



Helped the sportswear brand in reaching a 55% higher GMV m-o-m, in a highly competitive market.



Their Story

SEVEN is popular sportswear clothing and footwear brand. The brand, launched in February 2016, owned and endorsed by star cricketer and former captain of the Indian national cricket team, Mahendra Singh Dhoni.

Their Goal

The recently launched brand was primary looking to drive brand awareness, and driving conversion on their webstore, in a highly competitive market.



The Success We Created



ROAs in first 6 months



Units sold in a span of 3 months



MOM increase in GMV

Our Solution

SEVEN was a late entrant in a crowded marketplace, and faced stringent competition. Being in a nascent stage of its online presence, the brand lacked an elaborate marketing budget and its promotional offers were not driving desired sales impact. The brand also was looking to build more repeat customers and brand loyalty.

Hexa partnered with SEVEN, where a dedicated team worked to enhance their website mapping each stage of the customer journey to user experience. Hexa helped SEVEN create a more meaningful and engaged presence across social channels creating enhanced brand awareness, and rapidly drove online sales through a mix of paid, social media, and organic channels.

Focus on targeting on video platforms:

- To build brand presence, we particularly achieved success while running an open target video campaign during the first month to educate the consumers.
- In the subsequent months our focus was to re-target the custom audience by creating funnels. To make the digital media plan meaningful, it was important to reach the right audience with the right message at the right time.
- Accordingly, audience with 25% video views were re-targeted with CPC banners whereas the audience who had consumed 50% & 75% video views were directed to CPA campaigns.
- Additionally, we created look alike audience based on our custom audience for targeting the most relevant audience.

Consistently growing online sales and brand perception

The momentum quickly changed from awareness to conversions. We ran campaigns across all major platforms including but not limited to: Google Ad's, Facebook, Instagram, LinkedIn, Tabola, and across OTT platforms.

Our focussed approach to realize conversion objectives of SEVEN saw a great response in terms of significant ROAS, rapidly and consistently growing online sales, and a higher brand perception.

About Hexa

Hexa is a leading digital marketing agency that is helping ecommerce brands make the most of their marketing spends. Our Hexa experts offer end to end digital marketing services for you, so that you can focus on what is important. Visit our website (silverpush.co/Hexa/) to know more about how Hexa can help you in creating a highly customized marketing strategy no matter what stage of the journey your business is currently in.