

CASE STUDY

Fenesta



“Having successfully generated leads via online marketing in 2010, Fenesta set Techmagnate a target of increasing by 300%, leads captured via PPC campaigns.”

Client

Fenesta is India's largest provider of window solutions and a division of the DCM Shriram Corporation, Ltd (DSCL), a \$1.1 Billion company. As manufacturers of state-of-the-art UPVC windows and doors, Fenesta is a preferred home improvement brand with a client portfolio that includes individual home owners, builders, interior designers, contractors and architects across India.

In 2009, Fenesta engaged Techmagnate for SEO and PPC services while still meeting its YOY sales targets through below-the-line advertising.

By 2010, they had realized the power of online marketing to boost sales at lower marketing costs and its potential to become the largest source for generating leads.



Challenge

Having successfully generated leads via online marketing in 2010, Fenesta set Techmagnate a target of increasing by 300%, leads captured via PPC campaigns. They asked for a comprehensive strategy which would allow them to dominate online and rely almost entirely on digital marketing to generate leads to feed sales offices across India.

Solution

Two country-wide campaigns using Google Adwords – one for search and the other for display advertising - were divided into 40 smaller, targeted campaigns based on:

- **Geography:** Campaigns were divided into 5 regions based on weather patterns which in turn influence buying patterns.
- **Audience Categories:**
 - **Home Owners**
 - **Builders and Commercial Projects** æhotels , schools, malls etc.
 - **Professionals** æ Architects and Interior Designers
- **Mobile and desktop devices** etc.

The Facebook "Like" Campaign:

We began a "Like" campaign on Facebook which grew by over 500% in succeeding months.

Fenesta's Facebook "Like" campaign began in August 2011. An initial slow take-off notwithstanding, extensive optimization work resulted in a huge leap with the number of overall likes, simultaneously bringing the Cost-Per-Like down by 80%.

With the number steadily increasing, the quality of leads was constantly maintained. We also began to see higher sales with the number of enquiries, i.e. positive ROI and growth.

“Between February - July 2011, overall leads for Fenesta grew by over 400% and Cost-Per-Acquisition was reduced by nearly 50%. We had acquired four times the number of leads at half the cost.”

Results

Between February - July 2011, we saw:

- Sales increase by 300%
- Lead generation increase by 400%
- Leads generated from Facebook increase by 400%
- Cost-Per-Acquisition reduced by 50%
- Cost-Per-Lead reduced by 50%
- Average Cost-Per-Click on Google reduced by nearly 40% and corresponding Ad rankings improve by 20%

