

(NOT A PERFORMANCE MARKETING PLAYBOOK)

FULL FUNNEL BRAND GROWTH PLAYBOOK

2025

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\$60B → \$100B:

India's e-retail market poised to double by 2025.



Market Expansion

India's e-retail market is set to expand from ~\$60B to over \$100B by 2025, solidifying its position as a global e-commerce leader.



Growing Consumer Base

Driven by 180-200 million online shoppers (world's 2nd largest), e-retail growth is expected to rebound to ~18%, annually by 2030.



Economic Drivers

Rising incomes (GDP per capita ~\$3,500+) unlock discretionary spending. Online retail is anticipated to constitute ~10% of all retail in India by 2030.

\$100B D2C sector by 2025 with 800+ brands in the fray

\$100B

D2C Market by 2025

Up from approximately \$12 billion in 2022
(a 40% CAGR)"

800+

ActiveD2C Brands

Estimated 1,600+ brands now competing

- Leading categories include fashion, beauty & personal care, food & beverages, and consumer electronics, with emerging niches also growing.
- Fierce competition demands strong brand differentiation, product innovation, and superior customer experience for success.

After COVID surge, e-com growth normalized to ~25–30% (still outpacing offline).

Pandemic E-commerce Surge

During 2020–21 lockdowns, e-commerce saw a dramatic 50–70% spike in growth.

Normalized Growth Post-Pandemic

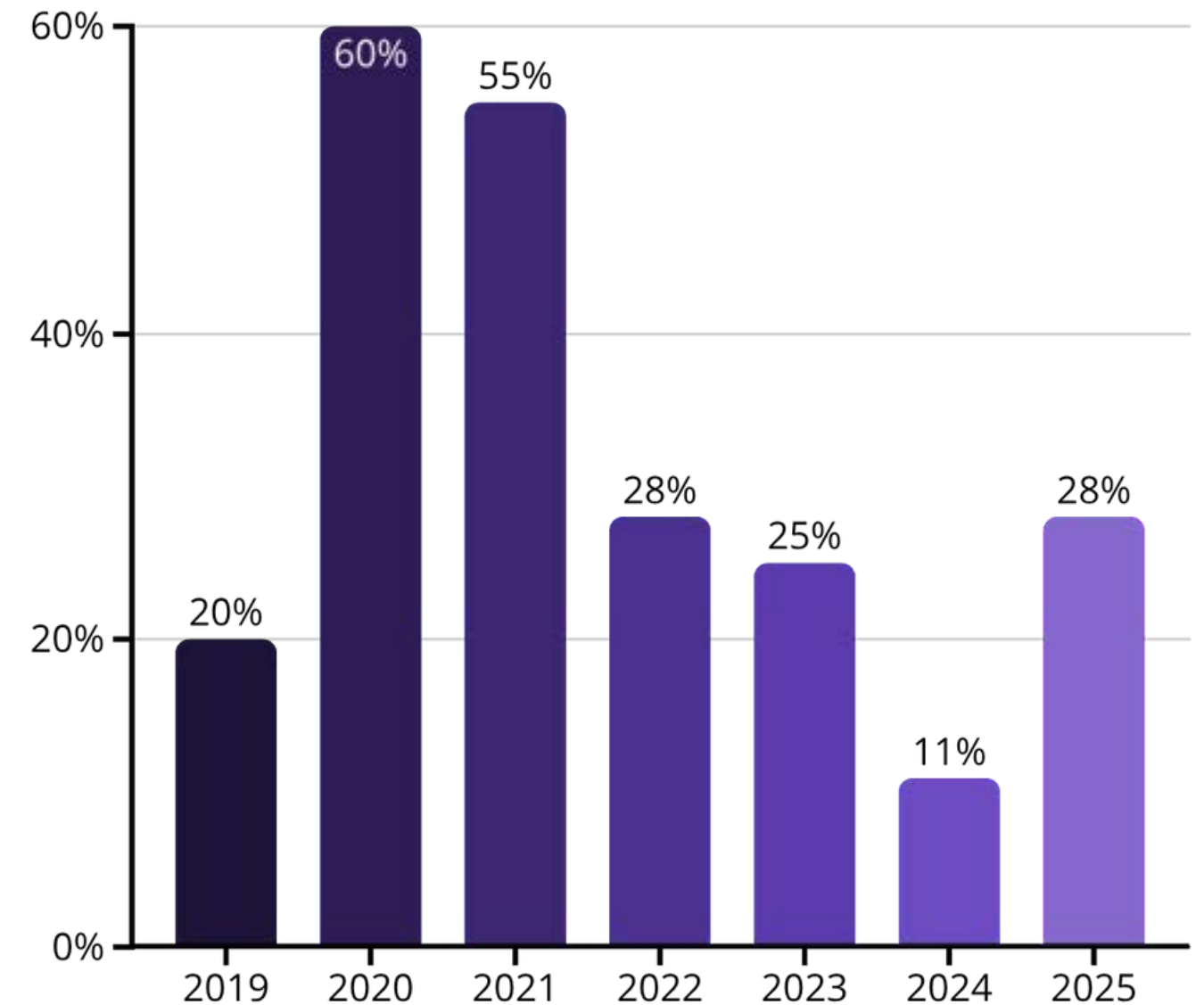
Growth has since normalized to a strong 25–30% annually, still significantly outpacing traditional retail.

Recent Slowdown & Outlook

Private consumption slowed to ~8% (2022–24) due to inflation, leading to modest 10–12% e-retail growth in 2024. Improved economic outlook and festive demand in late 2025 are expected to rekindle growth.

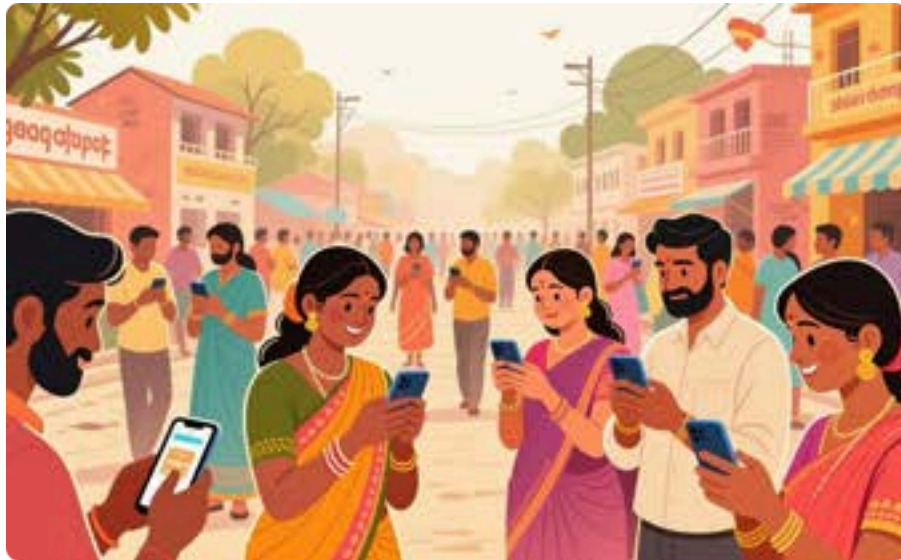
Strong Long-Term Fundamentals

Rising internet users and income levels in India underpin continued e-commerce expansion through 2025 and beyond.



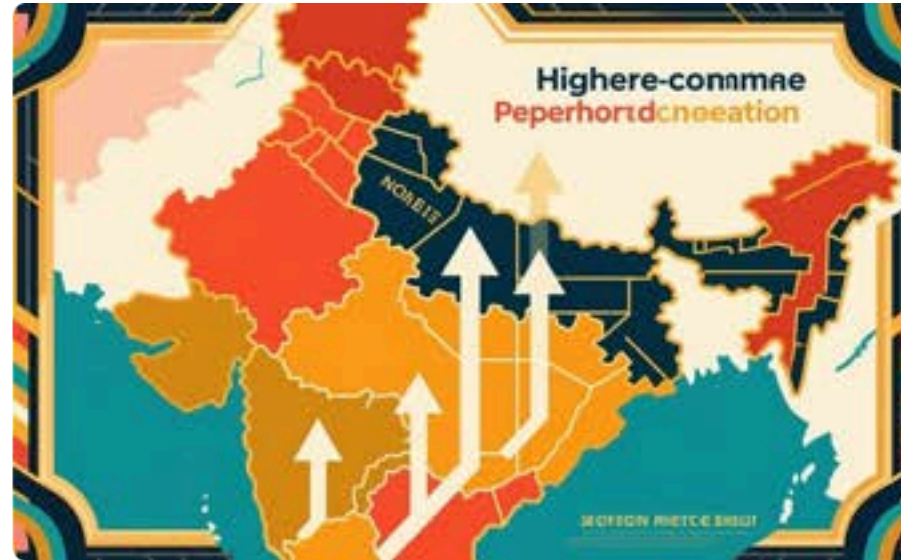
Source: Bain India Retail Outlook (2024), d2ctoday.com

3 in 5 new online shoppers are from Tier-II/III cities and beyond



Tier-III Cities Drive Growth

Since 2020, 60% of new online shoppers hail from Tier-III cities and smaller towns, indicating e-commerce's deep reach beyond major metropolitan areas.



Northeast India's High Penetration

E-retail shopper penetration in India's Northeast is ~1.2x higher than the rest of India, signaling strong demand in less-accessible regions.



New Sellers from Smaller Cities

Since 2021, 60% of new online sellers also originate from Tier-II/Tier-III cities, diversifying the e-commerce seller base beyond traditional urban centers.

Implication: D2C brands must adapt strategies (vernacular languages, regional preferences) and logistics to reach these growing smaller towns effectively.

Source: Bain

India's Regional D2C Hotspots & Growth Drivers

Strategic insight map for Tier-2/3+ market entry

West Region

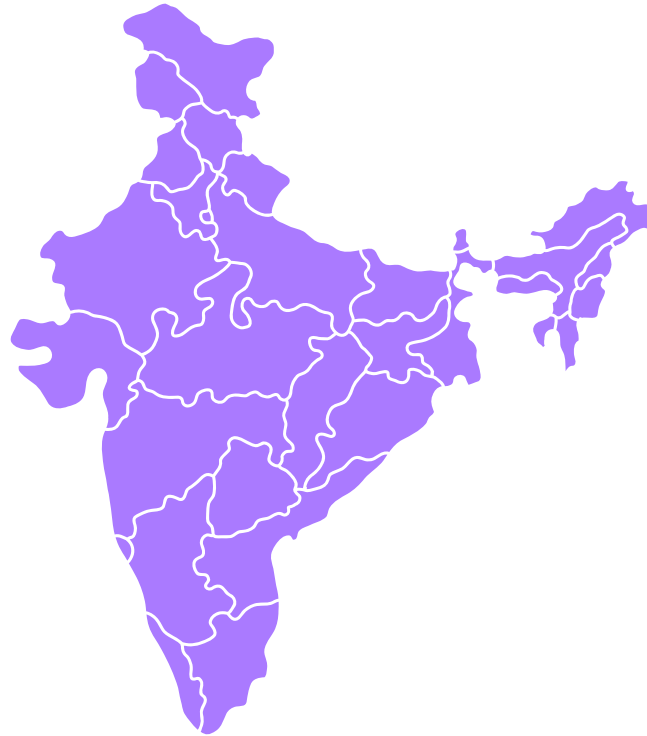
Cities: Surat, Vadodara, Ahmedabad, Pune, Nashik, Rajkot, Nagpur, Goa, Udaipur, Jodhpur

- Industrial prosperity & tech adoption
- Strong purchasing power & digital literacy
- High demand for mobile & smart devices

North Region

Cities: Chandigarh, Jaipur, Lucknow, Indore, Dehradun, Patna, Bhopal, Amritsar, Ludhiana, Ghaziabad

- High youth population & disposable income
- Robust last-mile delivery infrastructure
- Premium ethnic & fusion fashion demand



East Region

Cities: Bhubaneswar, Siliguri, Durgapur, Guwahati, Patna, Ranchi, Jamshedpur, Cuttack, Sambalpur

- Rich culinary heritage & local specialities
- Rapid quick-commerce expansion
- Growing middle class discretionary spend

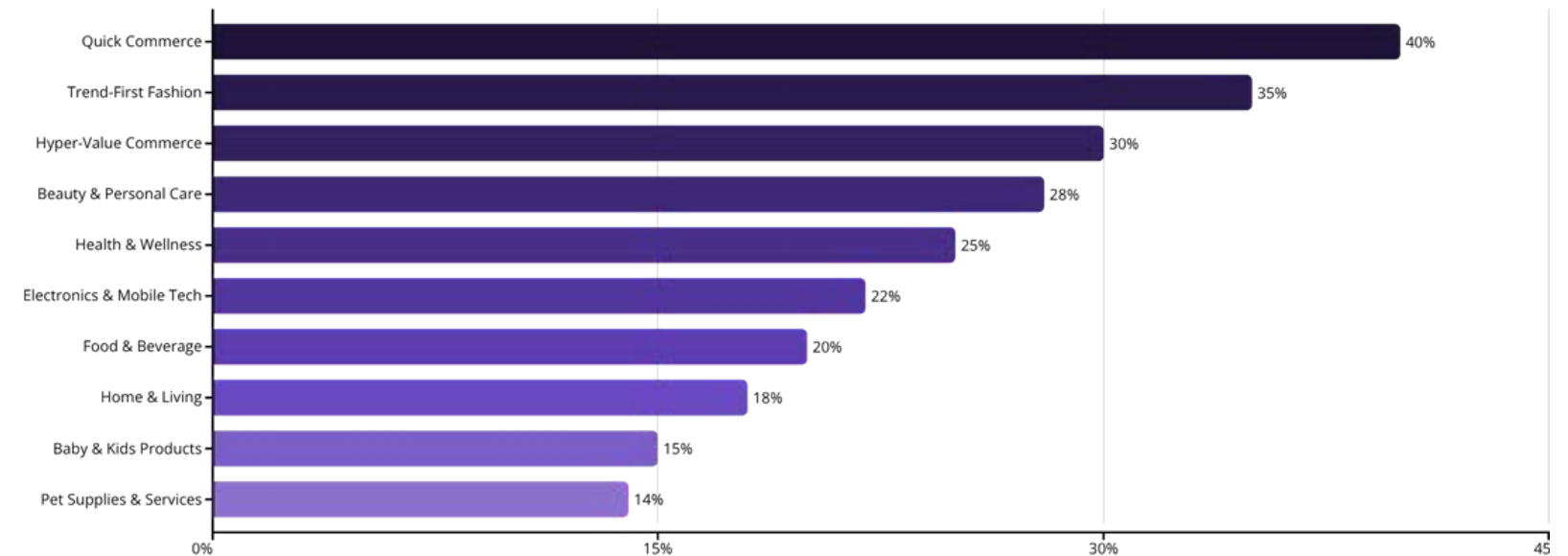
South Region

Cities: Coimbatore, Kochi, Mysore, Vijayawada

- Wellness culture & ageing demographics
- Emerging cold-chain infrastructure
- Rising preference for nutraceuticals

India's Top 10 E-Commerce & D2C Categories

Fastest-growing segments & their key growth drivers (2023-2025)



Quick Commerce

- 30-45 minute delivery networks
- Dark-store expansion
- Urban density focus

Fashion & Beauty

- Influencer-driven launches
- Social commerce integration
- "Clean" ingredient demand

Value Commerce

- Ultra-low-price assortments
- Tier-2/3 market adoption
- Zero-commission seller models

Key Market Insights: India's e-commerce landscape is experiencing unprecedented growth, driven by rapid digital adoption and evolving consumer behaviours across tier-2 and tier-3 cities.

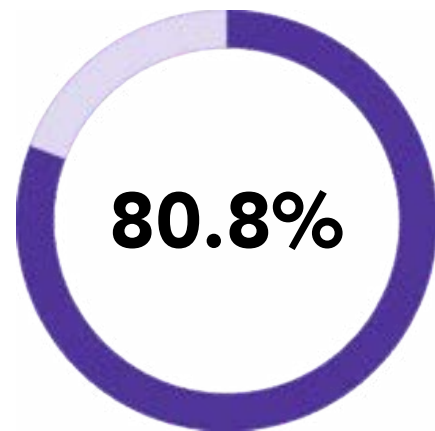
The convergence of social commerce, hyper-local delivery, and premium D2C brands presents compelling investment opportunities for forward-thinking investors.

Mobile-first and social-centric:

80%+ of Indian internet users are on Meta apps

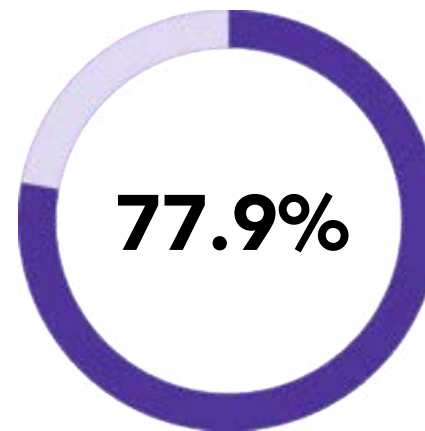


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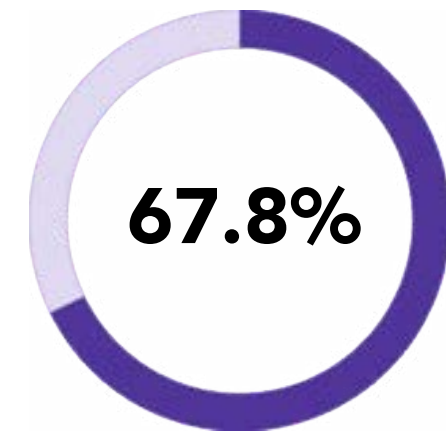
WhatsApp Users

Among Indian Internet Users



Instagram Users

Among Indian Internet Users



Facebook Users

Among Indian Internet Users

India's estimated ~750 million internet users (by 2025) are overwhelmingly mobile-first. Meta's WhatsApp, Instagram, and Facebook dominate, making them unavoidable for reaching Indian consumers, who spend significant time on these platforms.



Social Video Content: The Primary Driver of Consumer Decisions

Today's consumer purchasing journey has profoundly shifted, with social video content now emerging as the dominant influence on decision-making. Critical insights for direct-to-consumer (D2C) brands to leverage this powerful medium and drive significant revenue growth.

Consumer Touchpoints: Understanding the New Path to Purchase

Brand Discovery

Video content on social platforms is now the primary discovery channel for consumers across all age groups, with 65% of consumers citing it as their preferred method for learning about new products. (BCG Analysis, 2023)

Decision Influence

Video reviews and demonstrations on social platforms have 2.4x more influence on purchasing decisions than traditional advertising formats, particularly in lifestyle categories. (BCG Consumer Insights Survey)

Post-Purchase Engagement

Brands that maintain consistent video content engagement post-purchase see 38% higher customer retention rates and 27% higher repeat purchase frequency. (BCG Analysis, 2023)

Importantly, the influence of social video content varies by both category and consumer demographic, requiring brands to develop strategic approaches tailored to their specific market segments.

Maximising Social Video Impact Across the Consumer Journey

Key Touchpoint Insights:

- Video content on social platforms influences **76% of Gen Z** and **64% of Millennial** purchasing decisions (BCG Analysis)
- Brands with consistent video content strategies see **31% higher conversion rates** than those relying on static imagery.
- Social video engagement remains influential across all stages of the purchasing journey, from awareness through loyalty.

Key Takeaways:

Social video content has become the cornerstone of consumer decision-making across demographics. D2C brands must develop sophisticated, data-driven video strategies that address each stage of the consumer journey while maintaining authenticity. Brands that successfully leverage these insights consistently outperform competitors in both customer acquisition and lifetime value metrics.



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71% of Consumers More Likely to Purchase Based on Social Media Referrals - Influencer Content Drives 61% Trust



Customer Reviews & Ratings

78% say corporate social media posts impact purchases.



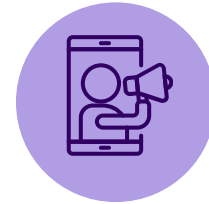
User-Generated Content

41% shop impulsively after seeing on social media.



Product Demonstrations

Video content shows 20% YoY growth.



Influencer Endorsements

61% trust influencer recommendations.



Promotional Offers

Create urgency and FOMO.



Behind-the-Scenes Content

Builds authentic brand connection.

Driving Strategic Impact with Clarity and Confidence

A strategic framework for navigating the 2025 performance landscape and maximizing marketing ROI in an increasingly complex digital environment.



The 2025 Performance Challenge



Rising Costs

Customer acquisition costs surging as digital competition intensifies.

Lost Signals

Privacy changes (GDPR, iOS14.5) eroding data signals across the industry

Bottom-Funnel Bias

Siloed retargeting tactics lacking a cohesive full-funnel strategy.

Rising CAC + low retention = only ~12% of D2C brands are profitable



Rising Customer Acquisition Costs

Digital Customer Acquisition Costs (CAC) have surged by ~60% in three years, making new customer acquisition costly.



Low Customer Retention

Many D2C brands struggle with low retention (~30% repeat rates), leading to a costly cycle of constant new customer acquisition.



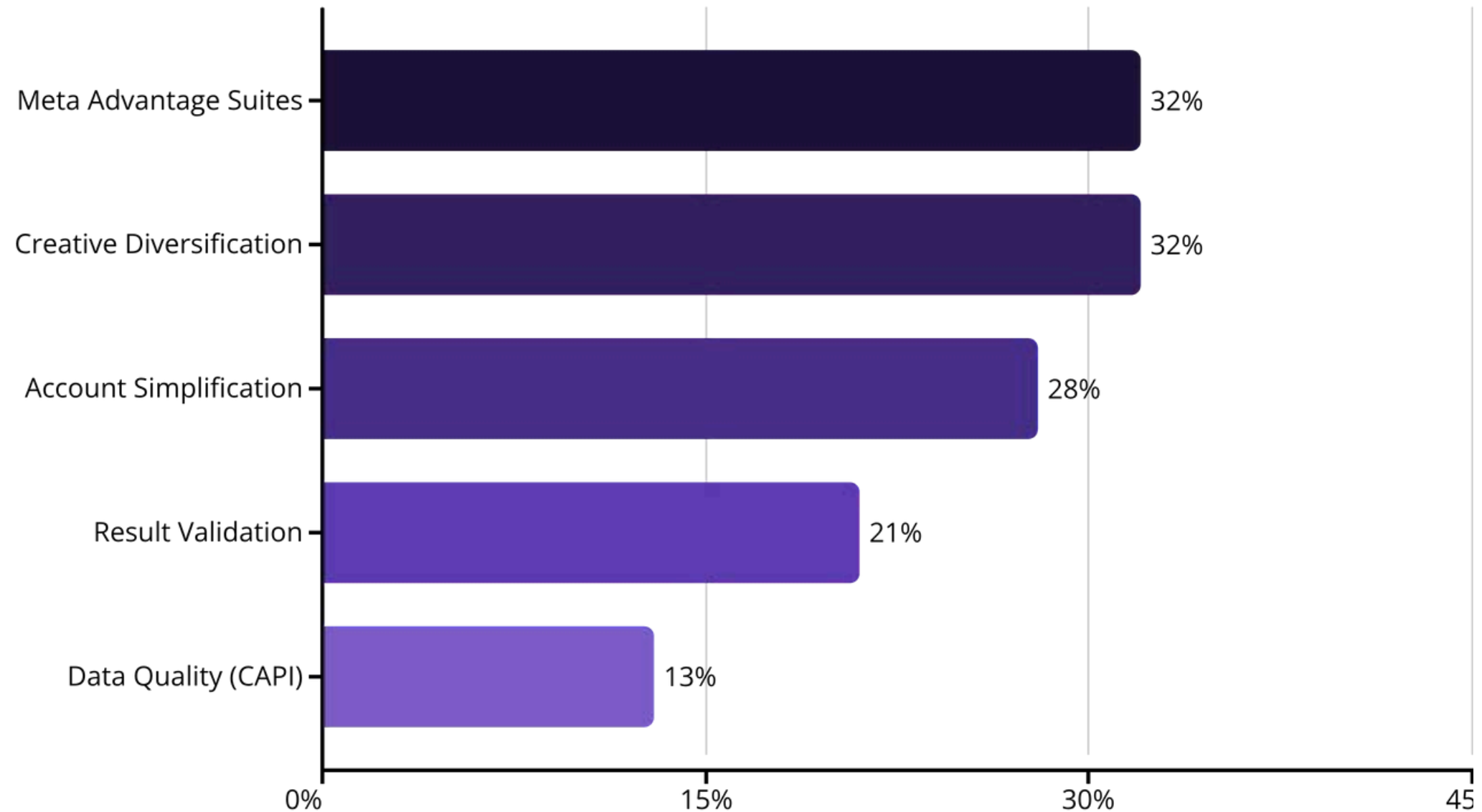
Low Profitability

High CAC and low retention result in only ~12% of Indian D2C brands being profitable, underscoring the need for improved marketing and operations.

Strategic focus:

To scale profitably, D2C brands must improve marketing efficiency (lower CAC), increase customer lifetime value (LTV), and optimize operations.

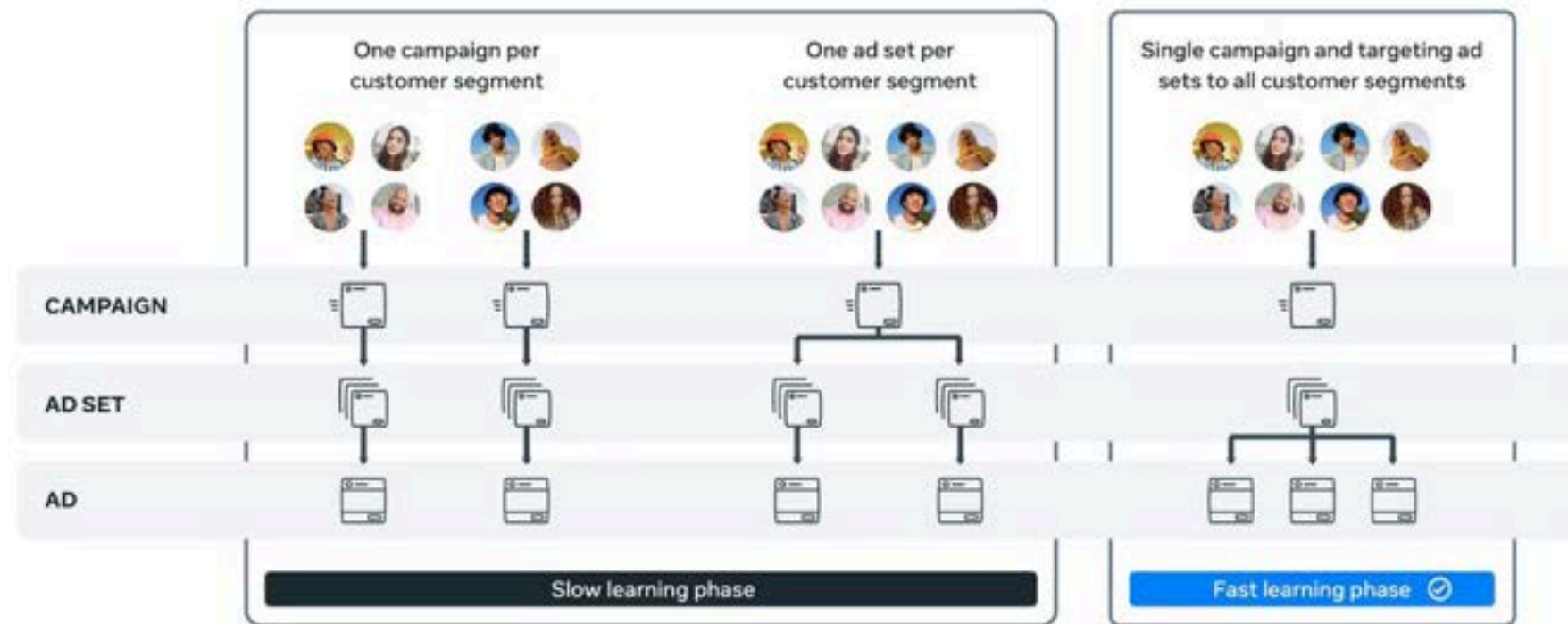
Performance Drivers: 5 Best Practices



Strategic implementation of these practices delivers measurable performance improvements and competitive advantage.

Simplify to Scale: Leaner Accounts, Better Results

This enables AI to learn quickly and deliver more efficient results



19%

Lower CPA

With consolidated campaigns

Business Impact: Simplified account architecture enables Meta's AI to optimize faster, exiting the learning phase and delivering cheaper conversions.

Diversify Creative: Expand Reach & Efficiency

32% More Efficient Outcomes

Varied creative concepts, formats and messages drive significant performance improvements.

8% Incremental Reach

Diverse formats (video,imagery,Reels, Stories) capture new audience segments.

Business Impact: Creative breadth equals broader and more efficient reach, expanding your pool of high-converting customers.

Concept

Motivator:
Sustainability



Motivator:
Comfort

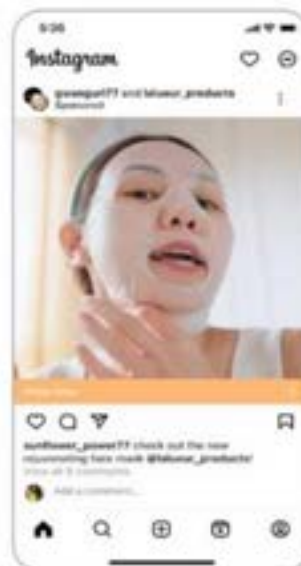


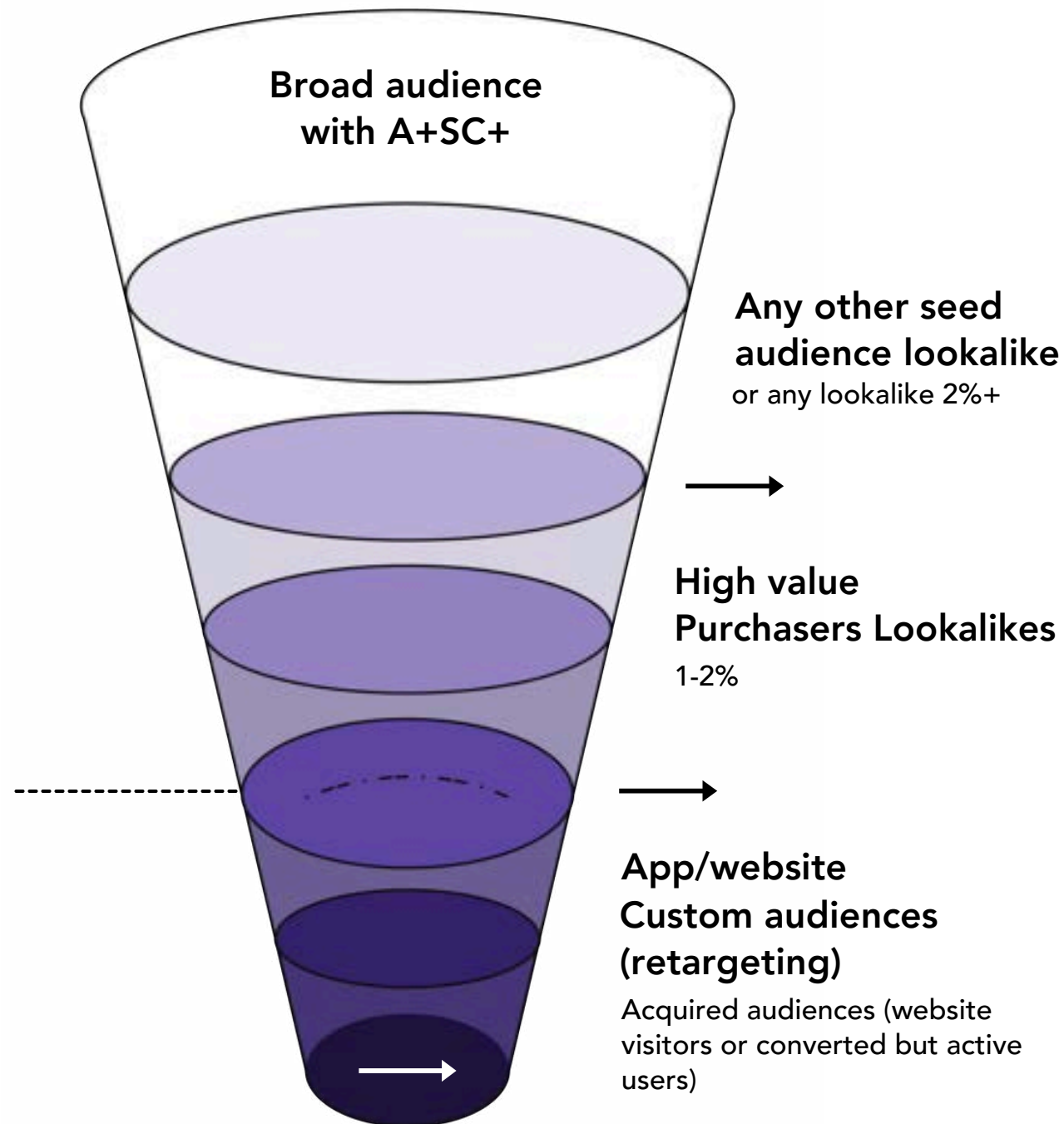
Format

Reels



Partnership ads





Let AI Amplify Across the Funnel

✓ Strategic Alignment Creates a Sustainable Growth Engine

When structure, creative, and data align to each funnel stage, Meta's advanced AI delivers the right message to the right person at the right time.

Business Impact: Broad Advantage+ campaigns find new high-value audiences, while retargeting ads and CRM integrations nurture interested prospects.



Reclaim the Signal: Data Quality Drives Performance

13%

Lower Cost Per Action

With Conversions API implementation sending events directly from your server

19%

More Attributed Sales

By combining Pixel+Conversions API to improve signal fidelity

Business Impact: First-party data is your competitive advantage in a privacy-first world. Treat data sharing as a strategic asset to drive marketing ROI.

The 2025 Performance Scorecard

Track your progress against key performance drivers with this comprehensive scorecard, providing a snapshot of your marketing health.



Metric	Description	Excellent	Good	Fair	Poor
Media Performance					
Account Simplification	Achieve a reduction in Cost Per Acquisition (CPA) by consolidating campaigns.	[]	[]	[]	[]
Automation Adoption	Increase Return On Ad Spend (ROAS) by through Meta's Advantage+ campaign features.	[]	[]	[]	[]
Creative Effectiveness					
Concept Testing	Identify top-performing creative concepts that yield a 30% higher Click-Through Rate (CTR).	[]	[]	[]	[]
Creative Diversification	Expand audience reach by 10% by incorporating diverse formats (e.g., video, Reels, carousels).	[]	[]	[]	[]
Data Foundations					
Conversions API (CAPI) Implementation	Improve signal fidelity to 90% by sending server-side events directly to Meta.	[]	[]	[]	[]
Data Quality & Matching	Increase attributable conversions through robust data collection and deduplication.	[]	[]	[]	[]
Catalog Match Rate	Optimize dynamic product ads by maintaining a catalog match rate above 95%.	[]	[]	[]	[]
Measurement & Insights					
Run A/B Tests	Conduct bi-weekly A/B tests to validate hypotheses and identify optimal campaign elements.	[]	[]	[]	[]
Run Conversion Lift Tests	Execute quarterly lift tests to prove incremental value and true return on ad spend.	[]	[]	[]	[]
Calibrate Measurement Models	Refine attribution models monthly to reflect evolving customer journeys and privacy changes.	[]	[]	[]	[]

Full-Funnel Mastery: From Awareness to Advocacy

Delivering upto 45% higher ROI
than single-stage marketing

Rising CAC makes performance-only approaches unsustainable. Awareness+performance delivers stronger ROI & brand equity, while holistic strategies balance short-term wins with long-term growth.

Source: Nielsen ROI Meta-Analysis (2024)



Escaping the Performance Plateau

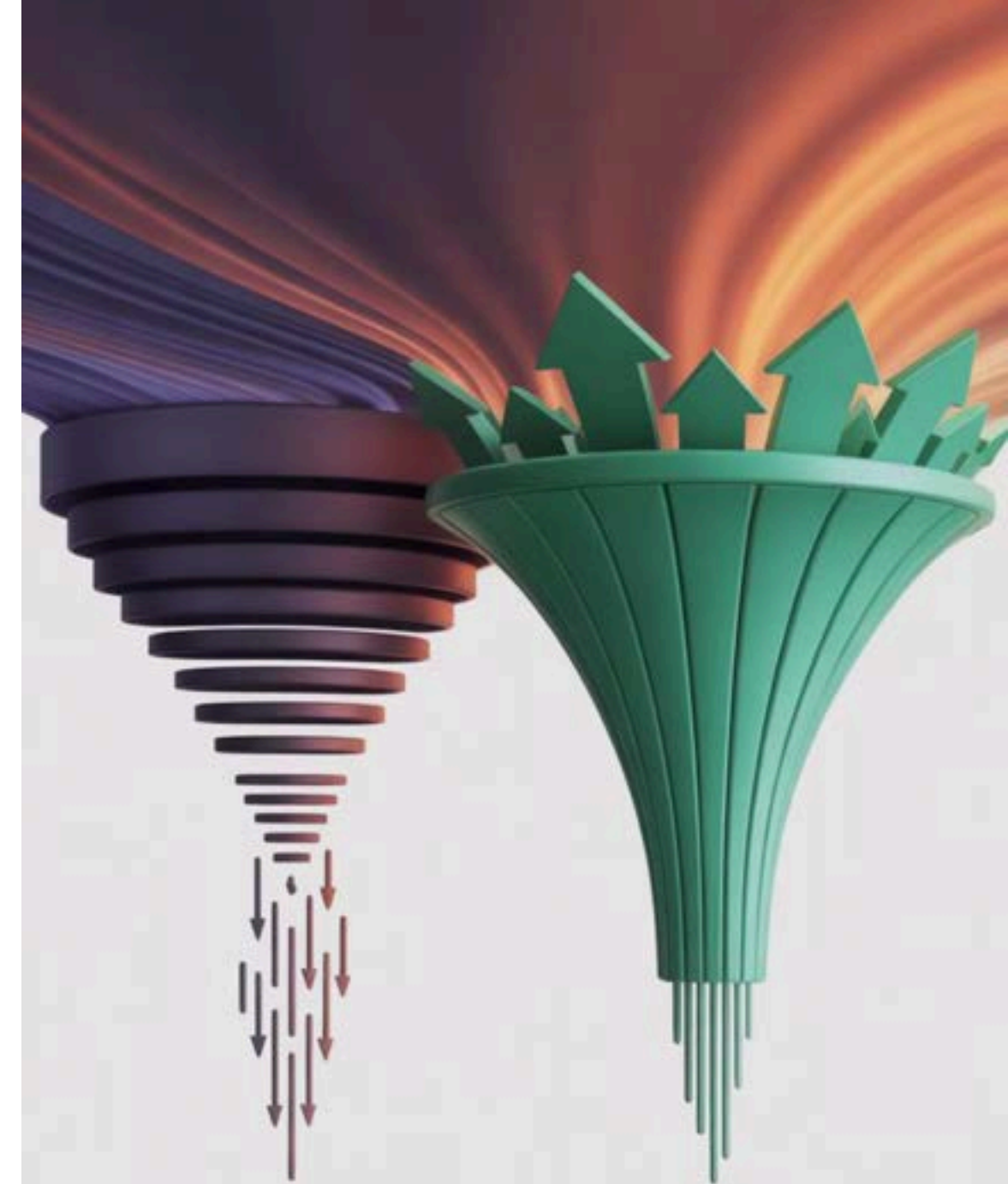
75% of marketers face diminishing returns

Over-reliance on bottom-funnel tactics leads to saturation & fatigue, driving up CAC at scale.

Growth limitations

Narrow targeting caps growth potential, while full-funnel ensures a steady stream of new prospects.

Source: WARC Performance Marketing Report (2024)



**Bottom
Funnel**

**Full
Funnel**

Fuelling Future Buyers

Upper-funnel investment seeds tomorrow's conversions



Builds Trust

Awareness cultivates trust and familiarity, forming a crucial foundation before purchase intent fully develops.



Warm Audiences

Expanding your reach today directly translates into a larger pool of warm, engaged audiences for future conversions.



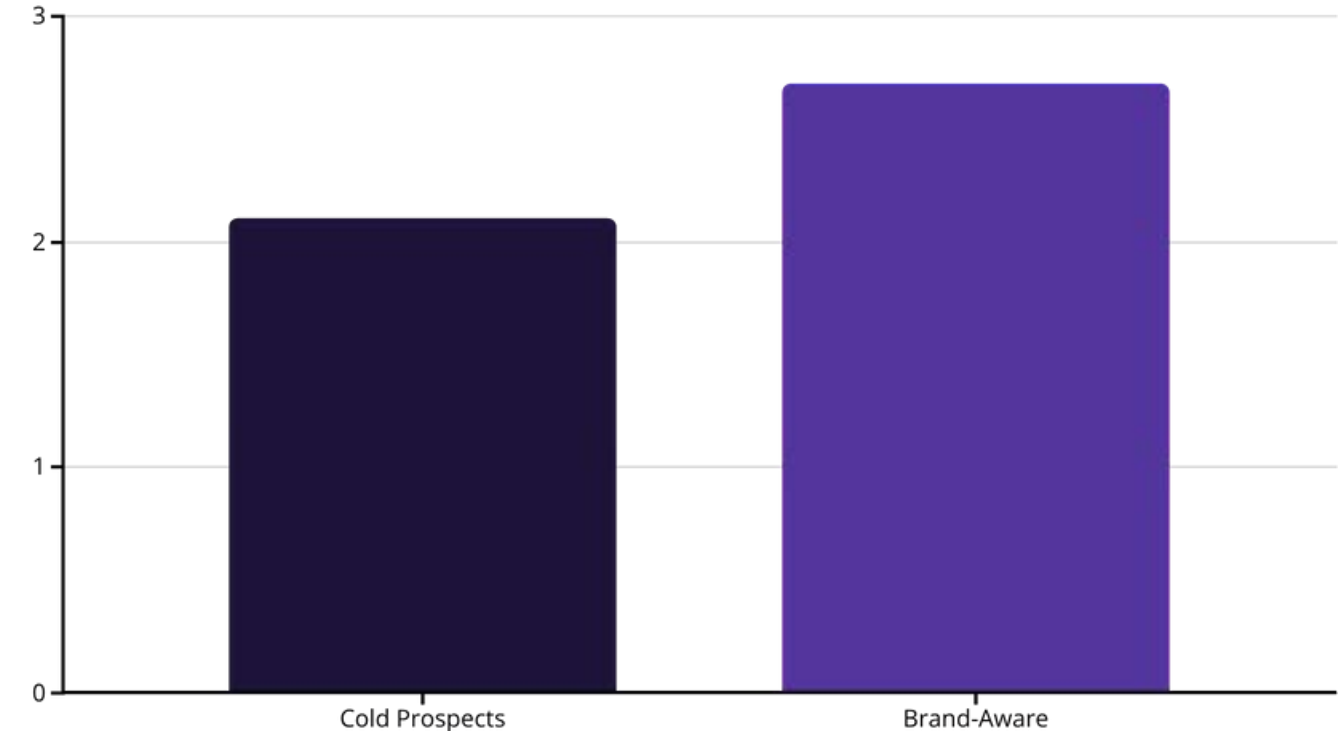
Premium Consideration

Brands that are recognized and trusted command higher consideration and loyalty from potential buyers.

Upper Funnel Lifts Lower Funnel Efficiency

Brand-aware audiences convert faster and cheaper

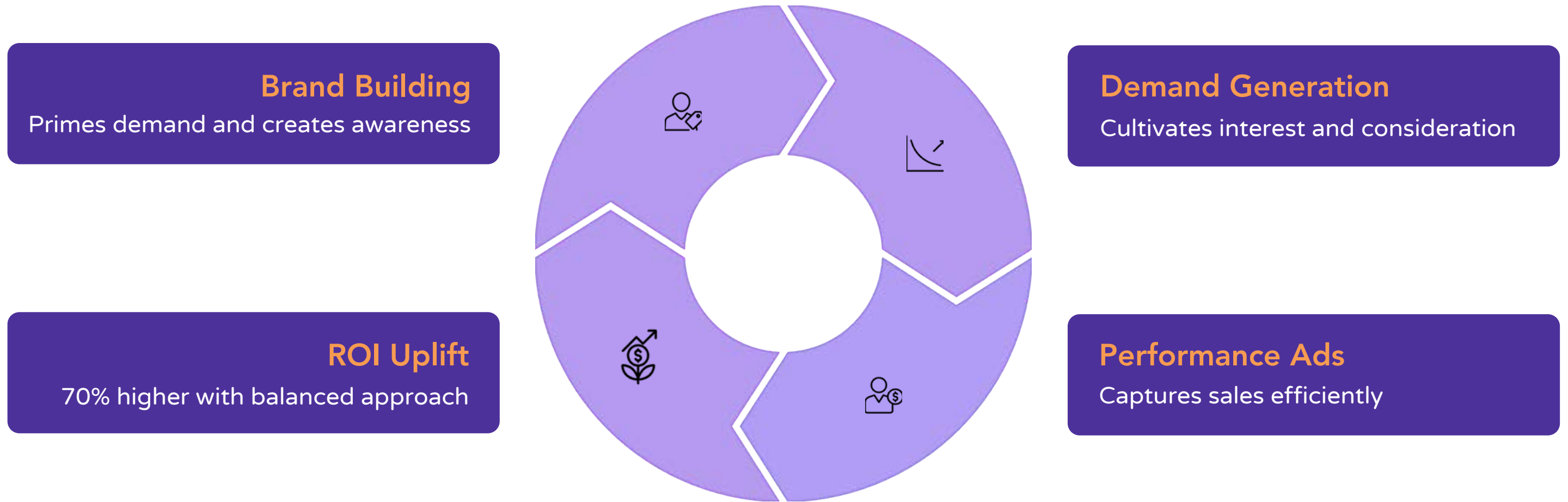
- Awareness exposure boosts CTR and conversion rates.
- UGC or educational mid-funnel content increases conversions by ~29%.
- Brand-aware audiences lower CPA vs. cold prospects



+29% Conversion Rate

Source: Meta Internal Analysis (2024)

The Multiplier Effect



Optimal mix=30–40% brand investment, remainder in sales activation. Over-investing in performance-only campaign can reduce ROI by up to 40%.

Upper-Funnel Activation: When, How & Success Metrics



When to Activate

Activate when your Customer Acquisition Cost (CAC) plateaus, Return on Ad Spend (ROAS) flattens (₹1 Cr+/month spend), or conversions rely heavily on retargeting and rising CPMs/CPCs.



How To Deploy

Launch broad awareness campaigns via Meta (~2/week frequency). Utilize Reach & Frequency buying and Target Frequency for synergy with conversion efforts.



Measuring Impact

Track success using Meta Brand Lift (ad recall, awareness) and Conversion Lift (incremental sales). Monitor media (Reach, Frequency, CPM) and business KPIs (lower blended CAC, higher conversion volume).



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Unlocking Growth with Partnership Ads

Partnership Ads enable D2C brands to amplify authentic creator content through paid promotion, driving both advocacy and revenue.

This playbook section will guide you through implementing this powerful strategy for your Meta campaigns.

Why Use Partnership Ads?

The Power of Social Proof

Collaboration ads leverage creator credibility to build trust with audiences, resulting in 4X higher intent to purchase compared to brand posts alone.

Expanded Reach

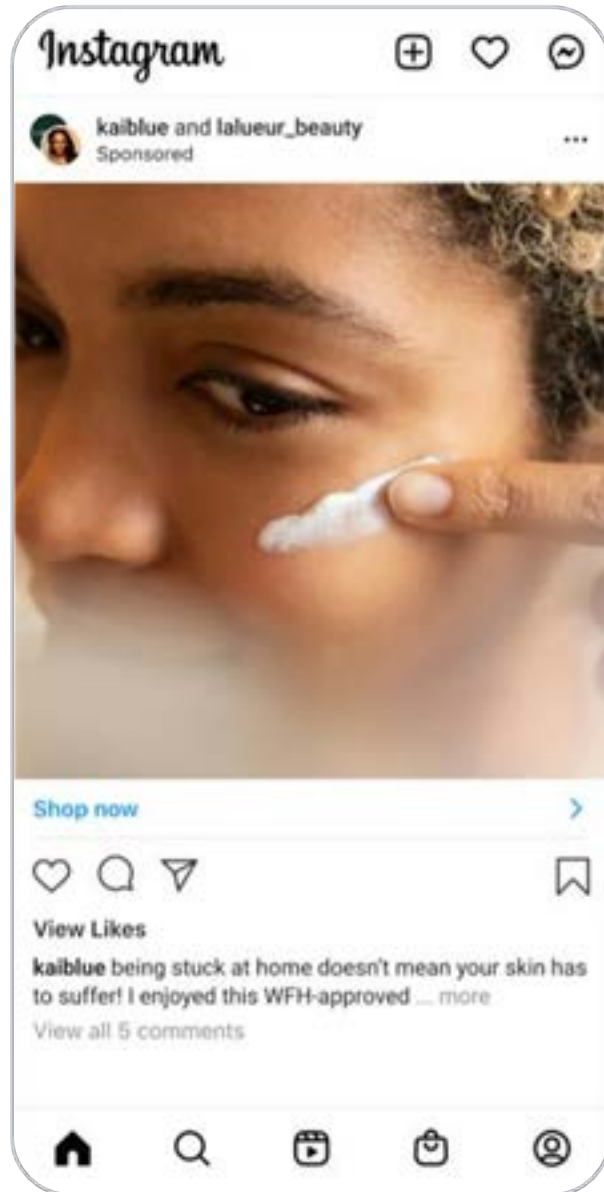
Partnership ads help you tap into new audience segments through creators' engaged followers, increasing your potential customer base.

Authentic Content at Scale

Creator collaborations provide you with diverse, high-quality content that resonates more authentically than traditional brand-created assets.

Partnership ads bridge the gap between organic creator content and performance marketing, allowing you to transform trusted recommendations into measurable sales.

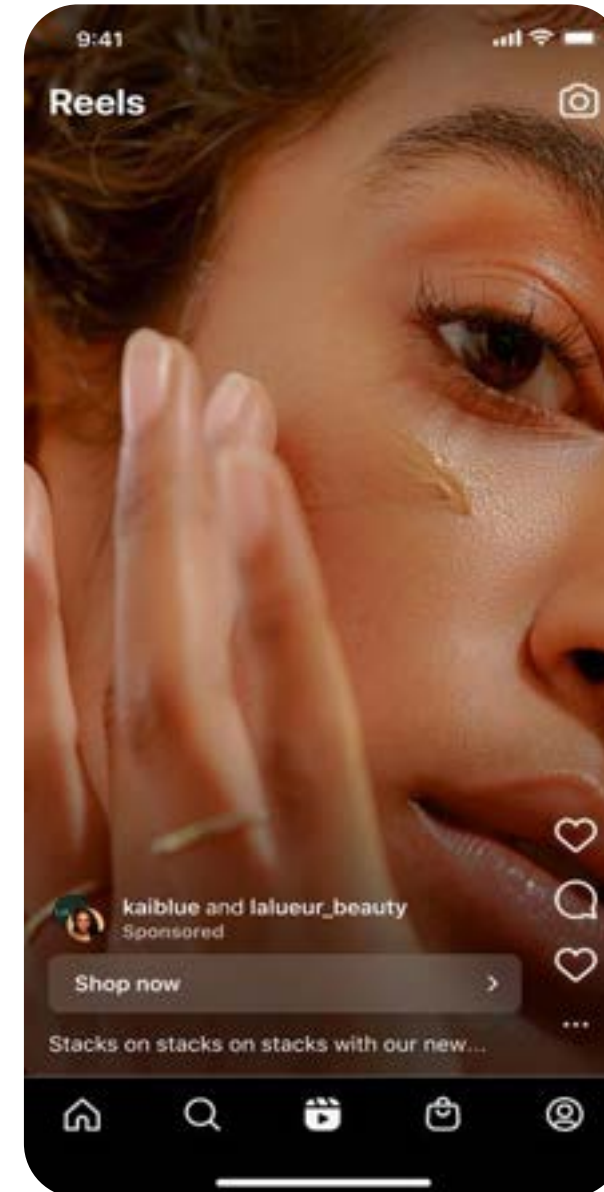
Partnership ads run across multiple placements and objectives



FEED



STORY



REEL

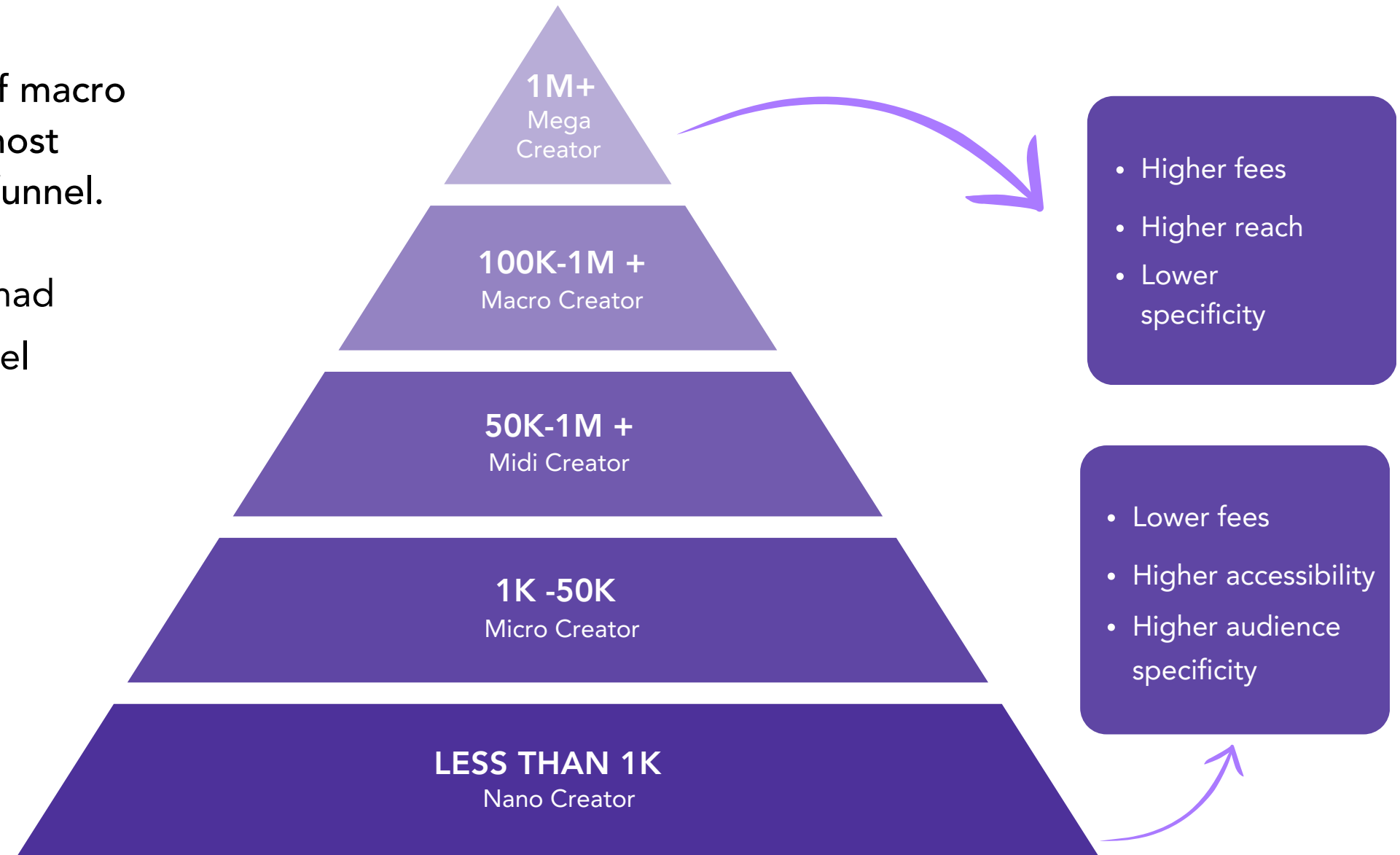
OBJECTIVES

Awareness
Traffic
Engagement
Leads
App promotion
Sales

Bigger is not always better

Combination strategies, with a mix of macro and micro creator content, worked most efficiently for advertisers across the funnel.

In particular, a combination strategy had a 12% lower cost-per-click¹ (mid-funnel impact) as well as lower audience saturation and reach overlap¹ in comparison to micro creator-only strategies.



How to Set Up Partnership Ads?



Three Simple Steps

1. Find the right creators - Use the Meta Brand Collabs Manager to identify creators who align with your brand values and audience
2. Create collaborative content - Work with creators to develop authentic posts featuring your products
3. Amplify through paid promotion - Use the Ads Manager to boost the collaborative content to targeted audiences

Pro Tip: Brands using partnership ads have seen up to 87% higher conversion rates and 27% lower cost per acquisition compared to standard ads.

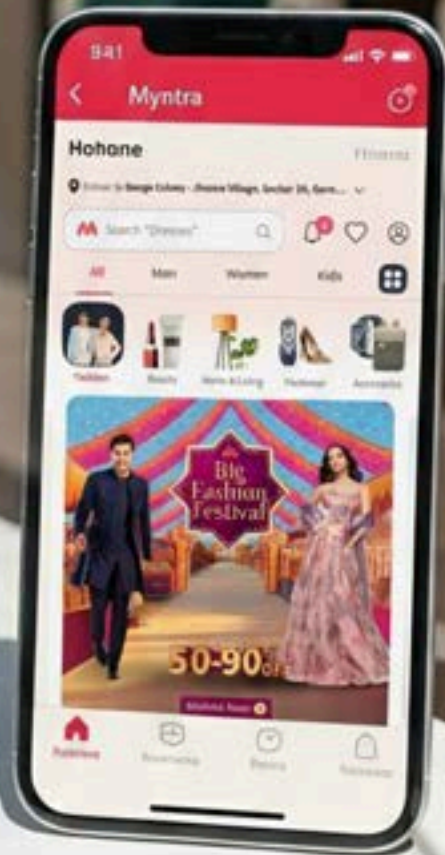
Source: Meta



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Collaborative Ads: Powering Retail-Brand Partnerships

Collaborative Ads enable retailers and brands to create campaigns together, reaching more customers and driving sales with comprehensive omnichannel reporting at both brand and SKU level granularity.



How Collaborative Ads Drive Measurable Results

12%

Traffic Increase

Median increase of attributed traffic seen by global retailers one month after adding their first brand connection.

10%

Conversion Growth

Median increase of attributed conversions seen by global retailers one month after adding their first brand connection.

2.37X

Return on Ad Spend

Median ROAS seen by global brands using collaborative ad campaigns running product catalogue sales.

Reaching the Right Audiences

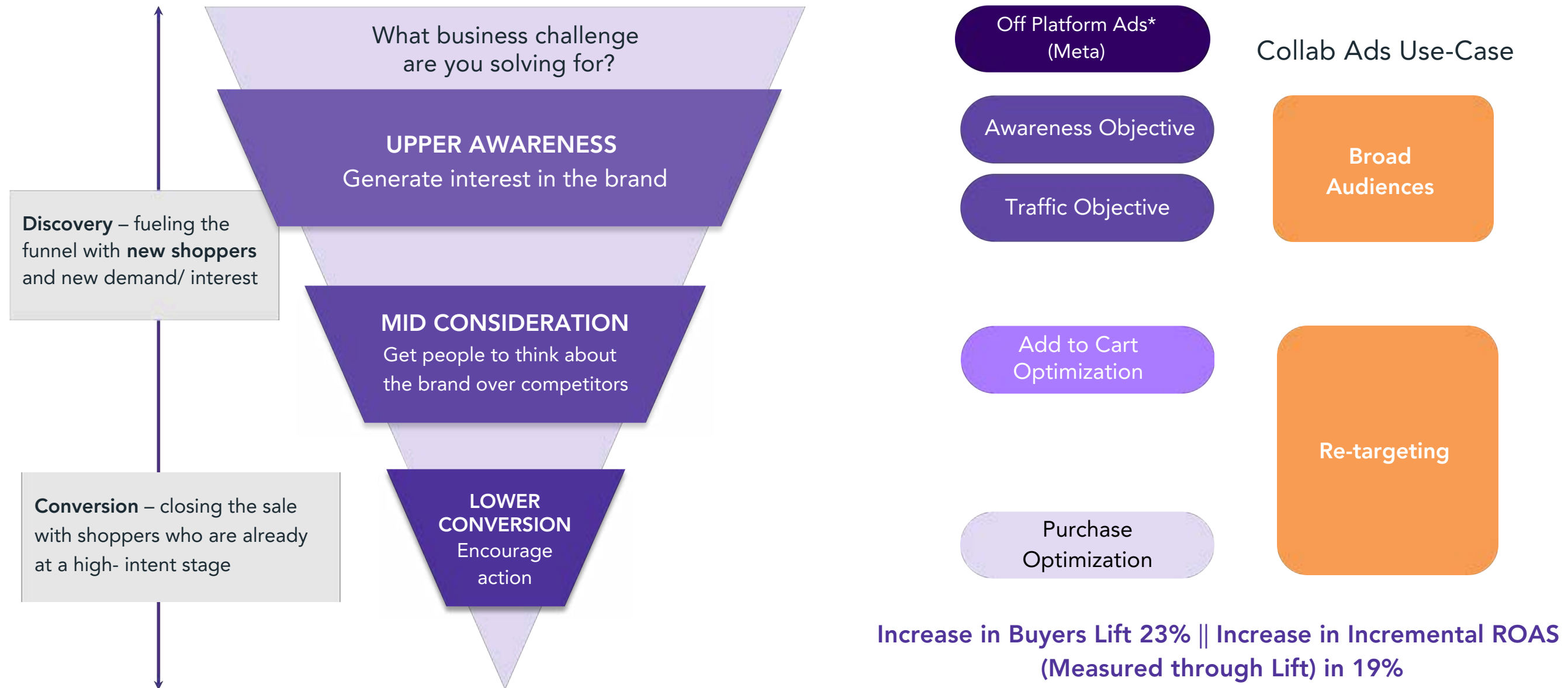
Broad Audiences

Expand your reach to larger qualified audiences based on purchase intent and onsite signals, creating new customer acquisition opportunities.

Retargeting Audience

Re-engage potential customers who have viewed specific products on your shop but did not convert, increasing your conversion rates.

Meta Collaborative Ads can be used to widen the entire funnel



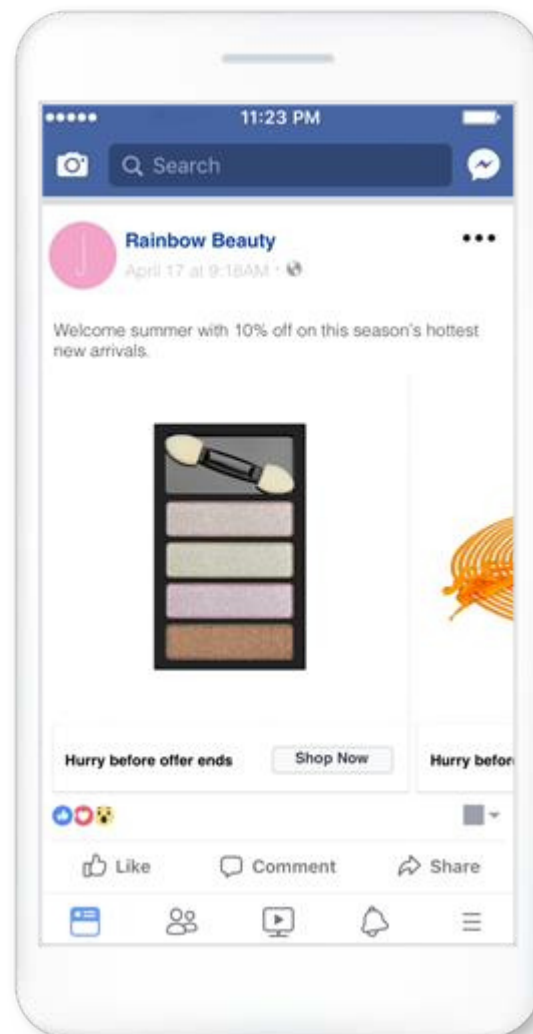
Carousel & Collection Ads Drives Best Results



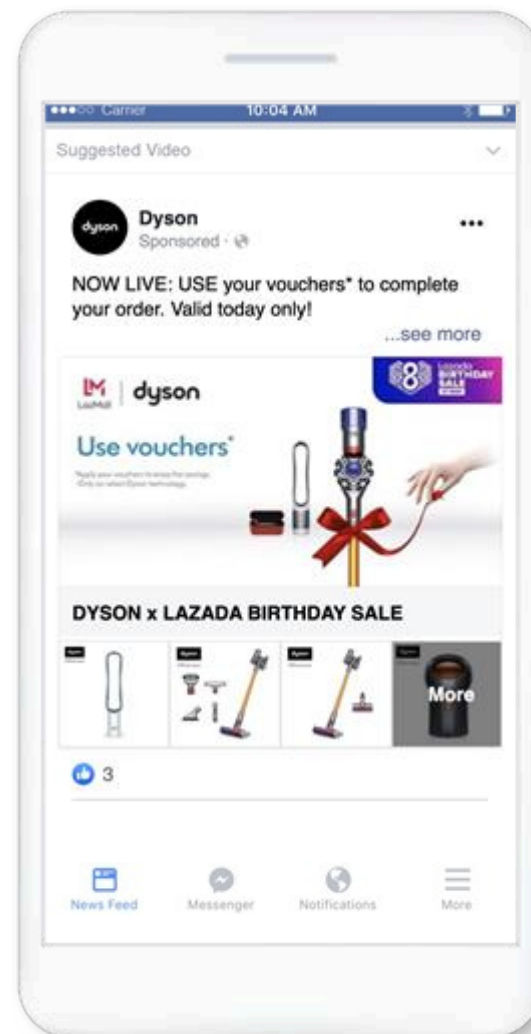
AD FORMATS:

Use a mix of Carousel and Collection. Use mobile-optimized, automated creative using your product catalog segment/set and immediate call-to-action.

CAROUSEL



COLLECTION



Note: Single image is also available, but not recommended for Collaborative Ads.

In the collection format, try a mix of video and static for best results.



How Collaborative Ads Work



• Retailer Shares Assets

Retailer provides product catalogue and pixel for tracking conversions.



• Brand Funds Campaign

Brand creates and pays for ad campaigns with Awareness, Traffic or Sales objectives.



• User Engagement

Consumers click ads and purchase products through retailer's platform.



• Sales Attribution

Brand receives detailed reporting on sales attributed to their campaigns.

Brands can use these partnerships to drive traffic exclusively to partner websites, build prospecting audiences from awareness campaigns, and measure conversions happening on retail partners' platforms.



Media Mix Strategy by Growth Stage

Media Mix Strategy by Growth Stage

Strategic media mix allocation across different business growth phases for optimal CAC efficiency and revenue growth.



Early Stage (<₹50 Cr ARR)

Strategic Priority: CAC efficiency + rapid revenue growth

- Prospecting & Advantage+ Shopping: 70–80%
- Retargeting/Remarketing: 20–30%
- Upper funnel brand: 10%
- Collab Ads: minimal/optional



Hyper Growth (₹50–150 Cr ARR)

Strategic Priority: Revenue growth + begin brand building

- Prospecting & Advantage+: 60–70%
- Retargeting/Remarketing: 20–30%
- Upper funnel brand: 20%
- Collab Ads: 5–10%



Expansion (₹150 Cr+ ARR)

Strategic Priority: Sustainable growth + brand leadership

- Upper funnel brand awareness: 20–30%
- Prospecting (new segments): 30–40%
- Retargeting/Remarketing: 30–40%
- Collab Ads: 10–15%



Why Creative Strategy Matters More Than Ever

Why creative strategy matters more than ever



Creative Does Your Targeting

Meta now uses your creatives to identify and find your audience.



Creative Is Your Only Differentiator

With Advantage+ Targeting, every brand uses the same AI. The only difference?
Creative that connects



Creative Feeds the Algorithm

Every scroll, click, save, and skip on your ad sends signals back to the AI, training it to find similar people.



Attention is scarce

Only creativity earns the scroll

Core Elements of Effective Creatives



Core elements of effective creatives

Clarity

In a crowded feed, the brain ignores complexity. One clear message makes processing effortless and boosts recall.

Storytelling

Facts are forgotten, but stories are remembered. Narratives create emotional resonance, which drives trust and long-term memory.

Early Branding

When branding appears early, people subconsciously anchor the message to the brand — so recall happens even if so recall happens even if they scroll away.

Strong CTA

People hesitate when choices aren't obvious. A direct call-to-action gives clarity, making action feel easy and immediate.

Relatability

Audiences act when they see “people like me” in the creative. Relatability signals trust and reduces resistance.





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Psychology in Creative Strategy

Psychology in creative strategy

INSTANT DECISIONS

People decide in <3 sec.
Hooks + clarity = scroll-stopping.



FEELINGS BEAT FACTS

Emotion creates memory & action, facts alone don't.

BRAIN LOVES SHORTCUTS

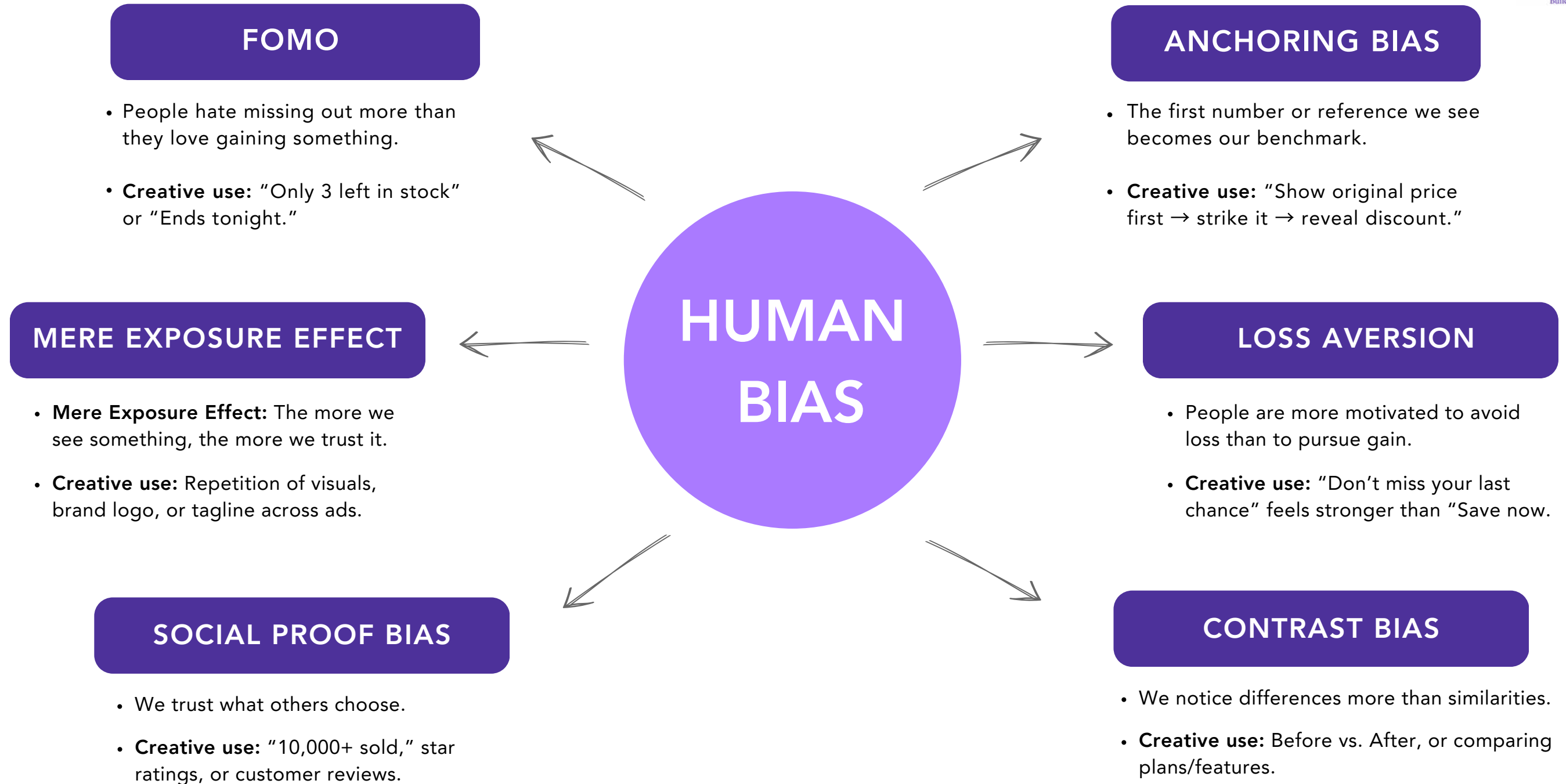
Scarcity, social proof,
anchoring nudge decisions.

TRUST THROUGH NARRATIVES

Stories make brands human → drive long-



Human Bias: The Hidden Driver of Creative Performance



Human Bias In Action: Creative Examples



LOSS AVERSION



SOCIAL PROOF

Human Bias In Action: Creative Examples



FOMO



ANCHORING BIAS

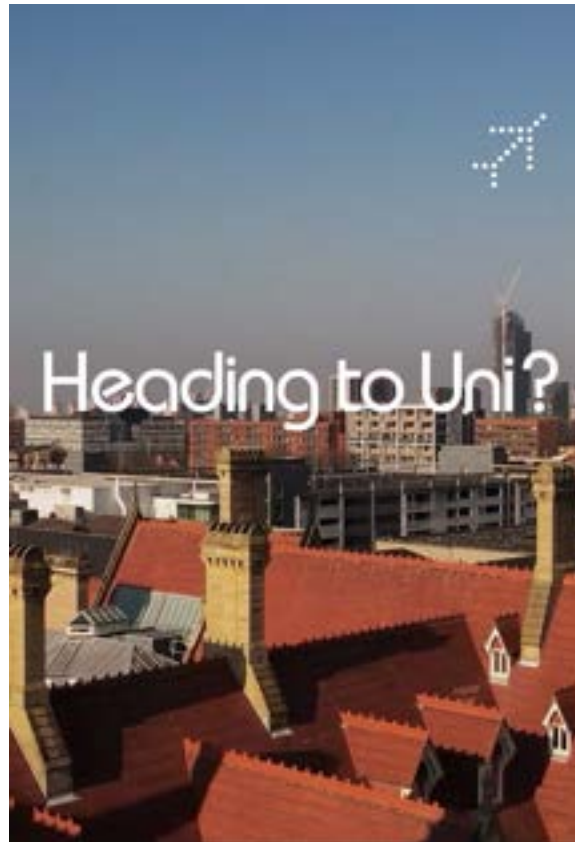


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Video Creative Blueprint



How to make videos work on Meta



FIRST 3 SECONDS

Hook with surprise, suspense question, or emotion.



MIDDLE

Showcase product + value in simple visuals.



END

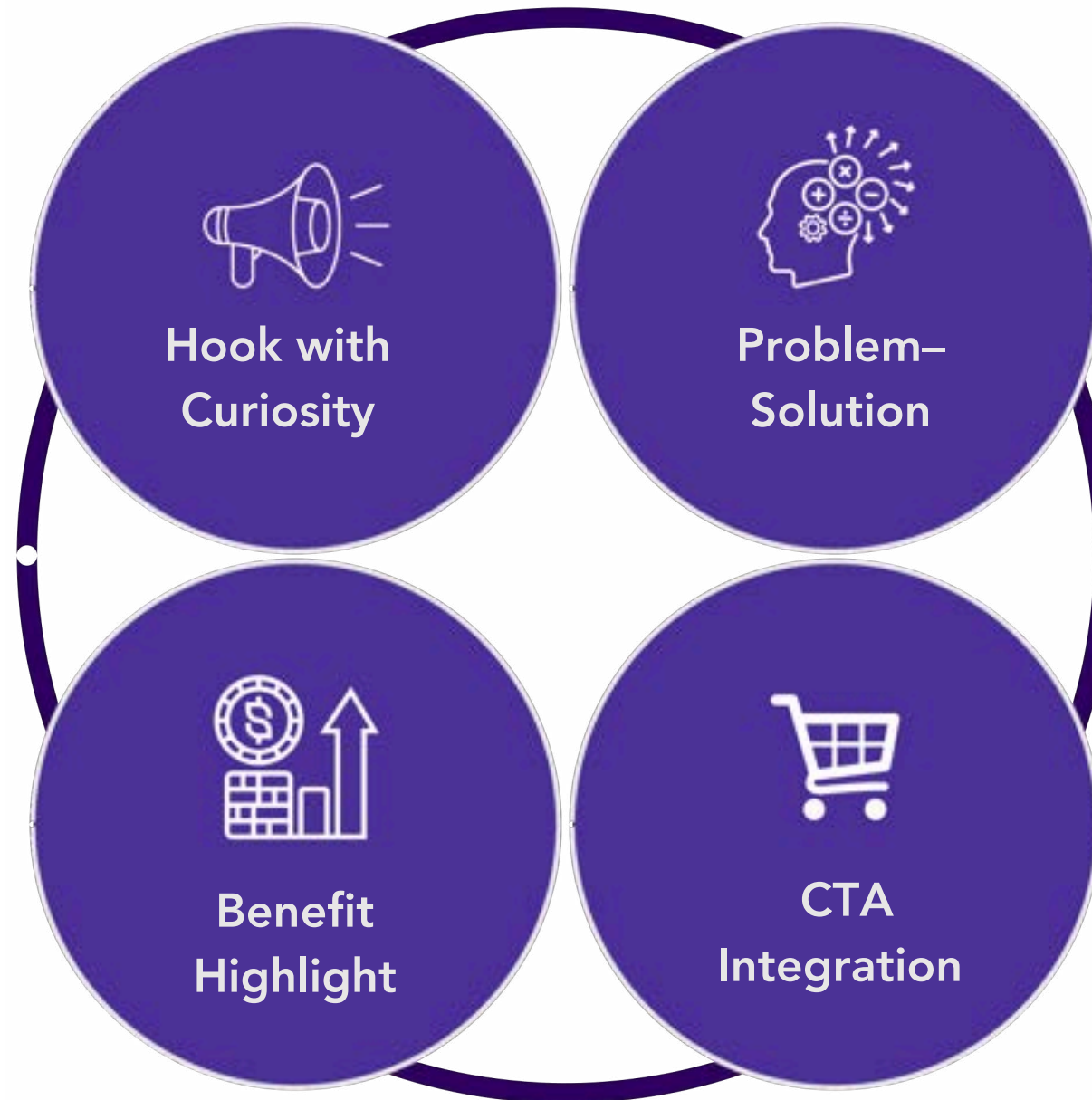
Brand + CTA with memorable close.



Funnel Wise Creative Approach

TOF (top of the funnel)

- Start with an emotional, surprising, or relatable moment.



- Showcase one instant value (comfort, beauty, ease).

- Present a pain point, then show your product subtly.
- End with Shop Now, but make it feel like a natural next step (not a hard sell).

MOF (middle of the funnel)

- Highlight clear benefits or product details.



- Awards, press features, or expert validation.

- Show reviews, testimonials, or “trusted by X customers.”

- Pair Shop Now with proof, reducing hesitation.

BOF (bottom of the funnel)

- One sharp product + offer message.

- Retarget based on cart/last viewed product.



- Time-limited discount, low-stock alert.

- Strong, urgent CTA: Buy Now, Checkout Today.



Enable your advertisers
with Ads that Click to
WhatsApp



Why business messaging?

54%

of international adults surveyed said they find traditional forms of communications (e.g. phone, email, in- person) with a business can be frustrating.

72%

of people agree waiting on hold to speak with a someone at a business is a waste of their time.

Source: Business Messaging Research Study (Facebook Commissioned study of 8,214 adults ages 18 and older in U.S., Germany, the UK, India, Mexico, Brazil and Indonesia), September 2020.

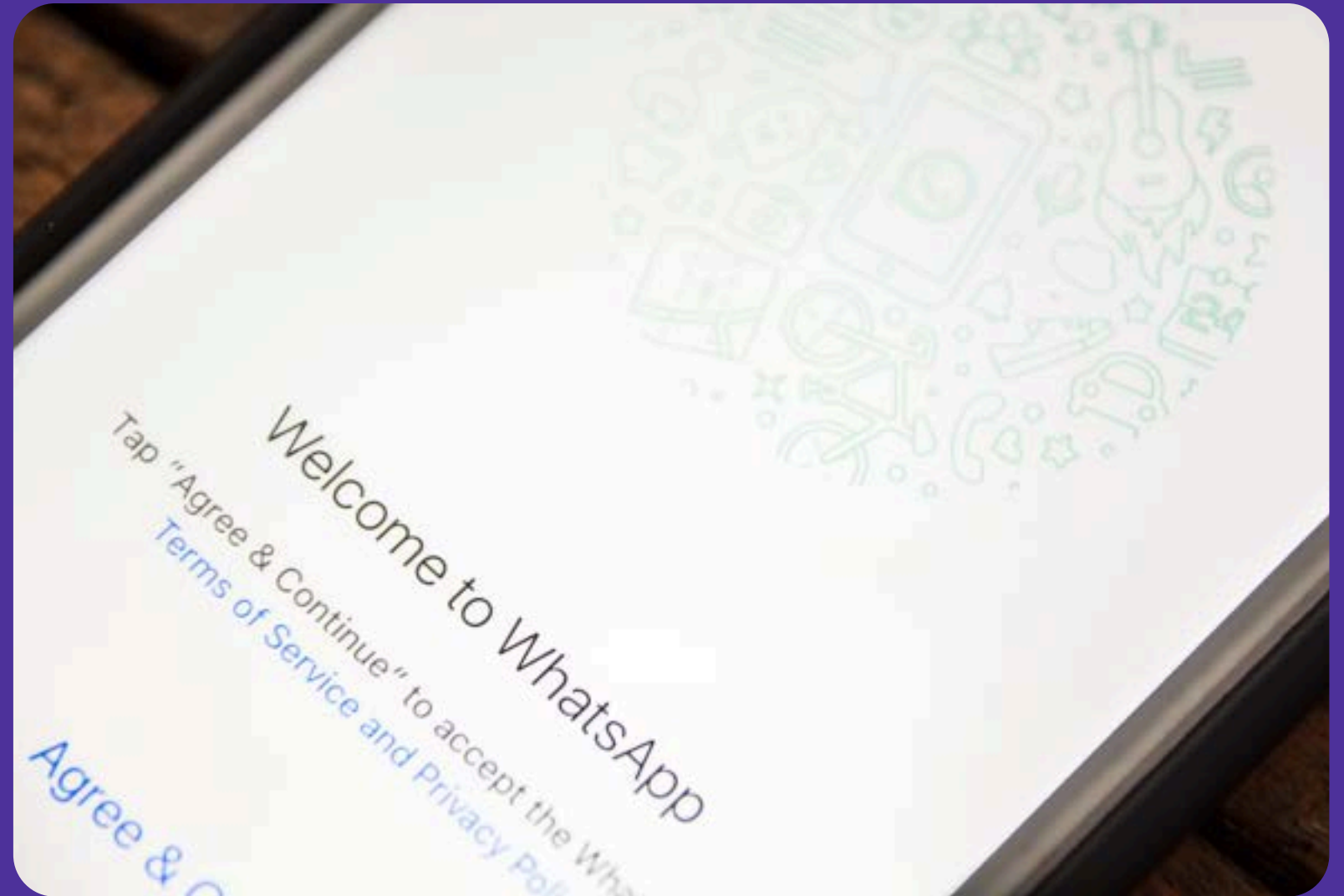
Consumers want to and expect to use messaging to do business

Consumers in India prefer messaging to do business

- 83%** of consumers say messaging is their **preferred way** of communicating with a business.
- 76%** of consumers say messaging is a **quick and easy way** to communicate with a business
- 75%** of consumers say they are **more likely to purchase** from a company that they can contact via messaging.

Consumer globally expect to use messaging

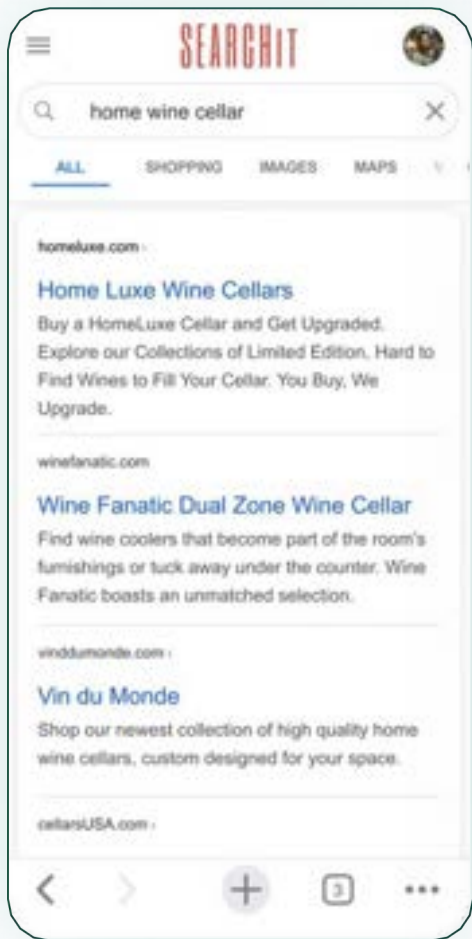
- To order food - 53%
- To ask a question about a product - 52%
- To make a reservation - 46%
- To book travel - 40%
- To book appointments - 48%
- To shop/buy something - 51%
- To get customer support - 51%
- To hear about deals/offers/coupons - 43%
- To pay bills (e.g., an electric or water bill) - 45%
- To do banking (e.g., check account, transfer funds, etc.) - 46%



The WhatsApp Customer Journey

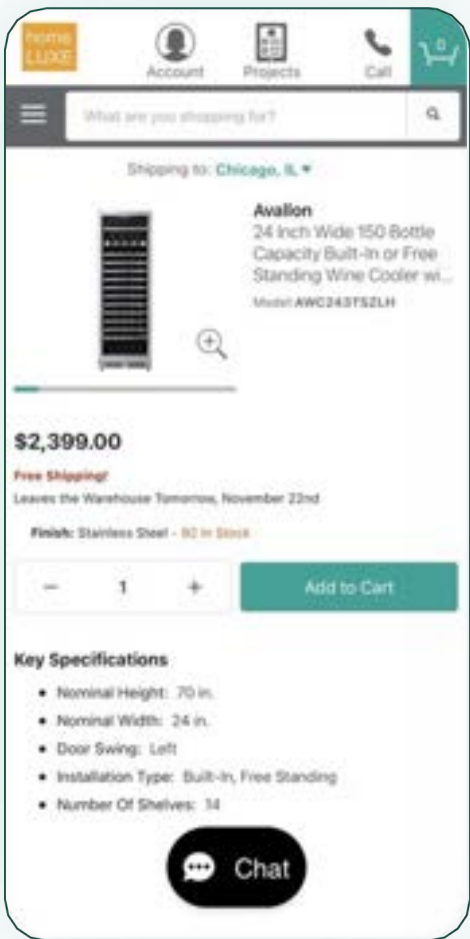
Conventional digital journeys are disconnected and lack a persistent thread

Customers still get pushed to websites through stale tactics they mostly tune out. If they need help making a purchase on the site, they lack convenient options. When they leave, businesses spend to bring them back to the same experience they already abandoned.



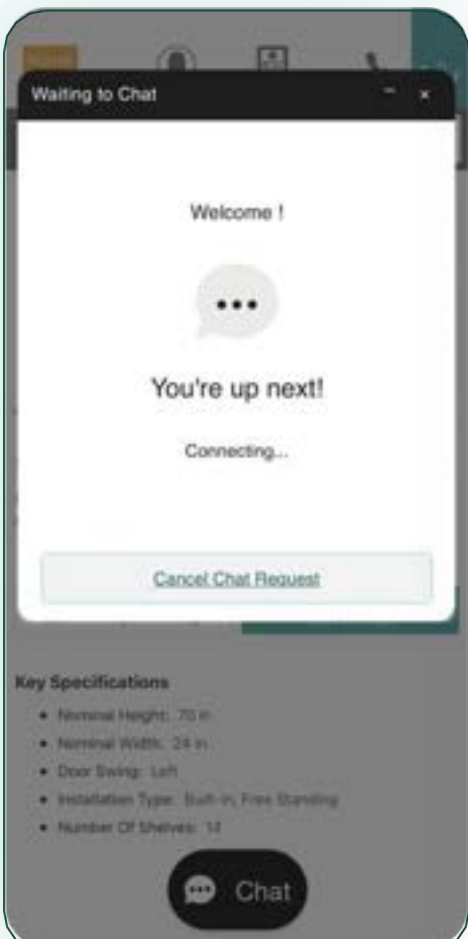
DISCOVERY

Conventional digital ads drive traffic to websites



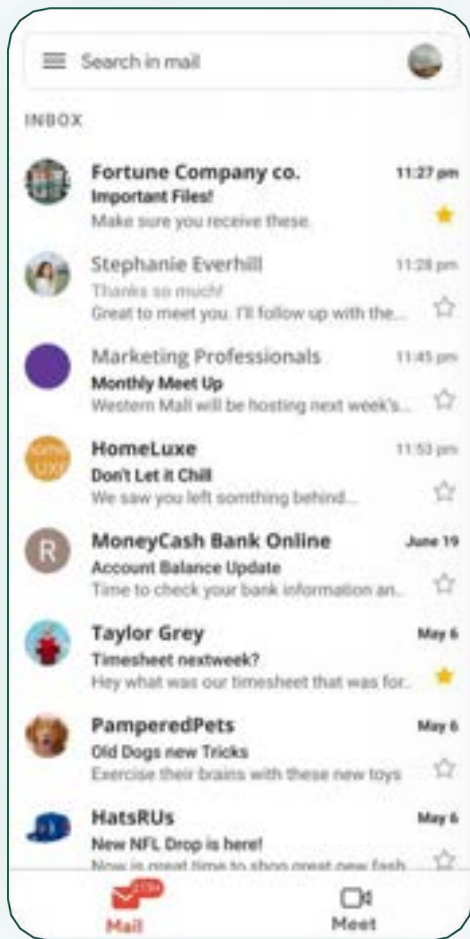
CONSIDERATION

Websites leave few convenient options for getting pre-purchase help to drive conversion.



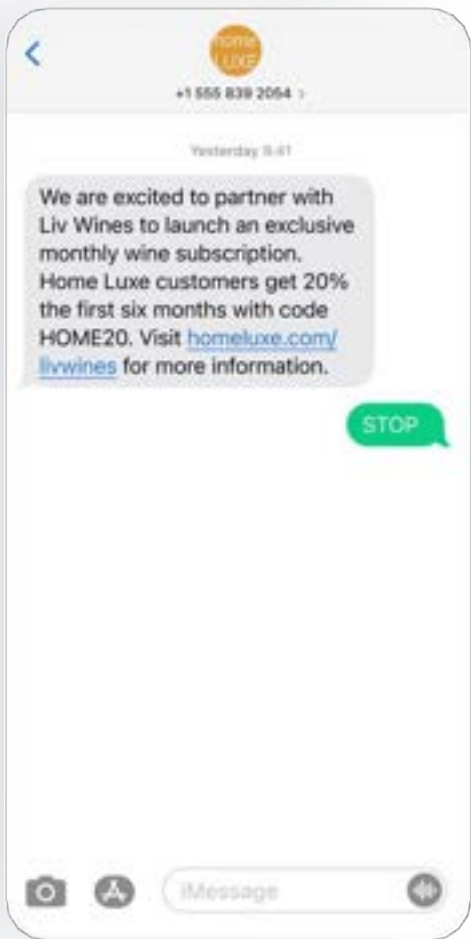
CONSIDERATION

Web chat delivers poor mobile experience for pre-purchase help; frequently abandoned



E-MAIL REMARKETING

Open and click-through rates too low to reliably drive customers back to website



SMS REMARKETING

Limited channel with no rich features or opportunity for conversation often fails to engage

Personalisation at scale | Persistent WhatsApp thread reduces friction

Innovative businesses tie customer journeys together with the most visible, immediate channel available to complement websites and apps, and get customers the help they need to convert.



DISCOVERY

Target your audience on FB and IG with a click-to-message ad

Anticipated benefit: + prospect quality through advanced targeting



CONSIDERATION

Capture prospect information and help them convert.

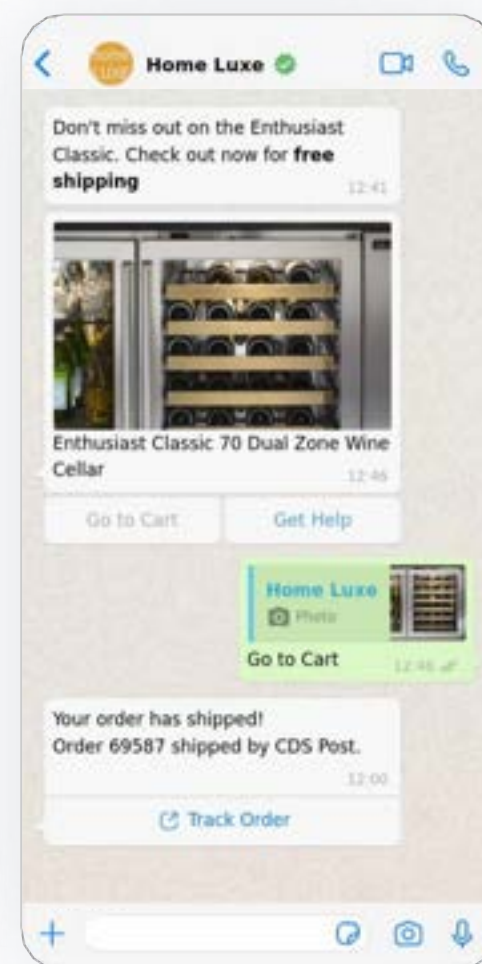
Anticipated benefit: enhanced acquisition through guided shopping



CONSIDERATION

Bring customers back into the conversation with automated reminders

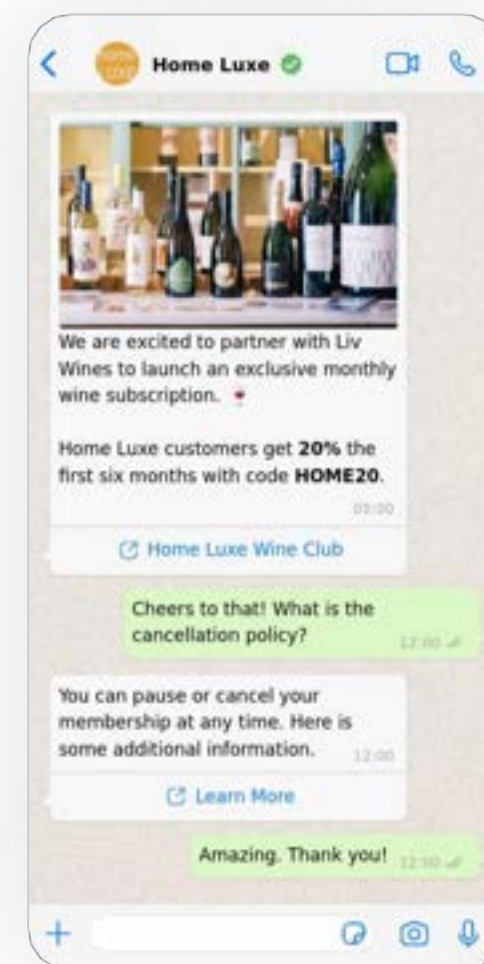
Anticipated benefit: lower abandonment rates through stickier channel



PURCHASE

Facilitate conversion and send utility messages

Anticipated benefit: enhanced conversion rates through lower abandonment



RE-ENGAGEMENT

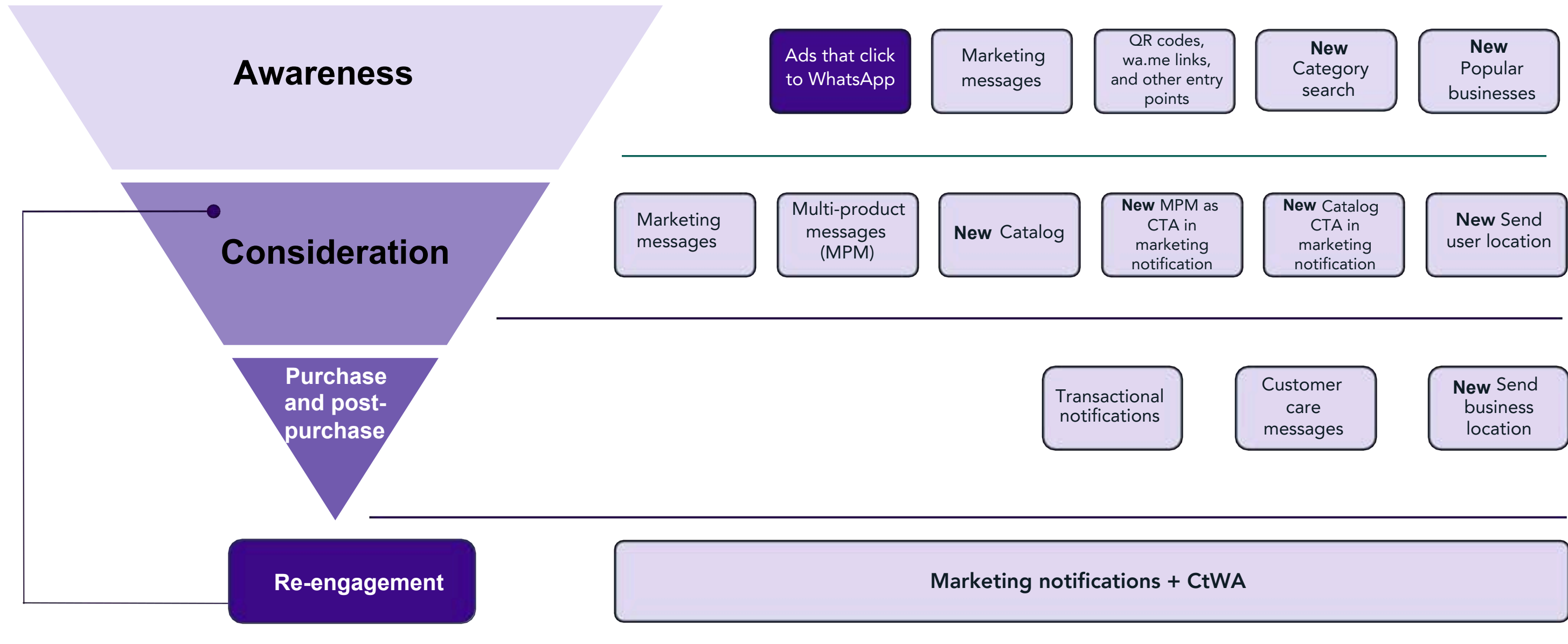
Post-conversion, retarget opted-in customers with personalized offers

Anticipated benefit: enhanced engagement rates vs. email and SMS



Why Ads That Click To WhatsApp?

We'll build richer interactions across the entire customer journey



Ads that click to WhatsApp can help advertisers achieve business objectives

Business Goals:



Generate leads



Drive sales

**Business verticals that most commonly
use ads that click to WhatsApp:**

**HealthTech|EdTech|Auto|
Professional Services**

Case Studies



Scaling Sales with Meta Advantage Shopping Campaigns

Objective:

The brand sought to scale sales and enhance visibility while maintaining efficiency. Their primary goals were to increase revenue, improve return on ad spend (ROAS), and control customer acquisition costs.

Solution:

- To address these challenges, we launched multiple Advantage+ Shopping Campaigns (ASC) with varied bidding strategies, including ROAS Goal and Cost Cap.

This allowed us to:

- Optimize budget allocation across high-intent audiences.
- Enhance efficiency by leveraging Meta's machine learning for automated placements.
- Maintain profitability by capping costs while scaling spend.

Results:

80%

Higher Sales

67%

Increase in ROI

4X

Revenue Scale



Agilus Diagnostics | Static vs. Video Ads

Objective:

The brand aimed to **lower cost per call (CPC)** and **improve click-through rates (CTR)** through creative optimization, ensuring better engagement and cost efficiency.

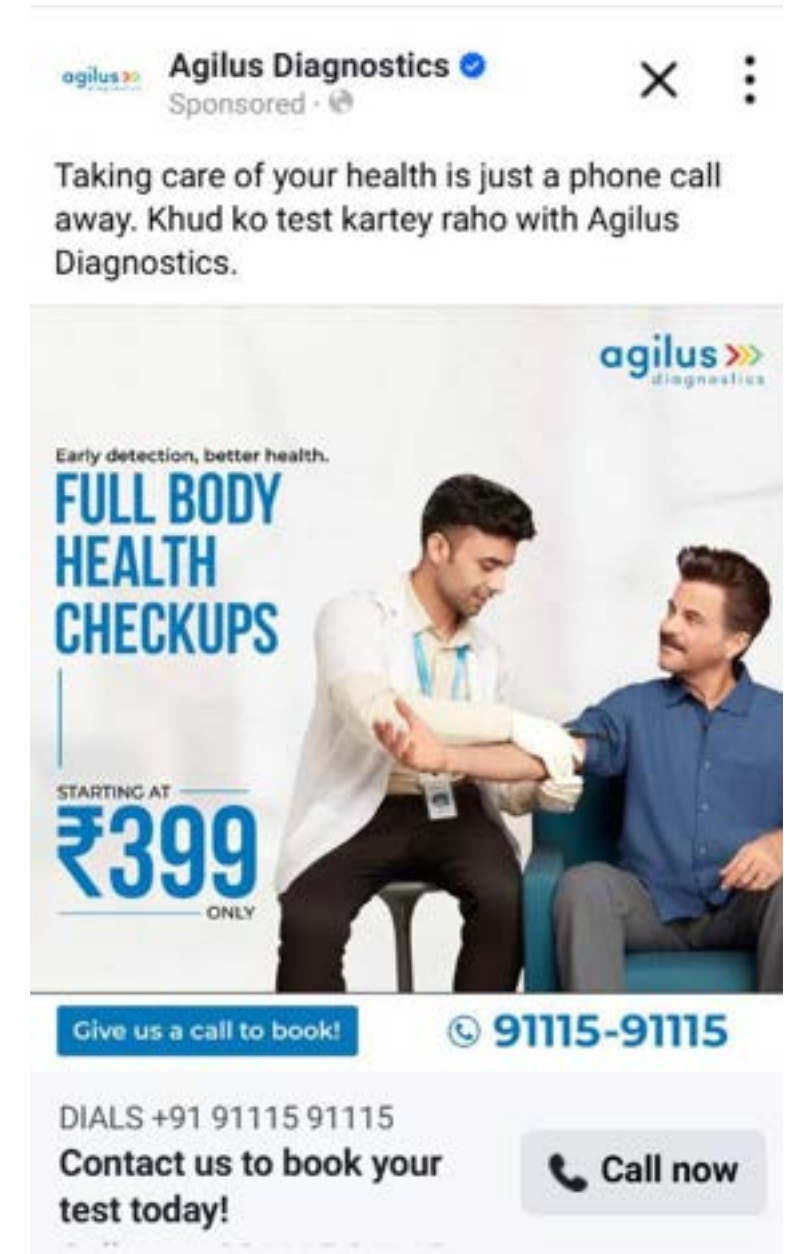
Solution:

- Video Ad Strategy –We introduced high-impact video creatives that focused on:
- Pricing transparency to address cost concerns upfront.
- Emotional storytelling to build trust and engagement.
- Celebrity endorsements to boost credibility and persuasion.
- Creative Testing & Optimization –Compared video vs. static ads, consistently iterating to refine messaging, visuals, and CTAs for maximum engagement.

Results:

40% ↓
Lower Cost per Result

₹14 | ₹6
Static | Video
Cost per Result



Adv+ Shopping + Dynamic Catalog

Objective:

The brand aimed to **overcome scaling challenges during sale events** while maintaining a strong **return on investment (ROI) on Meta**. With high demand and increased competition during sales, the challenge was to scale efficiently without inflating acquisition costs.

Solution:

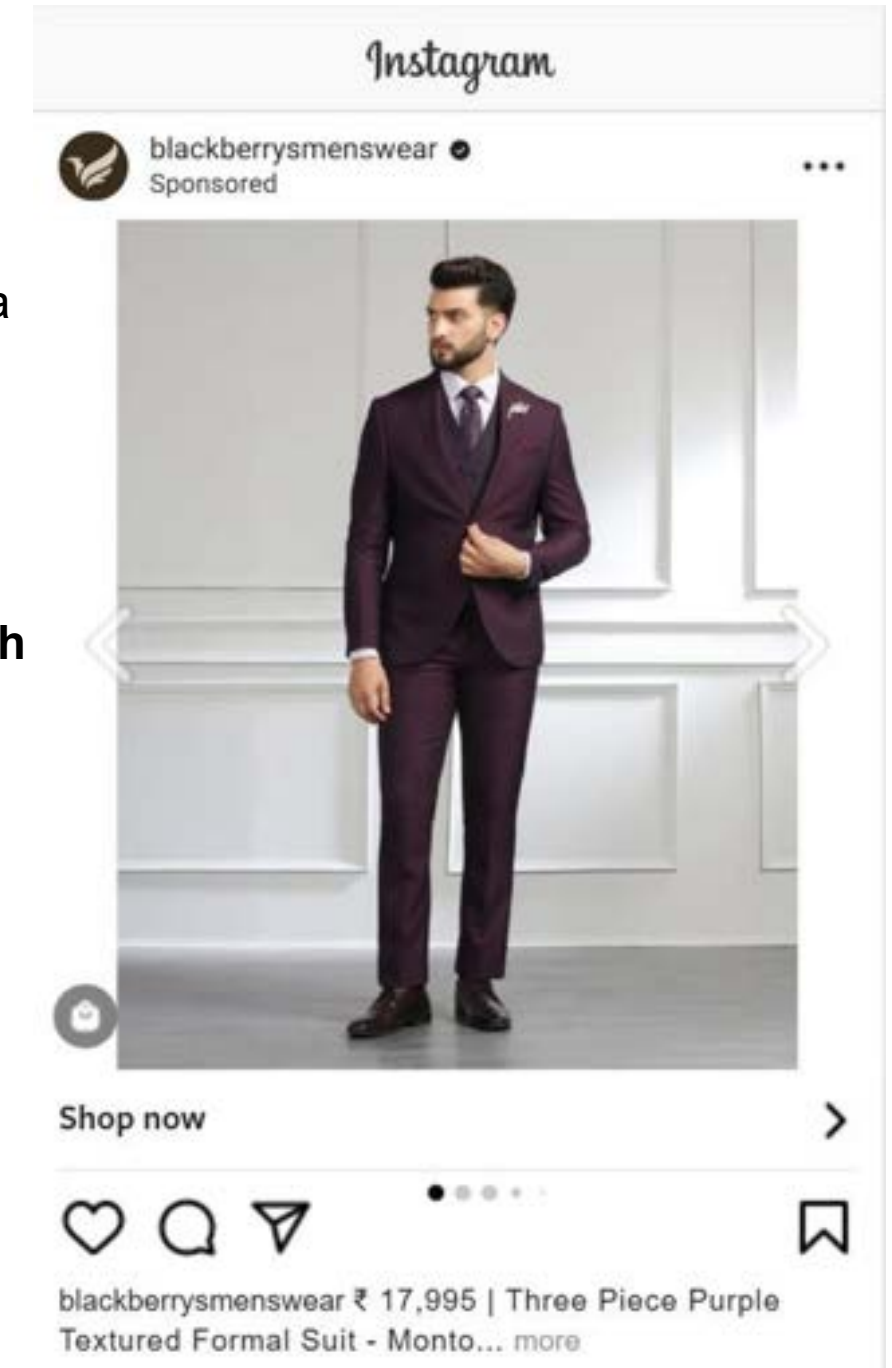
- **Advantage+ Shopping Campaigns (ASC) Implementation** –We leveraged **ASC with catalog ads** to optimize both **prospecting and remarketing** ensuring an efficient balance between new customer acquisition and conversions from warm audiences.
- **Dynamic Creative Optimization**–Personalized product recommendations helped maximize engagement and conversion rates.
- **Real-Time Budget Adjustments**–Continuous monitoring allowed us to shift spend dynamically based on ad performance, ensuring cost efficiency.

Results:

6
Recorded Highest
ROAS

60% ↑
ROAS Improved

33.3 % ↑
Higher CTR



CAPI Implementation

Objective:

The brand aimed to improve event quality and fix over-attribution issues on the Meta dashboard. Discrepancies between the reporting panel and backend data led to inaccurate performance tracking and misallocated ad spend.

Solution:

- **CAPI (Conversions API) Integration** – Implemented through a trusted partner to ensure accurate event tracking.
- **Data Accuracy Optimization** – Improved event matching to reduce data loss and enhance attribution precision.
- **Discrepancy Reduction** – Aligned backend data with Meta’s reporting, ensuring reliable performance insights.
- **Improved Event Match Quality** – Increased Event Match Quality Score from 5.5 to 8.9, leading to better data accuracy and ad delivery efficiency.

Match quality

Event match quality score ⓘ

8.9/10

Current parameter performance

Here is the average change in reported conversions over the

+64.5%

Additional conversions reported with Conversions API vs pixel alone

Results:

40% ↓

Reduction in Overreported Revenue

168% ↑

Increase in Backend ROAS

8.9

Improved Event Match Quality



Partnership Ads with Creators vs. Regular Campaigns

Objective:

The brand aimed to evaluate the impact of influencer-driven content on conversion campaigns, measuring its effectiveness compared to standard ad creatives.

Solution:

- **Partnership Ads with Creators** – We collaborated with influencers, integrating their content into Meta's Partnership Ads to leverage their audience trust and authenticity.
- **A/B Testing Approach** – Ran side-by-side tests comparing influencer-driven ads vs. traditional branded creatives in conversion-focused campaigns.
- **Performance Analysis** – Evaluated key metrics such as CTR, CPA, ROAS, and engagement rates to determine the impact of influencer content on direct conversions.

Results:

11.1% ↑

CTR Increased MOM

23.24% ↓

Drop in CPC



SASSAFRAS

UGC in Conversion Campaigns

Objective:

To enhance **top-of-funnel** campaign performance by using authentic content that resonates with new audiences, aiming to drive quality **traffic** and **purchases**.

Solution:

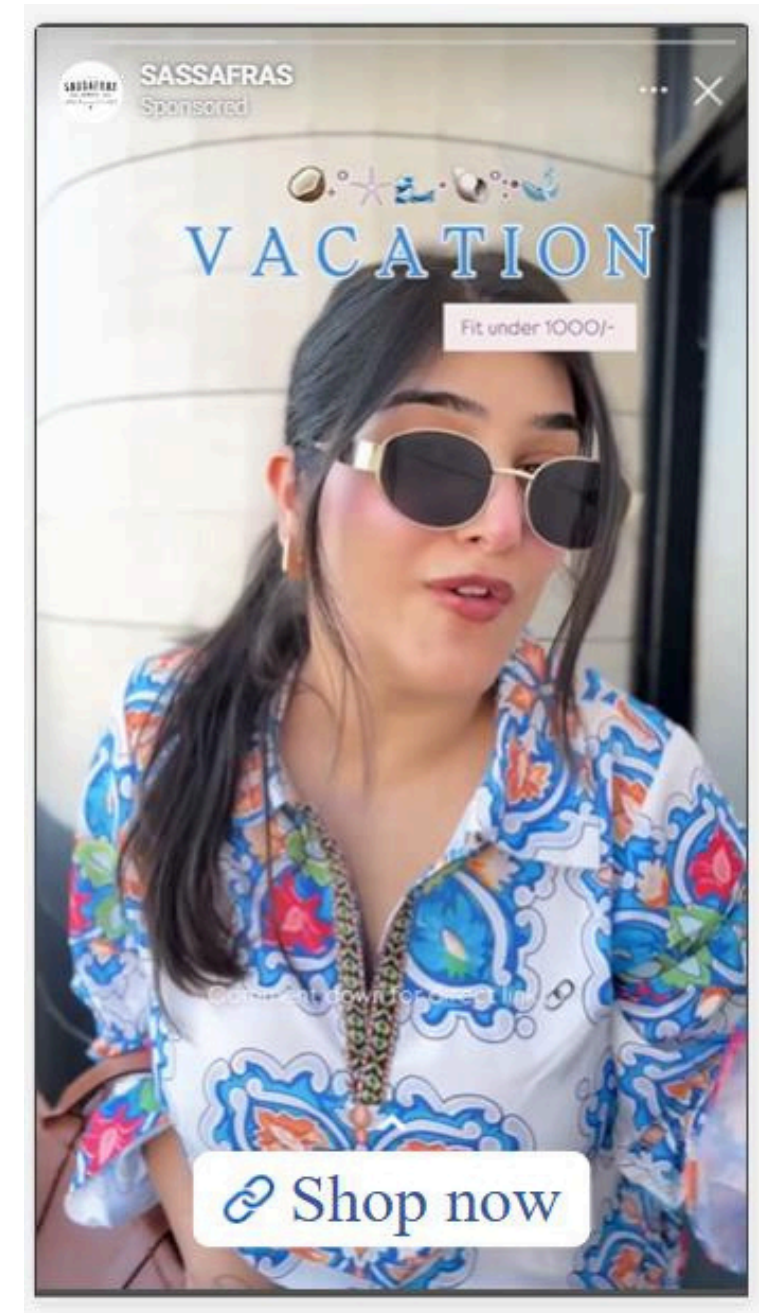
- Integrated User Generated Content (UGC) reels in TOF campaigns.
- Focused UGC messaging around styling, fit, influencers and real-life customer experiences, and product testimonials.
- Used Lookalike (LAL) audience based on past purchasers to ensure relevant targeting.
- Optimized creative length (15–30 sec reels), featuring vertical full-screen formats to drive engagement.

Results:

7.98

Recorded ROAS

72 .6 % ↑
Higher CTR



Scaling with Advantage+ App Campaigns

Objective:

To scale in-app conversions efficiently while reducing acquisition costs and improving campaign performance across the funnel using Meta's Advantage+ App Campaign.

Solution:

- Used Meta's Advantage+ App Campaign to automate delivery and optimize for high-intent app users.
- Enabled value-based optimization to prioritize purchases that drive meaningful in-app actions.
- Deployed a mix of static and video creatives to identify top-performing formats.
- Excluded existing users and targeted high-LTV lookalikes to reduce redundancy.
- Scaled budgets gradually based on CPI, retention, and in-app purchase ROAS.

Results:

30%

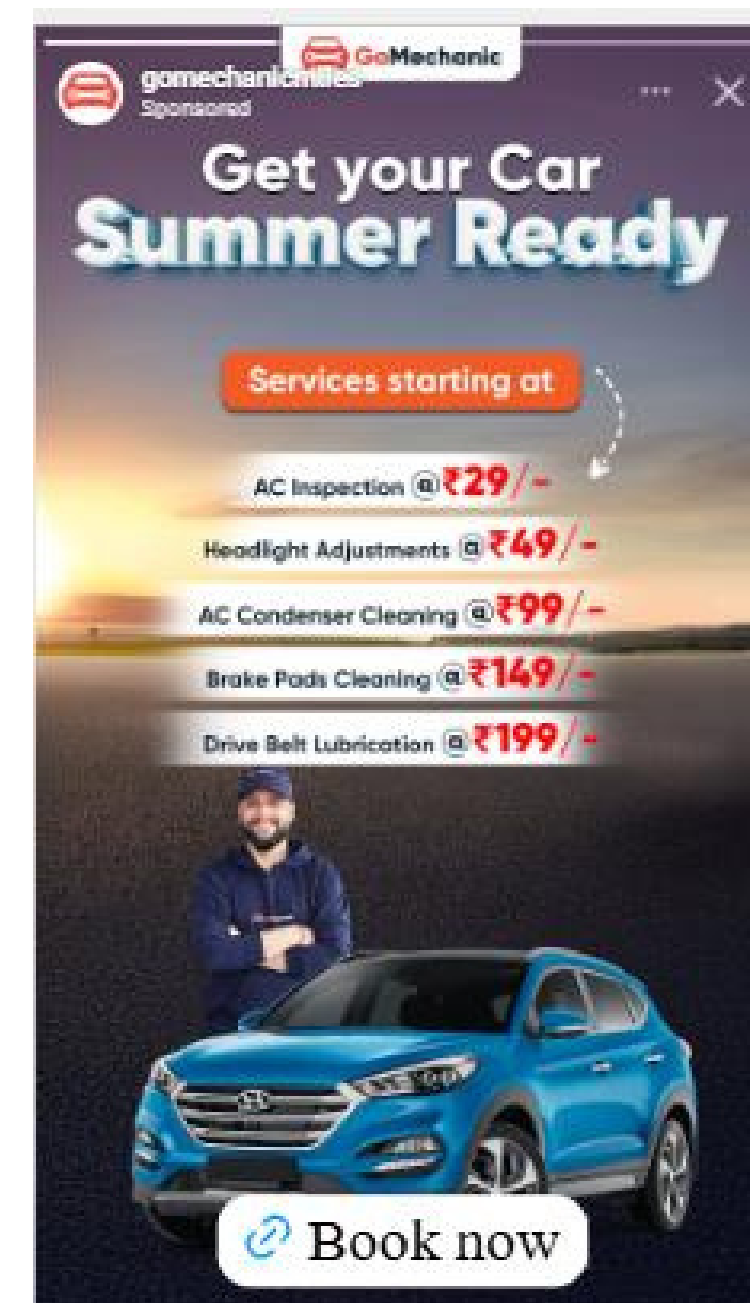
Decrease in Cost Per
Result

106%

Increase in Number Of
Purchases

45%x

Increase in Amount
spent



Scaling with Advantage + Shopping Campaigns

Objective:

To scale revenue and drive incremental purchases by leveraging Meta's Advantage+ Shopping Campaigns, with optimized delivery across prospecting and retargeting segments.

Solution:

- Leveraged Advantage+ Shopping Campaign to automate targeting and creative delivery at scale.
- Segmented product sets by bestsellers and seasonality to align with high-converting inventory.
- Used existing top-performing post IDs to carry forward strong engagement signals.
- Excluded recent purchasers to avoid redundancy and wasted spend.
- Monitored performance daily and scaled budget based on ROAS and cost per purchase benchmarks.

Results:

170%
Higher Sales

68%
Increase in ROI

6X
Revenue Scale





Scaling Performance with Video Creatives During Sale Period

Objective: To improve ROAS and drive more efficient conversions during Red Dot Sale by leveraging high-impact video formats, including sale-focused videos and user-generated content.

Solution:

- Used a mix of UGC and sale-focused video creatives to boost engagement and storytelling.
- Highlighted key offers and urgency through dynamic creatives.
- Retained top-performing ad copies while testing video formats for broader recall
- Optimized delivery towards high-intent audiences using video-first placements
- Closely monitored performance split between video and static formats for insights and scaling.

Results:

6.0
ROAS

43%
Increase in ROI

60%
Decrease in CPM



CTWA Drives Booking Surge: 22% Rise in Daily Revenue, 33% Uplift in Web Check-ins

Objective:

To drive flight bookings and web check-ins via WhatsApp using IndiGo's chatbot, 6éSkai, making travel simpler and faster.

Target Audience

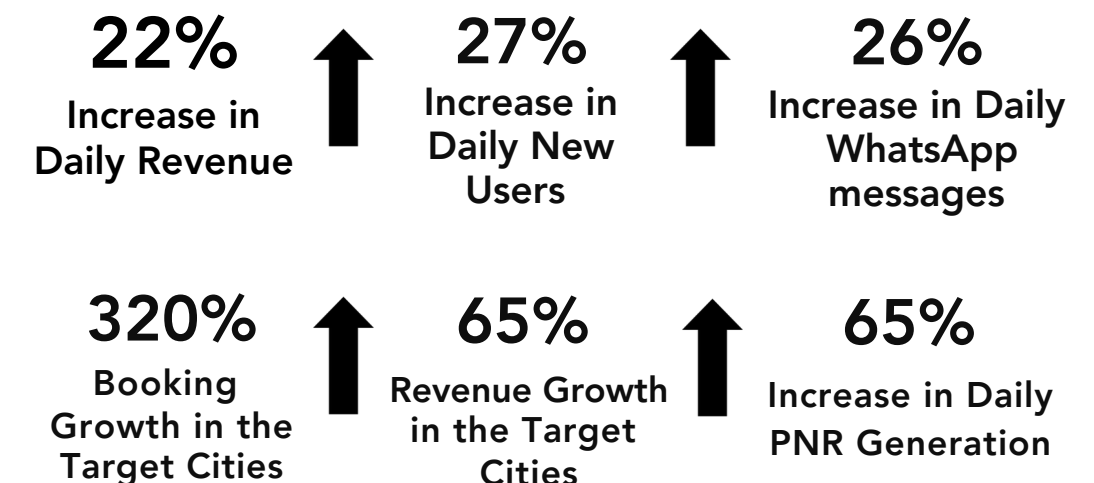
- **In-Market Segments:** Users interested in Adventure, Luxury, and Business travel.
- **Custom Intent:** Based on travel-related keywords.
- **Behavior:** Frequent flyers, flight deal seekers, digital travel planners Custom Audience.
- **Age:** 18–60

Activities Executed

- **Awareness Phase:** Highlighted ease of booking via WhatsApp through simple CTAs like "Just say Hi".
- **Tutorials:** Step-by-step video guides for bookings & web check-ins
- **Retargeting:** Re-engaged past users with personalized messages.



Results



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