



E-Commerce

Case Study



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Huzzy Smart Sips is a woman-owned, Black-founded brand that specializes in premium non-alcoholic cocktails. It redefines the drinking experience by offering sophisticated, alcohol-free alternatives crafted with high-quality ingredients.

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BoxItUp provides customizable, sustainable packaging for businesses, focusing on retail, e-commerce, food, and beverage industries. Its offerings include mailer, shipping, and product boxes with ultra-high print quality and low costs.

➤ **Precise Lightning**

Precise Lightning is a premium home and commercial lighting company based in Nigeria. They specialize in high-quality, modern lighting solutions, including LED wall lanterns, ceiling-mounted lights, pendant lights, and other contemporary designs. Their products focus on combining functionality with aesthetic appeal to enhance various indoor and outdoor spaces.

03 Detailed Overview Of The projects

Huzzy- Smart Sips



Summary

What is Huzzy Smart Sips?

Huzzy Smart Sips is a woman-owned, Black-founded brand that specializes in premium non-alcoholic cocktails. It redefines the drinking experience by offering sophisticated, alcohol-free alternatives crafted with high-quality ingredients.

Who is it for?

Huzzy Smart Sips is designed for health-conscious individuals, social drinkers, and anyone looking to enjoy flavorful, alcohol-free cocktails. Whether you're sober-curious, a designated driver, or simply prefer a refined, non-alcoholic experience, Huzzy Smart Sips provides a delicious alternative without compromising on taste, quality, or the social experience of drinking.

Project Overview

Objective

- 01 Create content showcasing the taste, sophistication, and lifestyle benefits of Huzzy Smart Sips.
- 02 Highlight unique features like high-quality ingredients, crafted flavors, and alcohol-free mixology.
- 03 Build a strong, engaging presence on social media to connect with the audience.

Goals

- 01 Build brand awareness among health-conscious consumers and cocktail enthusiasts.
- 02 Position Huzzy Smart Sips as the leading non-alcoholic cocktail brand for premium, alcohol-free experiences.
- 03 Drive online sales, retail partnerships, and direct consumer engagement.





The Challenges



Challenge 1

Consumer Awareness

Educating consumers on the benefits of premium non-alcoholic cocktails and positioning Huzzy Smart Sips as a sophisticated alternative to traditional cocktails.

Challenge 2

Market Differentiation

Standing out in a growing non-alcoholic beverage market by emphasizing high-quality ingredients, unique flavors, and a refined drinking experience.

Challenge 3

Retail & Online Growth

Expanding distribution channels by securing partnerships with retailers and increasing direct-to-consumer online sales through targeted marketing and engagement.



Platform Selection

- Google Ads (Intent-Driven Sales)

Search & Shopping Ads for Capture high-intent buyers searching for non-alcoholic cocktails display & YouTube Ads for Boost brand awareness with engaging visuals and videos.

Best For: Direct conversions and targeted traffic.

- Facebook Ads (Engagement & Awareness)

Feed, Story & Reels Ads to Showcase lifestyle appeal and product benefits.

Retargeting & Lookalike Audiences to re-engage warm leads and expand reach.

Best For: Brand awareness, audience engagement, and community building.



The Solutions

We addressed Huzzy Smart Sips' challenges with a clear, actionable plan focused on brand positioning, audience education, and sales growth through strategic content and targeted marketing.

Brand Awareness

- Developed captivating social media campaigns highlighting Huzzy Smart Sips' unique, non-alcoholic cocktail flavors and premium ingredients.
- Partnered with influencers and lifestyle bloggers to showcase the brand's appeal to health-conscious and social drinkers.
- Created engaging video content demonstrating mixology tips and creative serving ideas to position Huzzy as a sophisticated alternative to traditional cocktails.

Trust Building

- Launched targeted marketing campaigns emphasizing Huzzy's commitment to quality, taste, and inclusivity in the beverage industry.
- Shared customer testimonials and user-generated content to build credibility and social proof.
- Engaged in community-driven initiatives, such as collaborations with wellness brands and alcohol-free events, to reinforce brand authenticity.

Drive Engagement

- Leveraged interactive content, including polls, recipe challenges, and live tastings, to encourage audience participation.
- Used email and SMS marketing to send personalized offers, new product announcements, and exclusive discounts.
- Implemented retargeting ads and loyalty programs to nurture repeat customers and boost retention.



Content Strategy

Content Types

Used a mix of lifestyle content, cocktail recipes, and wellness-focused messaging, incorporating visually appealing product shots, influencer collaborations, and customer stories to reinforce the brand's mission.

Key Themes

Encouraged participation through interactive polls, cocktail challenges, and user-generated content while fostering community through giveaways, influencer spotlights, and engaging educational posts on non-alcoholic mixology.

Engagement Tactics

Encouraged participation through interactive polls, cocktail challenges, and user-generated content while fostering community through giveaways, influencer spotlights, and engaging educational posts on non-alcoholic mixology.



Campaign Phases

Pre-Launch Campaign

Focused on introducing the brand's unique offerings, sharing customer testimonials, and encouraging trial through exclusive launch promotions and influencer collaborations to drive initial awareness and sales.

Launch Campaign

Sustained interest by promoting signature cocktails, sharing mixology tips, and encouraging user-generated content, keeping the community engaged with seasonal flavors, limited-time offers, and interactive challenges.

Post-launch Engagement

Built anticipation with teaser content, behind-the-scenes glimpses, and countdowns, highlighting Huzzy Smart Sips' premium non-alcoholic cocktails and their role in redefining social drinking.



Analysis and Optimization

Monitored key performance indicators like story views and interactions to assess the effectiveness of engagement strategies.

- **Enhance Ad Performance**

A/B test creatives, refine targeting, retarget engaged users, and allocate budget to high-performing ads.

- **Boost Conversions**

Optimize landing pages, streamline checkout, and offer incentives like discounts and bundles.

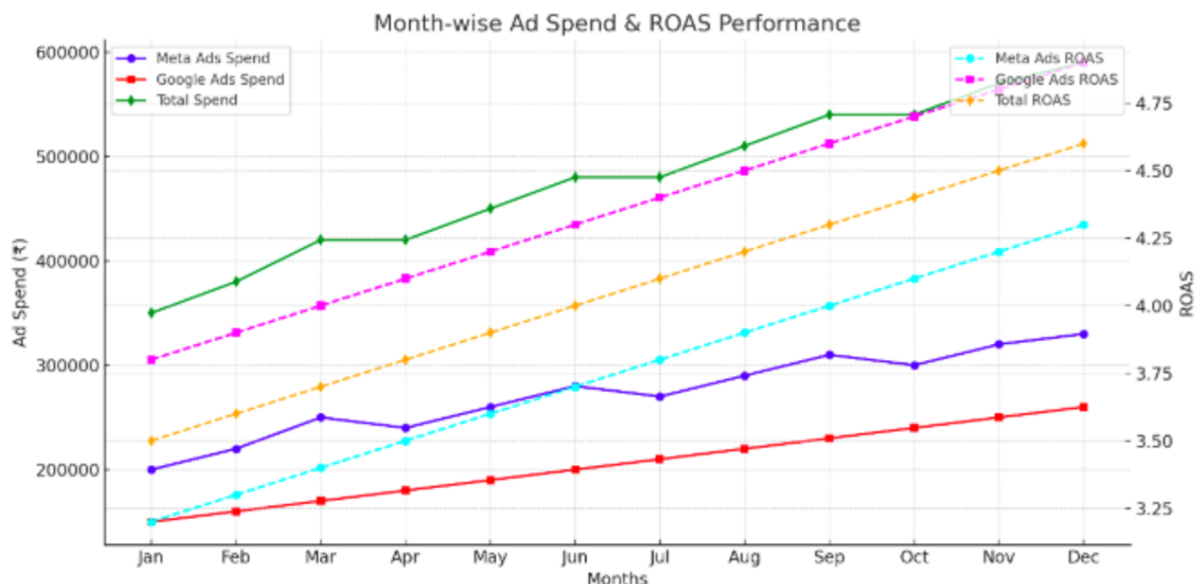
- **Leverage Data**

Track CTR, CPC, and ROAS, adjust audience segments, and optimize ad placements for better ROI.



Campaign Details And Stats

- Campaign Type- Brand awareness, Sales , Display & Search
- Campaign Goal-Maximum Number Of Downloads At A Lower CPP (Cost Per Purchase)
- Platforms-Facebook And Google
- Creatives- Carousel ADs, Video Ads, Static Ads
- Budget-600\$/Day
- Interests: Health & Wellness, Lifestyle & Socialising,Sustainability & Eco-Consciousness
- Behaviour: Engaged shoppers, online shopping.
- Demographics: 22-45 (Millennials & Gen Z, young professionals, social drinkers). (USA).
- Custom Audiences: Website visitors, engaged users, lookalikes of existing buyers.



Key Matrix

| Metric | Estimated Value (Per Day) |
|----------------------------------|---------------------------|
| CPC (Cost Per Click) | \$0.50 – \$1.50 |
| CTR (Click-Through Rate) | 2% – 4% |
| Impressions | 70,000 – 170,000 |
| Reach | 25,000 – 70,000 |
| CPM (Cost Per 1,000 Impressions) | \$3 – \$10 |
| Clicks | 1,200 – 3,600 |
| Purchases | 30 – 85 |
| Cost Per Purchase (CPA) | \$7 – \$20 |



Key Takeaways

| | |
|---|--|
| Clear brand positioning is essential for a new app in a competitive market. | Engaging and interactive content helps build a community and encourage user participation. |
| Focusing on safety and creativity resonates with both teens and parents. | Google and facebook campaigns can effectively drive both awareness and downloads. |



Conclusion

- Meta Ads performed well in reach and engagement, generating more impressions and clicks. However, the cost per purchase (CPP) was higher, making it a more expensive option.
- Google Ads showed better efficiency, with a higher Return on Ad Spend (ROAS) and Return on Investment (ROI), meaning it generated more revenue per rupee spent.
- A balanced approach—leveraging Meta Ads for awareness and Google Ads for conversions—can optimize overall ad performance and profitability.

Box It Up



Summary

What is Box It Up?

BoxItUp provides customizable, sustainable packaging for businesses, focusing on retail, e-commerce, food, and beverage industries. Its offerings include mailer, shipping, and product boxes with ultra-high print quality and low costs.

Who is it for?

BoxItUp is designed for businesses across industries such as retail, and e-commerce. It caters to brands seeking affordable, high-quality, and customizable packaging solutions that enhance their product presentation while supporting sustainability. The platform empowers businesses with tools for creating unique packaging designs, offering low minimum order quantities and eco-friendly materials to meet modern consumer expectations.

Project Overview

Goals

- 01 Build brand awareness among retail and e-commerce businesses.
- 02 Position BoxItUp as the premier provider of customizable and sustainable packaging solutions.
- 03 Drive customer acquisition, repeat purchases, and long-term partnerships.

Objective

- 01 Create content showcasing the benefits of tailored packaging for retail and e-commerce brands.
- 02 Highlight unique features such as low minimum order quantities, fast turnarounds, and eco-friendly materials.
- 03 Establish a consistent and engaging presence on social media and professional platforms to connect with target audiences.





The Challenges



Challenge 1

Educating Businesses

Helping retail and e-commerce companies understand the value of investing in customized packaging as a branding tool.

Challenge 2

Standing Out in a Competitive Market

Differentiating BoxItUp from other packaging providers offering similar services.

Challenge 3

Meeting Sustainability Demands

Balancing affordability and eco-conscious practices to appeal to environmentally aware businesses without increasing costs.



Platform Selection

- We chose Instagram and Facebook based on the target audience (Small Medium business owners).
- Instagram's visual nature appealed to teens, while Facebook offered a more reliable way to reach audience.
- Both platforms allowed for targeted campaigns and engagement strategies suited to Box it up's needs.



The Solutions

We addressed MYSYNR's challenges with a clear, actionable plan that focused on building trust and increasing engagement through strategic content and targeted messaging.

Brand Awareness

Introduced a user-friendly design tool and offered minimum order quantities to make custom packaging accessible to businesses of all sizes.



Building

Launched targeted marketing campaigns showcasing eco-friendly practices, fast turnarounds, and testimonials from satisfied clients to build credibility.

Drive Engagement

Differentiated by highlighting customization options, competitive pricing, and sustainable materials, providing businesses with high-quality, branded packaging solutions tailored to their needs.



Campaign Phases

Pre-Launch Campaign

Teased upcoming collections with sneak peeks and countdowns highlighted energy efficiency, smart lighting, and modern designs.

Launch Campaign

Showcased unique offerings with product demos and testimonials
Launched exclusive discounts and influencer collaborations.

Post-launch Engagement

Shared reels of lighting transformations and customer installs engaged audiences with expert tips, promotions, and interactive content.



Analysis and Optimization

Monitored key performance indicators like story views and interactions to assess the effectiveness of engagement strategies.

- **Enhance Ad Performance**

A/B test creatives, refine targeting, retarget engaged users, and allocate budget to high-performing ads.

- **Boost Conversions**

Optimize landing pages, streamline checkout, and offer incentives like discounts and bundles.

- **Leverage Data**

Track CTR, CPC, and ROAS, adjust audience segments, and optimize ad placements for better ROI.



Campaign Details And Stats

- Campaign - Brand Awareness & sales Campaign
- Campaign Goal-Maximum Number Of Purchase at a lower CPP (Cost Per Purchase)
- Platforms-Facebook And Instagram
- Creatives- Video ADs , Static, Carousel Ads
- Budget-500\$/Day
- Interests: Branding & Packaging Design, Entrepreneurship & Startups, Wholesale & Manufacturing.
- Behaviors: Engaged shoppers, Corporate decision-makers, business page admins.
- Demographics: Age 25-50, professionals, Business owners, entrepreneurs.
- Custom Audiences: Website visitors, engaged users, lookalikes of existing users.

| Off/On | Campaign | Results | Reach | Views | Frequency | Cost per result | Budget | Ar |
|--------------------------|---------------------------------------|-----------------------------|---------|--------|--------------------------|-------------------------------------|---------------------|----|
| <input type="checkbox"/> | Awareness_24 Jan | 12,390 Reach | 12,390 | 14,862 | 1.12 | \$ 1.30 Per 1,000 people reac... | Using ad set bud... | |
| <input type="checkbox"/> | Mysynr_Download_14 feb_Tb_Android | 176 Link Clicks | 1,173 | 1,446 | 1.29 | \$ 0.19 Per link click | Using ad set bud... | |
| <input type="checkbox"/> | App Install_Features_13 mar_Android-1 | 70 Mobile App Installations | 4,036 | 8,261 | 2.14 | \$ 2.10 Per Mobile App Install | Using ad set bud... | |
| <input type="checkbox"/> | Mysynr_Download_29jan_Tb_Android | 63 Mobile App Installations | 11,996 | 17,098 | 1.39 | \$ 2.64 Per Mobile App Install | Using ad set bud... | |
| <input type="checkbox"/> | App Install_IOS 25 Mar | 8 Mobile App Installations | 1,052 | 1,965 | 1.74 | \$ 5.87 Per Mobile App Install | Using ad set bud... | |
| <input type="checkbox"/> | App Install_Features_13 mar_IOS-1 | 6 Mobile App Installations | 2,203 | 3,720 | 1.68 | \$ 14.06 Per Mobile App Install | Using ad set bud... | |
| <input type="checkbox"/> | Mysynr_Download_27jan_Tb_IOS | 3 Mobile App Installations | 12,111 | 19,807 | 1.48 | \$ 59.03 Per Mobile App Install | Using ad set bud... | |
| <input type="checkbox"/> | 31 TOE 1 Ann Download | 1 Results from 23 campaigns | 3,607 | 4,527 | 1.27 | \$ 28.24 Per Mobile App Install | Using ad set bud... | |
| | Excludes deleted items | 76,967 | 120,697 | Total | Per Accounts Centre a... | | | |



Key Matrix

| Metric | Value |
|----------------------------|----------------------------------|
| Reach (Average/Peak) | 2658 users/day |
| Views (Average) | 3511 views/day |
| Impressions (Average/Peak) | 8317/day / 14,135 |
| Total Leads | 850 |
| CPL | 16.52\$ |
| CPC (Cost per Click) | \$2.14 (Range: \$0.69 – \$11.70) |
| CTR (Click-Through Rate) | 5.12% (Peak: 13.42%) |
| Clicks (All) | 302/day |



Key Takeaways

| | |
|--|---|
| Strategic Marketing – Leverage social media, influencers, paid ads to build brand awareness and drive sales. | Ad & Content Optimization – Continuously test, refine, and personalize messaging, creatives, and targeting for better engagement. |
| Conversion Focus – Improve landing pages, streamline checkout, and use incentives to maximize sales. | Data-Driven Growth – Analyze key metrics, adjust strategies, and scale high-performing campaigns for sustained success. |



Conclusion

- Meta Ads performed well in reach and engagement, generating more impressions and clicks.
- Successfully achieved brand awareness, trust-building, and engagement through a targeted social media marketing strategy on Instagram and Facebook.
- Addressed goals by creating personalized content that resonated with teens and parents, fostering meaningful interactions.
- Continually exploring new strategies to sustain growth, enhance community engagement, and support Boxitup's ongoing success.

Precise Lighting



Summary

What is Precise Lighting?

Precise Lighting is a premium home and commercial lighting company based in Nigeria. They specialize in high-quality, modern lighting solutions, including LED wall lanterns, ceiling-mounted lights, pendant lights, and other contemporary designs. Their products focus on combining functionality with aesthetic appeal to enhance various indoor and outdoor spaces.

Who is it for?

- Homeowners looking to upgrade their lighting with stylish and efficient options.
- Interior designers & architects who need premium lighting solutions for projects.
- Businesses & commercial spaces seeking modern and functional lighting setups.
- Real estate developers who want to add high-end lighting to their properties.

Project Overview

Goals

- 01 Establish Precise Lighting as a leading brand in premium lighting solutions across residential and commercial markets.
- 02 Enhance brand visibility and credibility by showcasing innovative, energy-efficient, and aesthetically appealing lighting products.
- 03 Drive customer engagement, loyalty, and repeat purchases through exceptional service and quality offerings.

Objective

- 01 Create compelling content that highlights the benefits of modern, energy-efficient, and stylish lighting for homes and businesses.
- 02 Emphasize key product features such as durability, affordability, energy efficiency, and unique designs to attract diverse customer segments.
- 03 Strengthen digital presence through social media marketing, influencer collaborations, and professional networking platforms to connect with target audiences.





The Challenges



Challenge 1

Educating Businesses

Helping homeowners, designers, and businesses understand the importance of quality lighting in enhancing ambiance, efficiency, and aesthetics.

Challenge 2

Standing Out in a Competitive Market

Differentiating Precise Lighting from other lighting providers by offering unique, innovative, and energy-efficient lighting solutions.

Challenge 3

Meeting Sustainability Demands

Balancing affordability with eco-friendly lighting options to cater to environmentally conscious consumers without compromising quality or design.



Platform Selection

- We chose Google and Facebook based on the target audience.
- Instagram's visual nature appealed to home decor, while Google offered a more reliable way to reach audience through keywords and their searches.
- Both platforms allowed for targeted campaigns and engagement strategies suited to Box it up's needs.



The Solutions

We addressed Precise Lighting's challenges with a strategic plan focused on building trust and increasing customer engagement through digital marketing and content-driven initiatives.

Brand Awareness

Created visually compelling content highlighting innovative lighting designs. Showcased energy-efficient and smart lighting solutions to educate and inspire customers.

Trust Building

Launched targeted campaigns featuring real customer installations, testimonials, and expert tips to enhance credibility. Partnered with interior designers and influencers to promote lighting solutions.

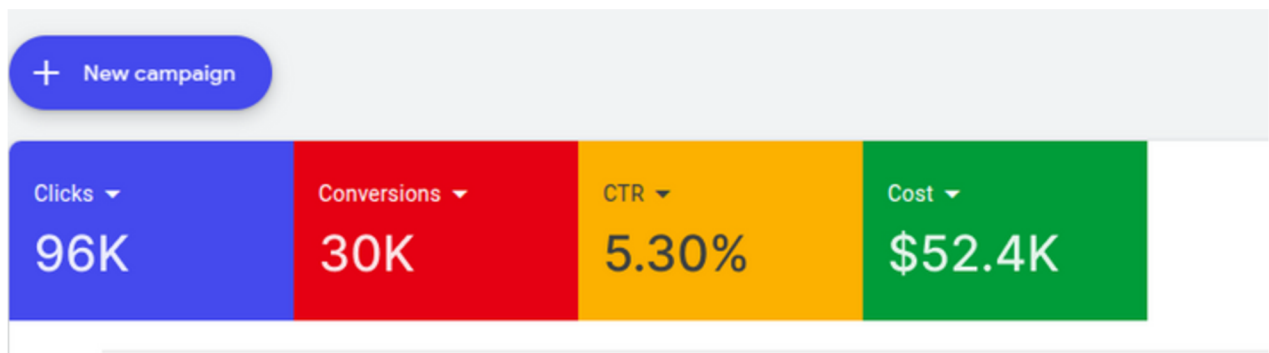
Drive Engagement

Launched targeted campaigns featuring real customer installations, testimonials, and expert tips to enhance credibility. Partnered with interior designers and influencers to promote lighting solutions.



Campaign Details And Stats

- Campaign - Brand awareness ,sales campaign display and search
- Campaign Goal-Maximum Number Of sales At A Lower CPA (Cost Per Acquisition)
- Platforms-Facebook And Instagram
- Creatives- Carousel ADs
- Budget-700\$/Day- Meta -300, Google -\$400
- Interests: Furniture & home accessories , DIY home renovations
- Behaviors: Engaged shoppers, Home improvement & interior design, Luxury home décor
- Demographics: Age 18-45, Homeowners & Renters, Interior Designers & Architects
- Custom Audiences: Website visitors, engaged users, lookalikes of existing users.



Key Matrix

| Metric | Value |
|----------------------------|----------------------------------|
| Total Budget | \$60k |
| Conversion | 30k |
| Impressions (Average/Peak) | 8317/day / 15,135 |
| Cost Per Lead (CPL) | \$1.75-\$2.5 |
| Conversion Rate | 15% |
| CPC (Cost per Click) | \$2.14 (Range: \$0.69 – \$11.70) |
| CTR (Click-Through Rate) | 5.12% (Peak: 13.42%) |
| Clicks (All) | 3200/day |



Key Takeaways

| | |
|--|---|
| Strategic Marketing – Leverage social media, influencers, paid ads to build brand awareness and drive sales. | Ad & Content Optimization – Continuously test, refine, and personalize messaging, creatives, and targeting for better engagement. |
| Conversion Focus – Improve landing pages, streamline checkout, and use incentives to maximize sales. | Data-Driven Growth – Analyze key metrics, adjust strategies, and scale high-performing campaigns for sustained success. |



Conclusion

- Meta Ads performed well in reach and engagement, generating more impressions and clicks.
- Google campaigns achieved brand awareness, trust-building, and engagement through a target interested people that searches for home interior and designs.
- Addressed goals by creating personalized content that resonated with personal preference and interior design, fostering meaningful interactions.
- Continually exploring new strategies to sustain growth, enhance community engagement, and support precise's ongoing success.