



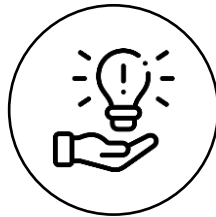
High Performance Digital Marketing

"Maturity. Clarity. Honesty. High Performance."

ETERNIA FROM LAUNCH TO 100 CRORE IN A YEAR

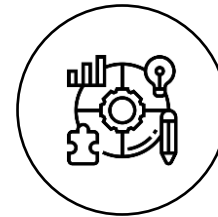


Eternia™ is brought to you by Hindalco, the world's largest manufacturer of aluminium, from the Aditya Birla Group, with a heritage of 150+ years of trust.



Goal

- To get 4 digit quality leads every month
- End to End Digital Marketing



Challenges

- Premium Windows, very high pricing
- Carving out a niche amidst established ones like TATA Praves, Fenesta etc.
- Installation time was 45 days. (Competitive brands gave instant installation)
- Catering to Tier 1 cities only unlike other contemporaries



Solution

- We created an effective social media communication strategy to gain traffic + engagement
- Several LP creations for PPC
- Creating and optimizing channel-wise campaigns
- Campaign monitoring and identifying the right digital channel based on experiences
- New website completion and SEO optimization

ACHIEVEMENTS

**3X increase in
monthly revenue**



**5X increase in
monthly leads**



**2X increase in
Monthly QLs**



**32X increase in
monthly orders**

CREATIVE SAMPLES

Examples of some of the good performing ad creatives

The image displays six creative advertisements for ETERNIA windows, arranged in a 2x3 grid. Each ad features a unique visual concept and a specific benefit of the windows.

- Top Left:** A large, multi-eyed, mechanical creature with multiple arms and legs is positioned behind a window. A person is sitting in a chair in front of the window, looking at the creature. Text: "Superior Windows to keep unwanted noise out." Includes a "No Noise" icon and a "Know more" button.
- Top Middle:** A window shows a massive, powerful wave of water crashing through it. Two people are sitting on the floor in front of the window, looking up at the water. Text: "No water leakage during the heaviest of rains. With WIWA®-certified windows." Includes a "No Water" icon and a "Know more" button.
- Top Right:** A window shows a painting of an elephant. The elephant's trunk is extended out of the window frame. Text: "Don't let your home put up with ordinary windows." Includes a "Fidèle photographic reproduction of a public domain work of art." caption and a "Know more" button.
- Bottom Left:** A window shows a painting of a woman playing a violin. The violin is positioned as if it is being played by the window frame. Text: "Don't let your home put up with ordinary windows." Includes a "Fidèle photographic reproduction of a public domain work of art." caption and a "Know more" button.
- Bottom Middle:** A window shows a painting of a man's face. The man's face is replaced by a blue, mechanical mask. Text: "Don't let your home put up with ordinary windows." Includes a "Fidèle photographic reproduction of a public domain work of art." caption and a "Know more" button.
- Bottom Right:** A window shows a painting of the Mona Lisa. She is holding a large, orange umbrella. Text: "Don't let your home put up with ordinary windows." Includes a "Fidèle photographic reproduction of a public domain work of art." caption and a "Know more" button.

Each advertisement includes the ETERNIA logo and the tagline "a happy union of spaces".

THANK YOU!