dialzero

Bonanza Satrangi

Helping a client bring an omnichannel framework to life

Bonanza Satrangi enabled omnichannel advertising by integrating retail store sales data to test the impact of their online Meta advertising on their offline store conversions—resulting in a 2.5X increase in transactions attributed to Meta.

THEIR STORY

A retail veteran

Based in Pakistan, Bonanza Satrangi has been an apparel manufacturer and retailer for over 43 years. Bonanza Satrangi continues their legacy of providing superior fabric, value for money and trendsetting apparel to consumers. With over 80 outlets across Pakistan, Bonanza Satrangi is a fashion retail leader in home and lifestyle categories for men and women. Offering a complete consumer experience, Bonanza Satrangi has a wide range of unstitched, ready-to-wear apparel as well as beauty products, fragrances and home goods.
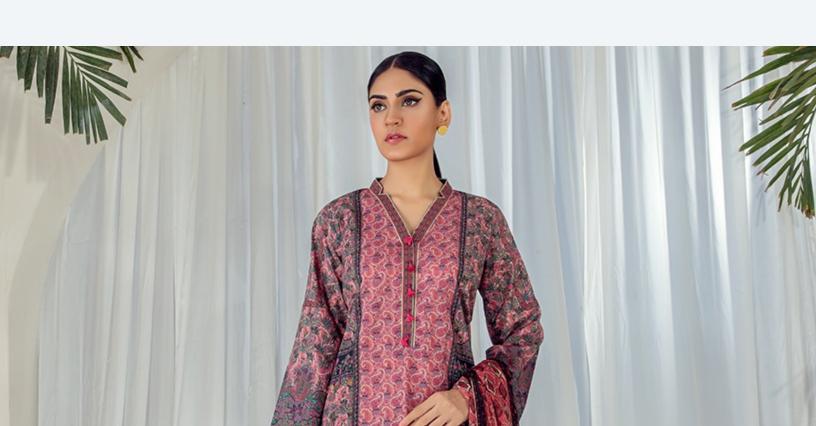
2.2 point

lift in action intent

5.3 point

lift in affinity

2.5x

increase in transactions attributed to Meta

5.7 point

lift in ad recall

"At Bonanza Satrangi, we want to have a multichannel approach to sales that should focus on a seamless customer experience whether the customer is shopping online or from one of our stores. Our effort is on the entire customer experience and not the customer's individual experiences on different channels."

—Asif Bilwani, Director Marketing, Bonanza Satrangi

"After implementing Facebook Offline Conversions we were able to connect the dots between all channels, offering customers a seamless experience across all platforms. The omnichannel approach allowed Bonanza Satrangi to gain valuable customer insights, which were used to get them to shop more—not only online but also at the physical stores."

—Moiz Mohammad Ali, Head of Digital Planning, Bonanza Satrangi

Dial Zero in partnership with Bonanza Satrangi

Understanding the value of Meta ads

Bonanza Satrangi wanted to rethink their traditional ad spend approach by measuring the effectiveness of their Meta campaign spend on their offline store sales. As one of the largest retail houses in Pakistan, Bonanza Satrangi's ultimate goal was to create a seamless shopping experience for their consumers and adapt to the ever changing needs of their consumers. In order to improve the shopping experience, Bonanza Satrangi wanted to understand the degree to which their online ad spend impacted their offline store sales.

THEIR SOLUTION

Optimizing omnichannel

Bonanza Satrangi set out to understand the correlation between their online advertising spend and their offline sales. On the campaign, the company worked with Authorized Sales Partner, Dial Zero, who helped guide and execute the campaign strategy, branding and measurement approach.

Recognizing that the consumer path to purchase is non-linear, Bonanza Satrangi wanted to leverage their loyalty app in this effort. Once an offline purchase is completed at the store, if the customer has the loyalty app, the purchase would be recorded in their database. From this point onwards, Bonanza Satrangi was able to gauge whether a purchase was made after seeing an ad on Meta.

With the help of Meta's offline conversions attribution tool, Bonanza Satrangi could now get a clearer picture of their offline sales that were made after a consumer had been exposed to their Meta advertising. In order to ensure data accuracy, they adapted to the 5 attributes to strengthen their offline conversions: fidelity by ensuring the data is as granular as possible, recency by ensuring data is fed at regular intervals, completeness by ensuring the data represents the sales in stores, volume in terms of number of attributed events, and richness by sharing additional information such as product level data.

Bonanza Satrangi used a mix of Dynamic Ads, Carousel and Video Ads with different objectives—such as reach and conversions—to maximize their exposure and drive end-purchases. Simultaneously, Bonanza Satrangi ran a measurement lift study to further solidify their learnings from this attribution of their offline conversions.

With the help of Meta's offline conversion attribution tool, Bonanza Satrangi was able to associate which sales were coming through their online store and which were coming in through their retail store as a result of their online advertising.

As a result, some insightful learnings came to light. For example, some products that were not being purchased online were being purchased at retail locations after a consumer had seen the ad through Meta—a proof point of the non-linear path to purchase.

THEIR SUCCESS

Real retail results

As a result of the campaign, the client saw a:

- 2.2-point lift in action intent (Results were determined using a Meta Brand Lift Study)

- 5.3-point lift in affinity (Results were determined using a Meta Brand Lift Study)

- 2.5X increase in transactions attributed to Meta by adding offline measurement (According to the client, the results included)

- 5.7-point lift in ad recall (Results were determined using a Meta Brand Lift Study)