

Client Overview

Nishka Jewellery is a premium jewelry brand offering timeless designs and contemporary collections. With a growing customer base in the UAE, the brand wanted to expand awareness and drive engagement through performance marketing across Google Ads and Meta Ads.



Objectives

- Build **brand visibility** in a competitive luxury segment.
 - Drive **high engagement and views** for video and display ads.
 - Ensure **cost-effective reach** across target audience segments.
 - Optimize campaigns for **maximum ROI** through multi-channel presence.

Campaign Strategy

Google Ads

Focused on display, video, and search campaigns to capture high-intent users.

Meta Ads

Leveraged Facebook and Instagram for visual storytelling, brand awareness, and retargeting.

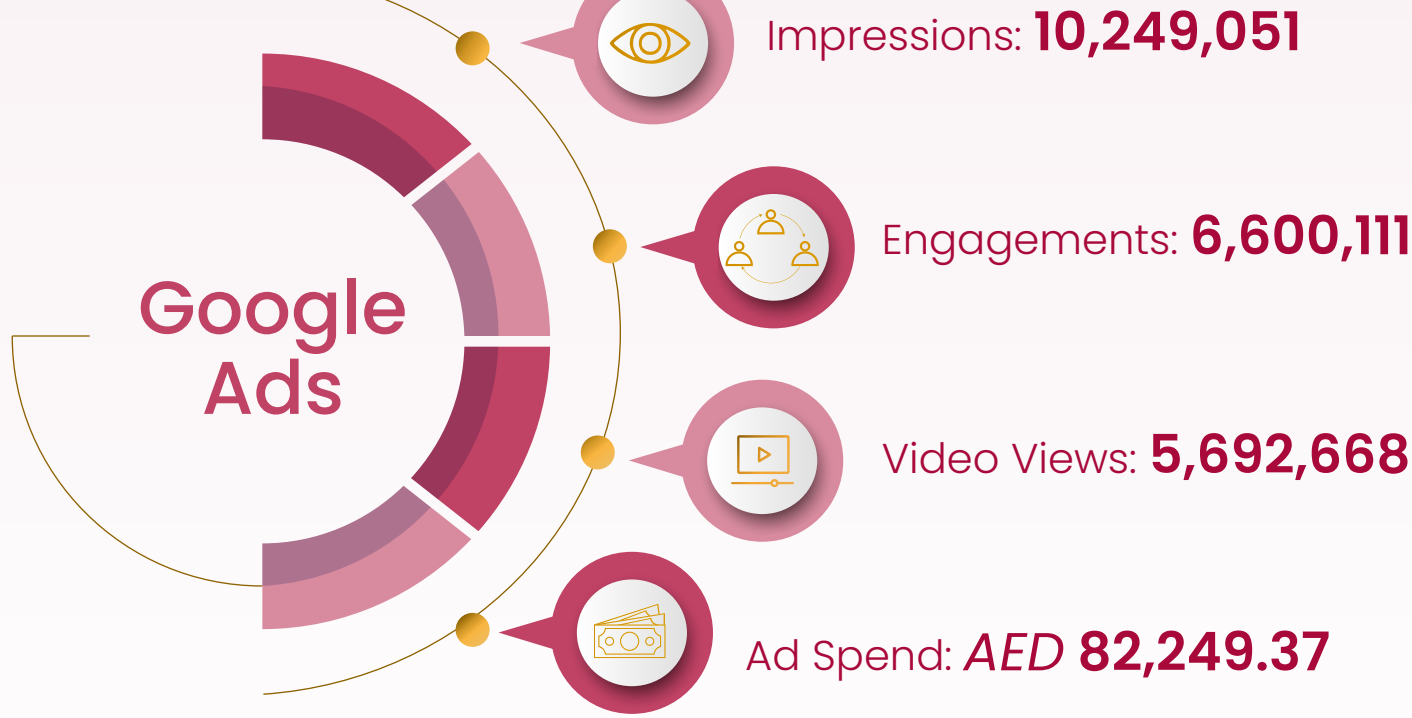
Audience Targeting

Segmented by demographics, interests, and jewelry purchase intent.

Creative Strategy

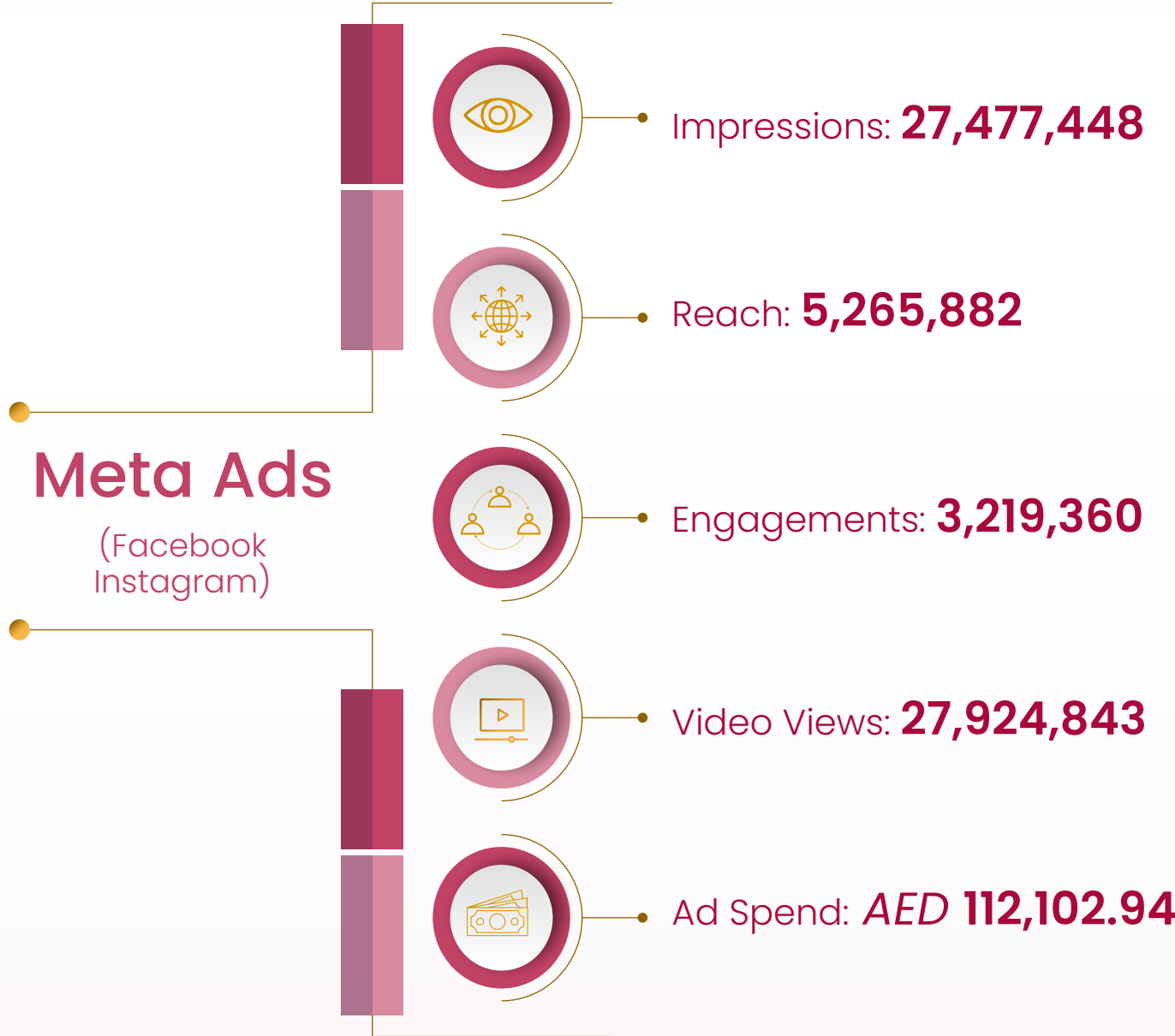
Highlighted brand aesthetics through elegant visuals and engaging video ads.

Performance Results
(Jan–July 2025)



Key Insight

High engagement rate demonstrated strong creative resonance and brand recall.



Key Insight

Strong visual storytelling on Meta platforms resulted in massive video consumption and wide audience reach.

Overall Impact

Brand Visibility Boosted

Over 37 million impressions combined across platforms.

Engagement Driven

10M+ interactions across campaigns, building strong brand affinity.

Efficient Spend

Optimized CPC and CPM ensured maximum ROI with balanced reach and engagement.

Video Dominance

Video ads proved highly effective in capturing audience attention, particularly on Meta.

Conclusion

The multi-channel performance marketing campaigns for Nishka Jewellery successfully established strong brand visibility and engagement across digital platforms. By combining the precision of Google Ads with the storytelling power of Meta Ads, the brand significantly enhanced awareness and consumer interest in its collections.