



# SUCCESS STORY

## ABOUT CLIENT:

Founded in 1948, with more than 65 years of experience in the Watch industry, they have catered to more than a million happy customers in and around Hyderabad. Ramesh Watch Co. affiliates with Watch Station International to bring to us world's most iconic brands to curate a unique collection of the newest designer watches and smart watches for men and women.

This campaign was to showcase the luxury brands at Watch Station International, owned by Ramesh Watch Company. They especially were aiming to increase the sales of FOSSIL watches.

 Facebook:

**1,78,011**  
Acquired Reach:



**639**  
Leads



 **25%**  
Growth In Revenue 

 **3,65,401**  
increase in Impressions 

**2.20%**  
CTR



## CHALLENGES:

To increase the leads of fossil brand at Watch Station International owned by Ramesh Watch Company.

## TACTICAL APPROACH:

- Precise targeting via interest & behaviours.
- Geo-targeting with 5 km digital periphery.
- Remarketed to an audience who have already interacted with Ramesh Watch Company's Facebook page.
- Intended to showcase ads to people who had upcoming events coming up like birthday, anniversary etc.
- Scheduled the ads for the best time & days.
- Use of enticing & customised ad content.
- Optimised ads for mobile devices.



## HOW SOCIAL DNA ADDRESSED THE NEED?



### By focussing on the most relevant audience cluster:

- ⦿ We could reach out to audiences who either knew, liked or were existing customers of Fossil watches
- ⦿ Reached the consumers who had high intent on buying a watch
- ⦿ Buyers looking for watches, for gifting on a special occasion

