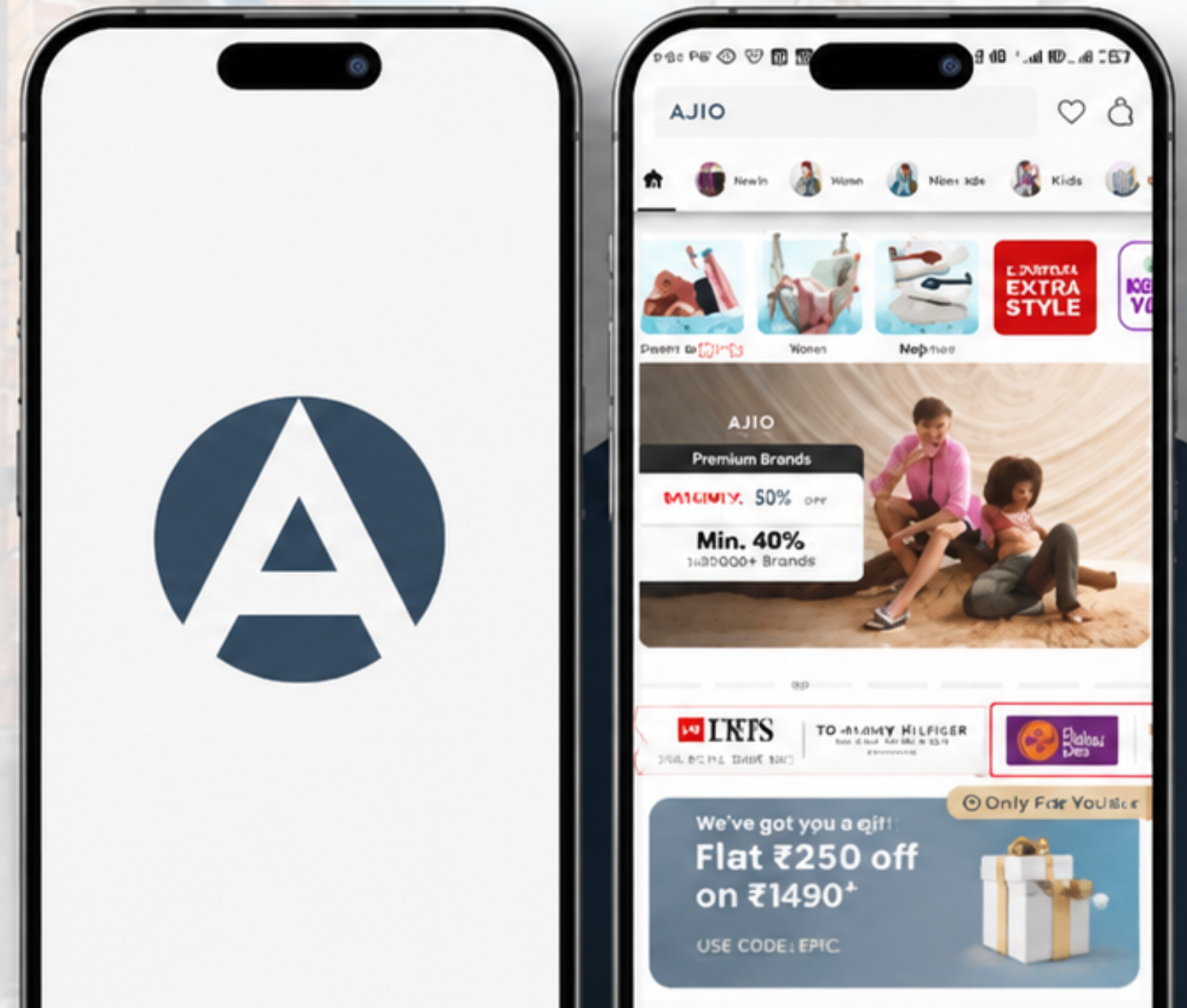


Meta Ads Strategy for

AJIO

Case Study



Overview

AJIO

AJIO, a well-known online shopping site in India, was launched in 2016 and is owned by Reliance Retail, one of India's leading companies.

AJIO

AJIO provides a wide range of fashion choices for men, women, and kids, offering everything from casual to traditional clothing.

AJIO

Their unique "fashion week collections" and exclusive offerings from international fashion houses. This makes it possible for commoners to own clothes straight from runways around the globe!

AJIO's Statistics

1,339

Global Rank

41.59 Millions

Visits till March 2024

00:04 : 00

Average Visit Duration

56.59%

Bounce Rate

100+ Millions

Downloads

Why AJIO



Trendy & Diverse Selection

Ajio carefully selects the newest and most trendy fashion items from India and globally.



Focus on Self-Expression

Ajio encourages individuality and celebrates personal style.



In-House Brand (Ajio Own)

Ajio has its private label brand called "Ajio Own" which offers unique, designer styles.



Exclusive offers

They carry a collection of exclusive brands with exclusive offers.

Platform Selection for Meta Ads



Instagram

- ✓ Shoppable Instagram posts, stories, and Reels with product tags
- ✓ Influencer marketing to leverage established audiences
- ✓ Targeted ads based on Instagram Insights data
- ✓ Meta Pixel tracking to measure ad campaign success



Facebook

- ✓ Facebook Stories utilize short-form videos to showcase new arrivals
- ✓ Content Marketing shares engaging blog posts, trend guides, or user-generated content
- ✓ Shoppable ads show products with clear pricing and links directly with Ajo's website

Meta Ads setup for AJIO

- AJIO Objectives:** Brand Awareness, Consideration, and Conversion.
- AJIO Metrics to Track:** ROAS, Click-Through Rate (CTR), Cost per Acquisition (CPA), Conversion Rate, and Engagement Metrics.
- AJIO Buying Type:** Optimized CPM (Cost per Mille), Link Clicks, and Conversion-focused campaigns based on the stage of the marketing funnel.



Audience Segmentation



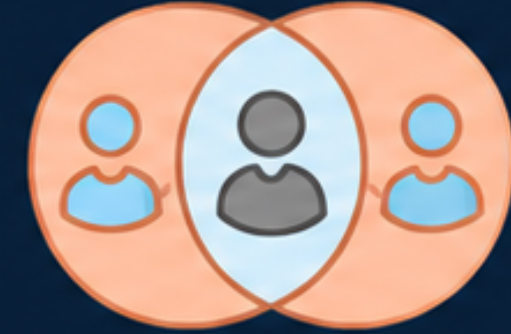
B2C Customers

Existing customers, and potential customers interested in fashion and lifestyle products.



D2C Audience

Direct-to-consumer segment focusing on engaging users who prefer online shopping and are active on digital platforms.



Lookalike Audience

Leveraging Meta's lookalike audience feature to reach new users similar to Ajo's existing customer base.

Other Essential Things for Ajo Meta Ads



Bidding Strategy

- ✓ Ajo uses **Campaign Budget Optimization (CBO)** and **Ad Set Budget Optimization (ABO)** based on campaign size and goals, with CBO for broad audience targeting and budget management, and ABO for specific audience segments and ad variations.



Meta Pixel and Analytics

- ✓ Ajo adds **Meta Pixel** to its site for tracking user actions, improving ad targeting, and building custom audiences, aiding in accurate conversion tracking and analyzing campaign success based on goals.

Other Essential Things for Ajo Meta Ads



Ad Automation

- ✓ Ajo use ad automation tools such as RevealBot or Madgicx to simplify ad management and enhancement, automatically adjusting bids, placing ads, and testing various designs based on real-time ad performance data.



Campaign Performance Analysis

- ✓ Ajo keeps track their ads performance using Meta's ad manager dashboard. They look at metrics like ROAS, CTR, CPA, and conversion rates to see how effective the ads are. They work on making ads more relevant, targeting the right audience.

Thank You

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