

ENTERTAINMENT BUSINESS



Client Background

- **Industry Segment:** Entertainment
- **Business Focus:** Providing diverse, engaging activities for gamers, social interactions, and physical challenges.

Challenges

- **Sales Goal:** Increase sales by 20% in 2024.
- **Brand Awareness:** Boost presence on Instagram, Facebook, and TikTok.
- **Customer Engagement:** Target varied demographics with unique motivations.

Solutions

- Launched targeted ads across Facebook, Instagram, TikTok, and Google.
- Increased engagement through regular, engaging content and boosted high-performing posts.
- Continuously optimized strategies based on data insights.



CONVERSION OPTIMIZATION

209% over
target.



ROAS

Achieved 19.7x
ROAS



IMPROVED CUSTOMER TARGETING

1.4M reach, 4.8M
impressions.



REVENUE GROWTH

achieving a 32% increase
in unit sales.