About
Daily Objects

Ecommerce company DailyObjects.com partnered with Smartly.io to achieve more than 3x on ROI with dynamic product ads and 134% higher app installs with Instagram Stories.

Their Story: Quality designed to last a lifetime

DailyObjects is India's largest seller of smartphone cases. With over 7000 unique, exclusively licensed artworks from around the globe, other available items include notebook and kindle sleeves, tote-bags and card wallets. Offering India's first and only lifetime warranty against manufacturing defects on their designer and customisable smartphone cases, they use advanced printing technologies to guarantee that designs will never fade, peel or scratch.

Their Goal: Scaling up remarketing campaigns on Facebook and app installs on Instagram

The design eCommerce company DailyObjects.com wanted to find new ways to retarget and convert its pool of website visitors. Using a two-pronged approach on both Facebook and Instagram Stories, DailyObjects.com aimed to improve ROI and increase app installs.

> "Facebook and Instagram are very important channels for our website traffic and app install campaigns. Smartly.io's automation platform helped us increase our ROI, CTR, and conversions. At the same time, it helped us reduce the time spent on managing campaigns by 40%."
> **– Shahnawaz Mansoori, Marketing Strategy Manager, DailyObjects.com**

Their Solution: Designed to perform

DailyObjects.com collaborated with marketing partner Smartly.io to retarget and convert a pool of website visitors. Using Smartly.io's automation platform, the design ecommerce website created and optimised a retargeting campaign using dynamic product ads.

The marketing performance campaign allowed customisation of dynamic ads using Smartly.io's image templates, inserting product images from DailyObjects.com's catalogue into the ads – based on the product that a user had previously viewed on the website. These images featured a variety of products, including phone covers, card wallets, notebooks and pouches.

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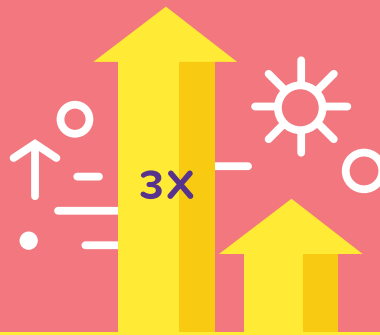We always offer a **14-day free trial** and no minimum contract period.

SMARTLY.IO

Smartly.io's automation features helped to optimise the budget of the dynamic product ads for app installs, offering the company a more efficient way to control the spend and cost of the campaign. By dynamically creating product ads, it also allows automatic customisation to every individual user so that the ads are more relevant and engaging. For example, users with products in their cart will be shown 'buy now' messages in the product ads.

The app install campaign aimed to reach a wider audience, broadly retargeting all Indians, who had previously viewed any product on the website.

Their Success: Offering the right product

The retargeting campaign of DailyObjects.com managed to successfully increase ROI with dynamic product ads and app installs via Instagram Stories. The campaign ran between August and November 2017 achieved:

3X ROI from Facebook campaigns

21% increase in transactions through retargeting

21% increase in clicks through retargeting

134% increase in app installs

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