

OUR PARTNER
IN SUCCESS 01: **BREADERIE**

MISSION →

INCREASE PRE BOOKING FOR EID
OFFERINGS THROUGH WHATSAPP
CAMPAIGN

RESULTS →

6.5X INCREASE IN BOOKING FOR EID
OFFERINGS
CTR 5.03%
COST PER RESULT \$2.7

CASE STUDY 01

APPROACH

Launched omni-channel campaign with the goals as WhatsApp conversations and targeted users who are likely to message the brand but we didn't use this as the first stage of the funnel.


1. First step was to launch a simple reach campaign to create awareness about the offer and reach max no. of people at lower costs
2. Secondly, we segmented the users who engaged with the reach ads and used them as audience for the WhatsApp conversion campaign

BREADERIE
بردری**NEXT STEPS**

1. When running a WhatsApp campaign, instead of taking users directly from Ad to WhatsApp, we redirected them to an instant experience landing page where they can learn more about the product and then click on the WhatsApp button.
2. Created a re-targeting list based on people who messaged on WhatsApp and send them monthly or bi-weekly newsletters

SO WHATS YOUR NEXT M●VE?

GET IN TOUCH WITH US

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