

Fyre Energy - Case Study

Background:

Fyre Energy, the first of its kind in India, wanted more people to buy their energy supplement without spending too much on ads.



A Facebook sponsored post for Fyre Energy. The post features a festive graphic for Makar Sankranti with colorful kites and the text "HAPPY Makar SANKRANTI". Below the graphic are three boxes of Fyre Energy Drink Mix in orange, blue, and green. The post includes a "Shop Now" button and engagement metrics.

Fyre Energy
Sponsored

70% OFF on any drink mix! Fyre-Up

HAPPY Makar SANKRANTI

FYREENERGY.COM

Don't Think Twice
Grab any mix at 70% OFF!

Shop Now

143 8 Comments

Like Comment Share

How We Helped:

We set up special ads on Facebook and Instagram that showed how awesome

Fyre Energy is, and made sure these ads reached people who love staying active and healthy.

Cool Results:

- Sales jumped up a lot! From 127 to 4,837 in just three months.
- The money spent on each ad went down by 80% in six months.
- Decrease in the CPA by 80% in 6 months
- Rise in ROAS from 0.37X to 3X in 6 months
- We started making 3 times more money from ads than before in half a year.

What Happened:

Fyre Energy got super popular with our help, selling way more with less money on ads, and making a lot more from each ad!