

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

Increase from 2.1% to **6%**



ROAS

Achieved **3x** ROAS.



IMPROVED CUSTOMER TARGETING

1.4M reach, **4.8M**
impressions.



REVENUE GROWTH

achieving a **32%** increase
in unit sales.