

CASE STUDIES

Francis Alukkas

A Steady Start to 45x Peak Return

Reading Time: 1 minute

Challenge

Francis Alukkas, the renowned gold and diamond jewellery brand, aimed to exponentially scale leads and accelerate conversions. However, initial short flash promotions and single-day niche campaigns struggled to gain traction. The pattern was clear. The audience needed time to notice, consider and act.



Solution

We recalibrated the campaign framework from micro-bursts into sustainable momentum, capitalising on high-intent lead channels and smart creative positioning.

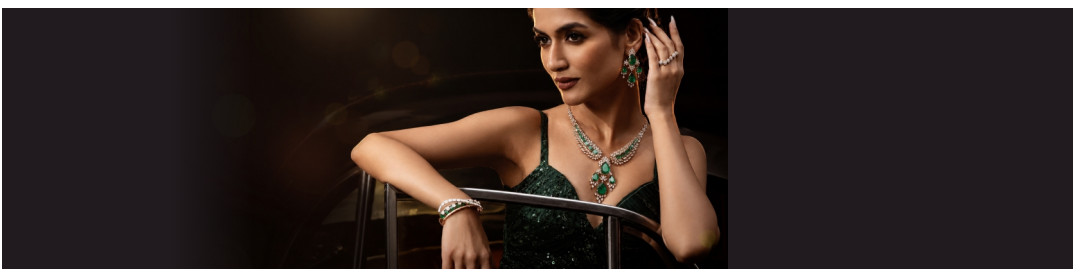
- **Sustained Campaign Lifecycles:** Shifted focus from single-day surges to extended 7-to-30-day promotional runways. This gave ad algorithms the necessary time to stabilise lead flow and optimise CPR.
- **Dual-Channel Engagement:** Screened buyer intent using Instant Forms, but WhatsApp emerged as our strongest lead channel, capturing warmer prospects and consistently outconverting standard lead forms.
- **Creative-Driven Lead Engines:** Achieved high-volume leads primarily through eye-catching static creatives with strategic messaging and design.

The Results?

- **Standout ROI:** The top-performing month hit **45x returns**, with even the lowest month maintaining a solid baseline, so returns never dipped.
- **Strong Average:** Across the tracked period, campaigns averaged well into the **double-digit ROAS range**, a benchmark for the category.
- **Capital-Efficient Scaling:** Campaign output **nearly quadrupled** while curbing operational overheads to maximise net profitability per prospect.

The Midas Touch

With zero production clutter, we drove a hallmark performance for Francis Alukkas. An astounding ROAS with **100% profitable months**. This campaign stands as definitive proof that smart marketing always triumphs.



Don't settle for silver-tier reach when you can claim the gold standard.
Contact us to develop a performance strategy tailored to your brand.



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