

## Case Study

Frederique Constant

INDIA

**Frederique Constant increased their website traffic by 79%, generated revenue by 42%, and reached 19,210 social media users**

## Challenge & Objective

Looking at innovative ways to connect with customers, and reduce costs without compromising on design and quality, seeking opportunity to tap start-up founders/ entrepreneurs to create another tier in the watch collector market, attracting new buyers with a slightly lower price-point.

## Approach

- Increased SEO traffic on website through organic search yielded during influencer and sports marketing campaigns.
- The online campaign not only bolstered revenue figures by nearly 42%, but also triggered 19,210 social views.
- 79% increase in website sessions and inquiries compared to the same time last year with 69% less spends from Mainline Ads.

### Tools Used



**42%**

Increase in revenue figure



**79%**

Increase in website sessions & inquiries

**79%**

Less spends from Mainline Ads