

Turning a Luxury Interiors Feed into WhatsApp Enquiries

A social-first acquisition system designed to turn interior inspiration into measurable WhatsApp conversations.

797	WhatsApp conversations	8 campaigns
■48.29	Avg. cost / conversation	Meta Ads
7.16 L	Impressions	716,180 total
4.65 L	Reach	464,583 people

The brief

In a category where studios compete through beautiful project imagery, the objective was to make offers easy to understand and turn attention into conversations with homeowners.

Strategy & execution

- Maintained a consistent social visual system.
- Built Click-to-WhatsApp campaigns split by city.
- Used engagement campaigns to drive Instagram profile visits.
- Edited reels around finished projects and 3D concepts.
- Optimised project images for feed formats and crop-safe placements.

Reported results

The source case study reports 797 messaging conversations at an average █48.29 per conversation, from 8 campaigns and 12 ad sets. Total reported spend was █39,789.38, alongside 1,828 profile visits from an engagement ad set.

Every ad set



Ad set	Results	Cost / result	Spend
18Feb_Bangalore	70	₹66.34	₹4,644.00
18Feb_Bangalore	117	₹39.28	₹4,595.36
18Feb_Bangalore	41	₹54.19	₹2,221.96
18Feb_Bangalore	92	₹32.87	₹3,023.98
18Feb_Chennai	65	₹57.57	₹3,742.27
18Feb_Chennai	57	₹51.70	₹2,946.71
18Feb_Chennai	22	₹71.39	₹1,570.53
18Feb_Chennai	66	₹28.69	₹1,893.46
10Apr_whatsappleads_ch&ben	72	₹40.30	₹2,901.45
10Apr_whatsappleads_ch&ben	71	₹46.65	₹3,312.04
10Apr_whatsappleads_ch&ben	124	₹61.58	₹7,636.13
New Engagement ad set (profile visits)	1,828	₹0.71	₹1,301.49
All 12 ad sets	797 chats + 1,828 visits	₹48.29 per chat	₹39,789.38

The dashboard behind the numbers



Meta Ads Manager, ad sets view.

Off...	Ad set	Results	Cost per result	Budget	Amount spent	Impressio...	Reach	Schedu
☐	InteriorDesigner_18Feb_Chennai	65	₹57.57	₹200.00	₹3,742.27	49,925	38,526	22 May
☐	InteriorDesigner_18Feb_Bangalore	70	₹66.34	₹300.00	₹4,644.00	33,883	23,884	22 May
☐	InteriorDesigner_10Apr_whatsappleads_ch&ben	72	₹40.30	Using campaign...	₹2,901.45	76,727	58,495	11 May
☐	InteriorDesigner_10Apr_whats... Unpublished edits	71	₹46.65	Using campaign...	₹3,312.04	115,200	80,170	30 Apr
☐	InteriorDesigner_10Apr_whatsappleads_ch&ben	124	₹61.58	Using campaign...	₹7,636.13	132,681	87,850	10 Apr
☐	InteriorDesigner_18Feb_Bangalore	117	₹39.28	₹300.00	₹4,595.36	37,715	25,556	19 Mar
☐	InteriorDesigner_18Feb_Chennai	57	₹51.70	₹200.00	₹2,946.71	34,402	25,909	19 Mar
☐	New Engagement ad set	1,828	₹0.71	Using campaign...	₹1,301.49	119,890	111,171	6 Mar
Results from 12 ad sets		Multiple conversions	Multiple conversions		₹39,789.38	716,180	464,583	
					Total Spent	Total	Meta accounts	

What comes next

Shift spend toward efficient ad sets, launch a project-and-3D reel series, connect conversations to signed projects and extend the creative system across more rooms.

Public portfolio note

Client brand names and identifying brand assets have been anonymised for public portfolio use. Reported figures are reproduced from the supplied NWSPL case-study material.