

 **Aneli.**

CASE STUDY

CLIENT OVERVIEW

Alneli is a Lagos-based retailer specializing in high-quality bathroom fixtures and home improvement products. Their product range includes toilets, basins, taps, showers, mirrors, bathtubs, and various accessories, all curated to transform living spaces into luxurious environments. The company emphasizes innovative designs and competitive pricing, sourcing products from manufacturers in Europe and Asia.



PAID MEDIA STRATEGY



CAMPAIGN OBJECTIVE



- ✓ Increase brand awareness among target audiences across digital platforms.
- ✓ Drive high-quality traffic to the website and online store.
- ✓ Generate leads and boost conversions through targeted advertising.
- ✓ Optimize ROAS (Return on Ad Spend) and reduce CAC (Customer Acquisition Cost).
- ✓ Strengthen customer engagement with compelling and strategic ad creatives.



PLATFORMS USED

1. **Meta Ads (Facebook & Instagram)** – For audience engagement, lead generation, and retargeting.

2. **Google Ads (Search & Display)** – For intent-based traffic, brand discovery, and retargeting.



PERFORMANCE ANALYSIS

3-Month Performance Trends & Growth

- 1** Clicks increased from 2,400 (Month 1) to 3,500 (Month 3)
- 2** CTR improved from ~1.0% to ~1.2% due to audience optimization
- 3** Conversions grew from 170 (Month 1) to 255 (Month 3)
- 4** Cost per conversion decreased from \$3.2 to \$2.8 with better targeting & retargeting



AUDIENCE STRATEGY

Summary of Audience Strategy Progression

Month	Strategy	Audience Type	Goal
Month 1	Broad targeting & testing	Interest-based, Lookalike, Search Intent	Identify best-performing segments
Month 2	Optimization & remarketing	High-engagement users, Cart abandoners	Increase conversion rates
Month 3	Scaling & profitability	Retargeting, Purchase Lookalikes	Maximize ROAS & reduce CAC



BUDGET ALLOCATION AND ITS PERFORMANCE MONTH 1



Platform & Campaign Type	Budget Allocation	Clicks	Impressions	CTR	Cost/Conv (\$)	Conversions	Total Cost (\$)
Google Search Ads	\$120 (30%)	400	40,000	1.0%	4.0	30	\$120
Google Video Ads (YouTube)	\$80 (20%)	500	50,000	1.0%	2.7	40	\$80
Google Display Ads	\$60 (15%)	450	45,000	1.0%	3.0	30	\$60
Meta (FB/IG) Awareness Ads	\$90 (22.5%)	700	80,000	0.87%	2.8	50	\$90
Meta Conversion Ads	\$50 (12.5%)	350	35,000	1.0%	3.5	20	\$50
Total	\$400	2,400	250,000	~1% Avg	3.2 Avg	170	\$400

BUDGET ALLOCATION AND ITS PERFORMANCE MONTH 2



Platform & Campaign Type	Budget Allocation	Clicks	Impressions	CTR	Cost/Conv (\$)	Conversions	Total Cost (\$)
Google Search Ads	\$120 (30%)	500	50,000	1.2%	3.8	35	\$120
Google Video Ads (YouTube)	\$80 (20%)	600	60,000	1.0%	2.5	50	\$80
Google Display Ads	\$60 (15%)	550	55,000	1.0%	2.9	40	\$60
Meta (FB/IG) Awareness Ads	\$90 (22.5%)	800	90,000	0.89%	2.6	60	\$90
Meta Conversion Ads	\$50 (12.5%)	400	40,000	1.0%	3.2	25	\$50
Total	\$400	2,850	295,000	~1.1% Avg	3.0 Avg	210	\$400

BUDGET ALLOCATION AND ITS PERFORMANCE MONTH 3

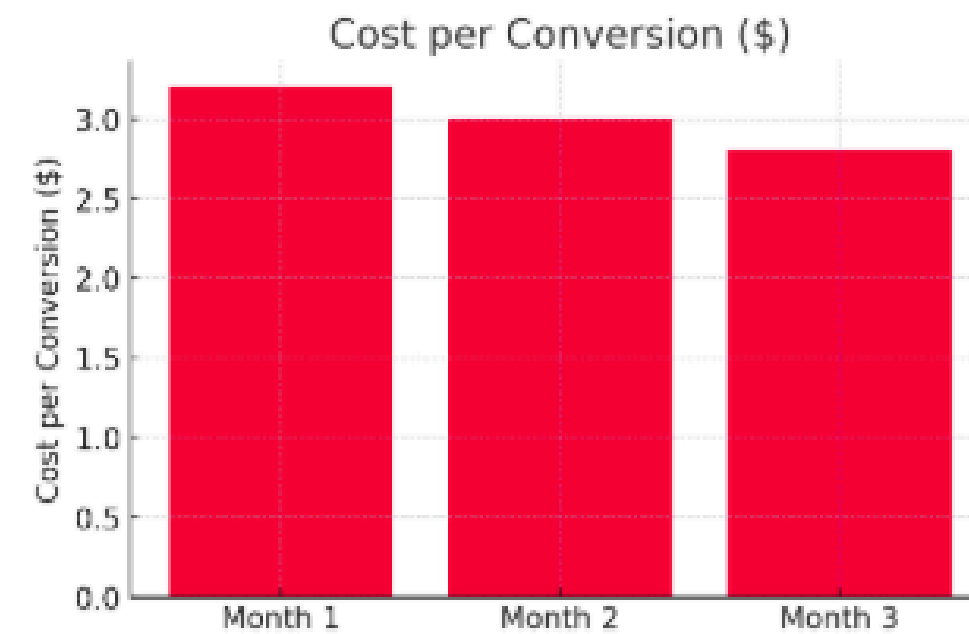
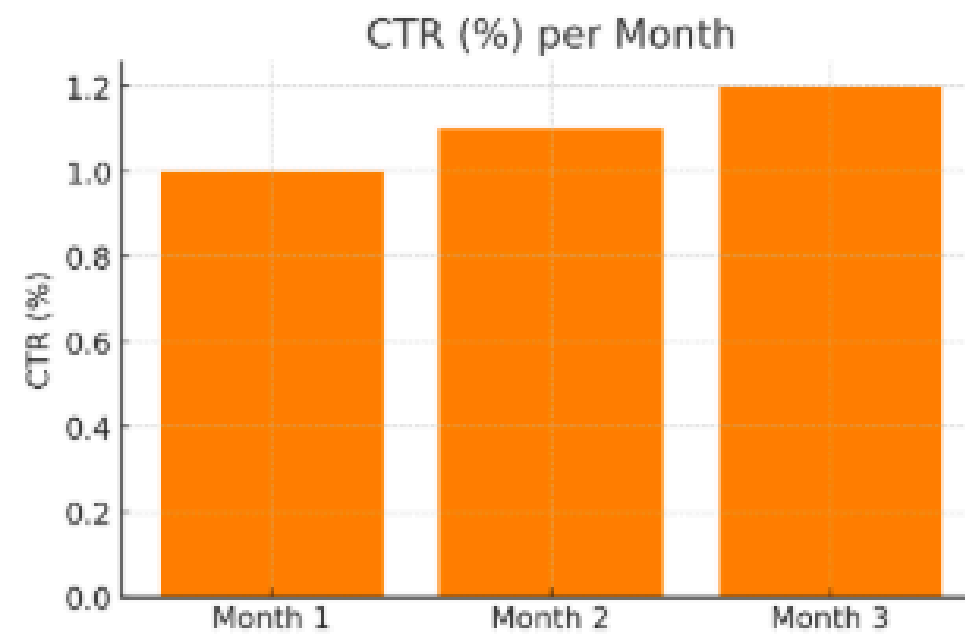
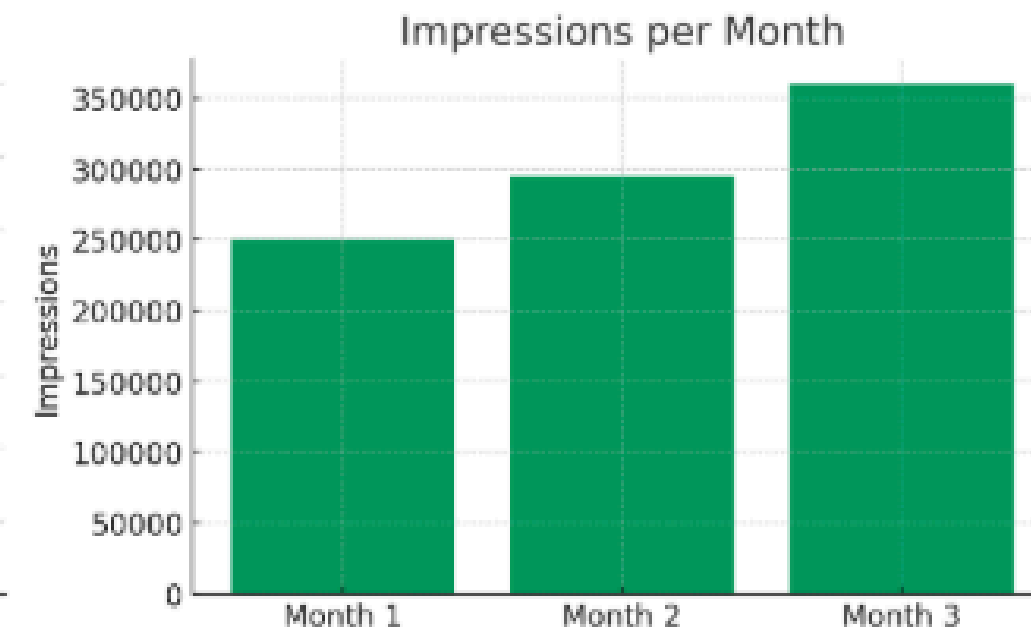
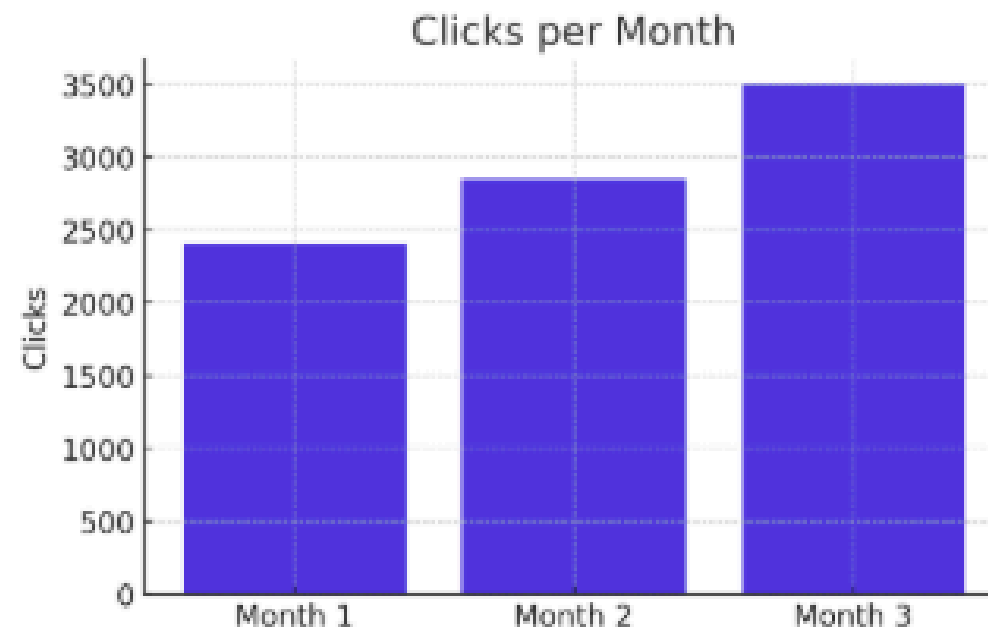


Platform & Campaign Type	Budget Allocation	Clicks	Impressions	CTR	Cost/Conv (\$)	Conversions	Total Cost (\$)
Google Search Ads	\$120 (30%)	650	65,000	1.3%	3.5	40	\$120
Google Video Ads (YouTube)	\$80 (20%)	750	75,000	1.2%	2.3	60	\$80
Google Display Ads	\$60 (15%)	700	70,000	1.0%	2.7	50	\$60
Meta (FB/IG) Awareness Ads	\$90 (22.5%)	900	100,000	0.90%	2.5	70	\$90
Meta Conversion Ads	\$50 (12.5%)	500	50,000	1.0%	2.9	35	\$50
Total	\$400	3,500	360,000	~1.2% Avg	2.8 Avg	255	\$400

GRAPHICAL REPRESENTATION OVERALL 3 MONTHS



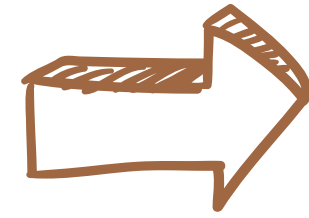
Paid Media Performance Over 3 Months



SEARCH ENGINE OPTIMIZATION (SEO)

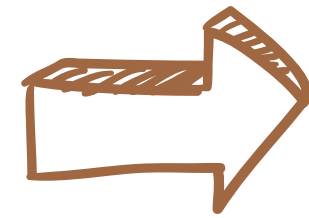


Research Phase



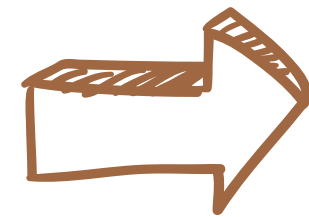
Keyword Research

Identify high-intent keywords such as kitchen basin, kitchen taps, and bathroom mirrors.



Competitor Analysis

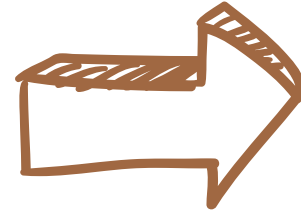
Study leading competitors to uncover gaps and opportunities in content and backlink profiles.



Audience Behavior

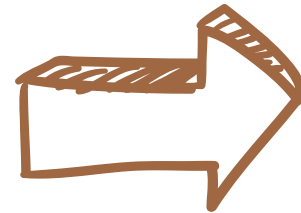
Understand the audience's preferences, challenges, and motivations to personalize content and solutions for sanitary solutions.

Strategy



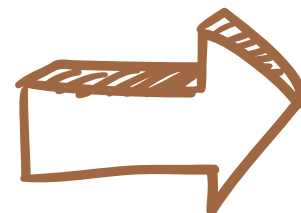
On-Page Optimization

Optimized meta tags, headings, and images to improve search rankings and user experience.



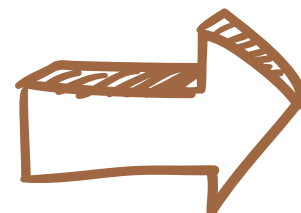
Off-Page Optimization

Built high-quality backlinks and enhanced local SEO for improved brand visibility.



Technical SEO

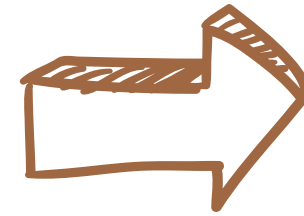
Resolved crawling issues and implemented structured data to improve search engine indexing.



Content Strategy

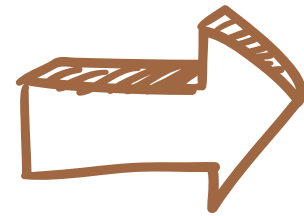
Created engaging blog posts and optimized product pages to attract potential customers.

Implementation



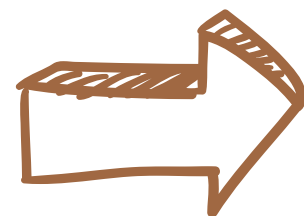
On-Page Optimization

Optimized blog and product pages with targeted keywords and optimized internal linking for better engagement.



Content Creation

Developed informative blog posts to educate homeowners on selecting high-quality bathroom fixtures, renovation tips, and maximizing space efficiency.

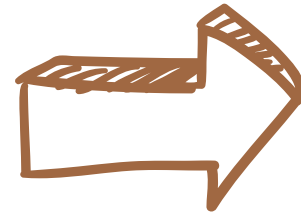


Technical Fixes

Addressed technical issues and optimized website performance for better speed and indexing by search engines.

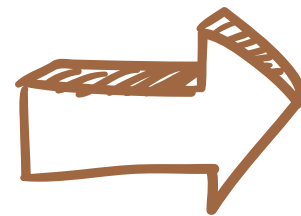


Analysis and Optimization



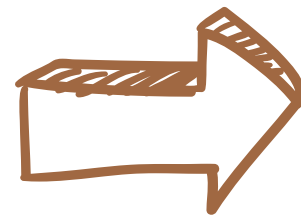
Performance Monitoring

Monitored blog traffic, keyword rankings, and engagement to assess content performance and audience interest.



Data-Driven Adjustments

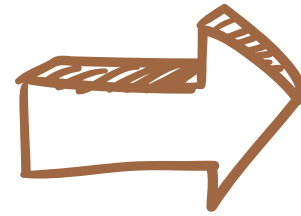
Reviewed website analytics and refined content strategies to boost blog interactions and user retention.



Technical Optimization

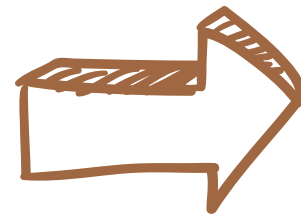
Performed technical audits to improve site speed and fix issues for smoother browsing on all devices.

Performance Monitoring



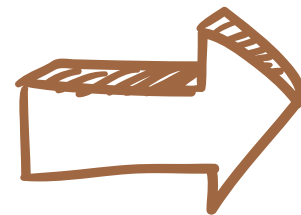
Analytics Setup

Track traffic, conversions, and bounce rates using Google Analytics.



Keyword Tracking

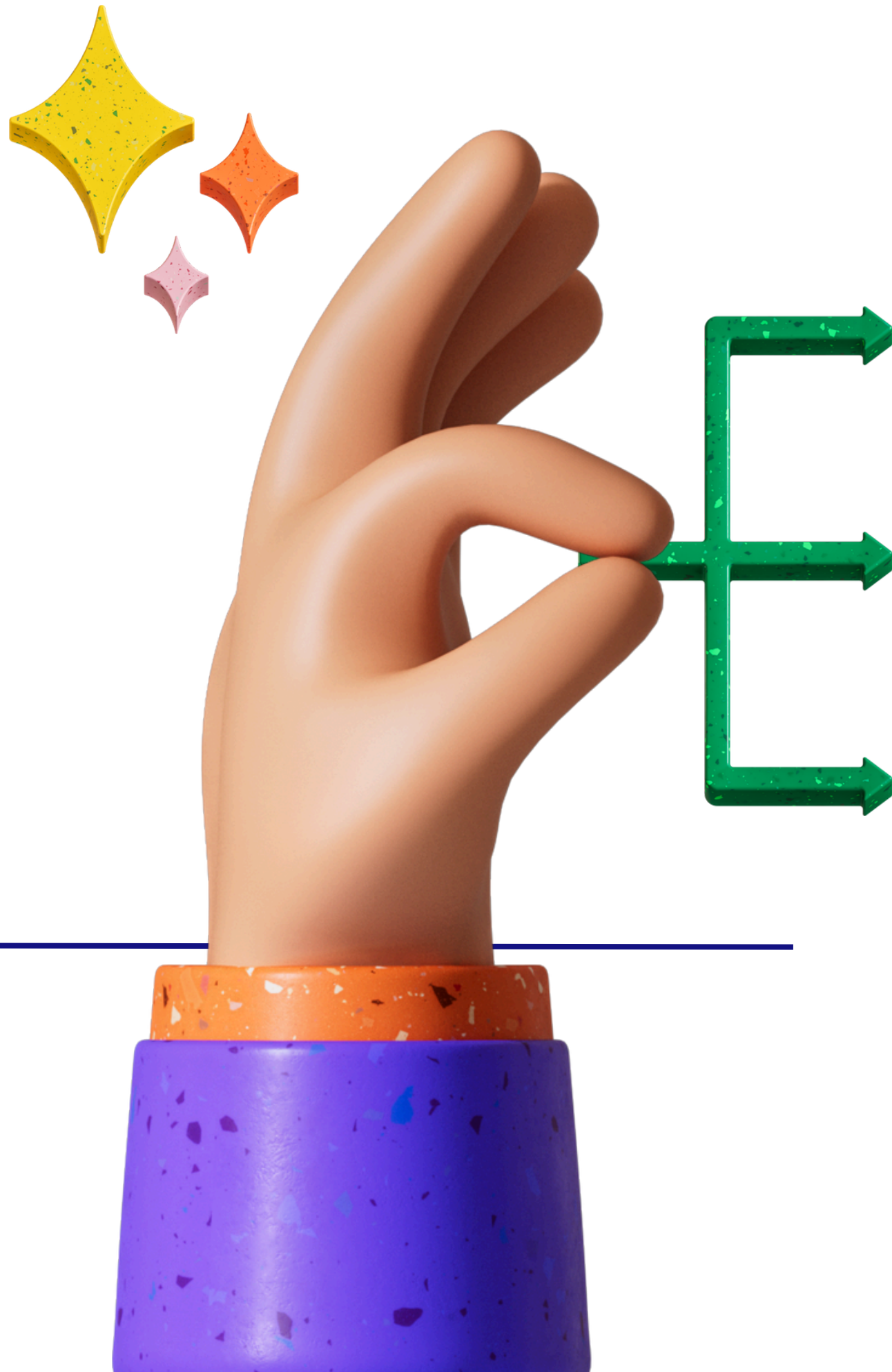
Monitor rankings for core keywords like kitchen basin, kitchen taps, and bathroom mirrors.



Regular Reports

Deliver monthly performance reports with insights and optimization suggestions to enhance engagement.

Get In Touch



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