23 [2] Website ...	₹214.02 [2] Per purchase	₹4,922.50	₹40,220.00 [2]	8.17 [2]	4.63%	₹3.14
24,227	₹132.15	18 [2] Website ...	₹255.43 [2] Per purchase	₹4,597.79	₹37,580.00 [2]	8.17 [2]	3.63%	₹3.64
35,951	₹119.67	15 [2] Website ...	₹409.53 [2] Per purchase	₹6,142.99	₹29,210.00 [2]	4.76 [2]	2.32%	₹5.17
22,209	₹101.60	15 [2] Website ...	₹200.98 [2] Per purchase	₹3,014.67	₹26,510.00 [2]	8.79 [2]	3.37%	₹3.01
196,656 Accounts C...	₹126.87 Per 1,000 Impressio...	188 [2] Website ...	₹252.32 [2] Per purchase	₹47,435.80 Total Spent	₹327,665.00 [2] Total	6.91 [2] Average	4.55% Per Impressions	₹2.79 Per Action

No.of order

188

Amount Spent

28,038.44

Sale

3,27,665

ROAS

3.63

Currently it's been two and half month of working and the total revenue is **810,805** with the overall ROAS of **6.29**

Reach	CPM (cost per 1,000 impressions)	Results	Cost per result	Amount spent	Purchases conversion value	Purchase ROAS (return on ad spend)	Outbound CTR (click-through rate)	CPC (cost per link click)
129,861	₹116.76	85 [2] Website ...	₹257.33 [2] Per purchase	₹21,873.36	₹135,635.00 [2]	6.20 [2]	4.82%	₹2.42
220,879	₹123.61	172 [2] Website ...	₹266.50 [2] Per purchase	₹45,837.47	₹283,915.00 [2]	6.19 [2]	4.90%	₹2.52
133,558	₹109.79	108 [2] Website ...	₹192.17 [2] Per purchase	₹20,754.53	₹191,115.00 [2]	9.21 [2]	4.52%	₹2.43
53,475	₹94.65	25 [2] Website ...	₹241.93 [2] Per purchase	₹6,048.28	₹36,570.00 [2]	6.05 [2]	3.84%	₹2.47
36,257	₹86.85	17 [2] Website ...	₹220.74 [2] Per purchase	₹3,752.55	₹29,900.00 [2]	7.97 [2]	3.93%	₹2.21
7,697	₹139.54	3 [2] Website ...	₹425.15 [2] Per purchase	₹1,275.44	₹4,485.00 [2]	3.52 [2]	2.31%	₹6.02
18,962	₹216.32	7 [2] Website ...	₹890.65 [2] Per purchase	₹6,234.54	₹13,060.00 [2]	2.09 [2]	1.68%	₹12.83
29,288	₹134.37	21 [2] Website ...	₹274.84 [2] Per purchase	₹5,771.70	₹42,065.00 [2]	7.29 [2]	3.57%	₹3.76
40,683	₹125.58	19 [2] Website ...	₹386.23 [2] Per purchase	₹7,338.28	₹34,990.00 [2]	4.77 [2]	2.34%	₹5.37
518,401 Accounts C...	₹121.11 Per 1,000 Impressio...	480 [2] Website ...	₹268.57 [2] Per purchase	₹128,911.82 Total Spent	₹810,805.00 [2] Total	6.29 [2] Average	4.25% Per Impressions	₹2.85 Per Action

No.of order

480

Amount Spent

128,911

Sale

810,805

ROAS

6.29

DISCLAIMER

The information provided in this presentation reflects the results achieved by **CHIKIRPOLO** through collaboration with **4fox marketing agency**. While efforts have been made to accurately represent the outcomes of our marketing campaign, results may vary based on factors such as market conditions, consumer preferences, and competitor activities. The success metrics presented, including sales growth, return on ad spend (**ROAS**), and revenue generated, are based on data collected over a specific period and may not be indicative of future performance. Additionally, the strategies and tactics outlined in this presentation are tailored to the unique circumstances and objectives of **CHIKIRPOLO** and may not be universally applicable to this businesses. We recommend consulting with qualified professionals to develop customized marketing strategies aligned with your specific goals and requirements. **CHIKIRPOLO** and **4fox marketing agency** disclaim any liability for decisions made or actions taken based on the information provided in this presentation."

