

Interior Design Services

Industry: Home Services

↑ 10%

Growth in Monthly User Acquisition

↑ 7%

Rise in Brand Awareness

↑ 100%

Improvement in Marketing Automation

The Client

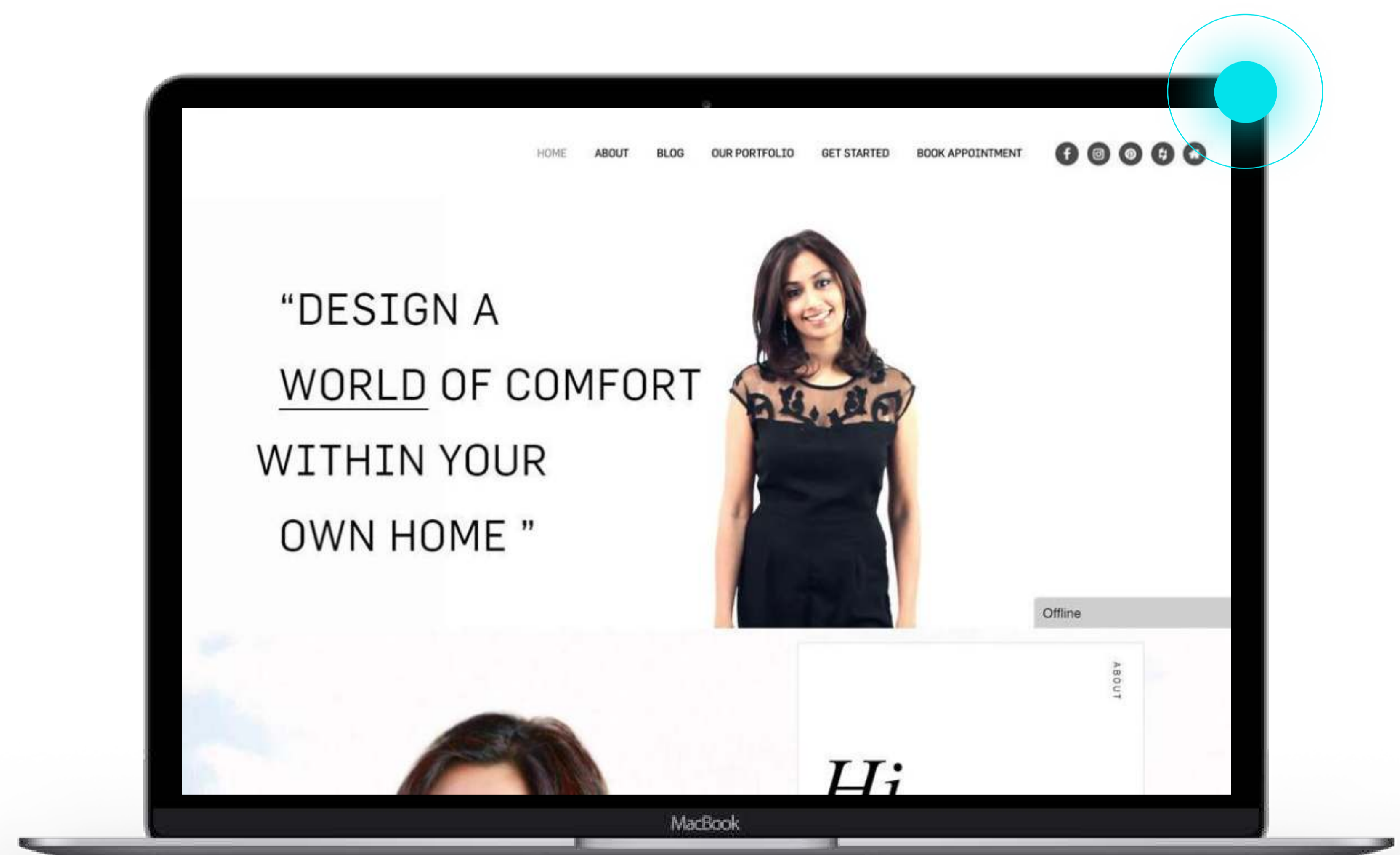
Interior Design Services was founded in India as a “house to home” interior design firm. Now headquartered in Pleasant Hill, California, the company is led by professional home designer Anusha Kataria. Projecting enthusiasm and energy, Interior Design Services espouses clear communication and delivers budget-friendly solutions.

The Challenge

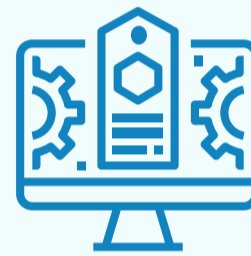
Our task was to change Interior Design Services’ image from a local brand to that of an international interior design and decoration firm.

Solution Provided

- A freshly developed and crafted ecosystem that highlighted the company's design philosophy.
- A User Acquisition and appointment booking portal.
- Advance Analytics research that boosted the number of visitors.
- A new and innovative Brand Management strategy, leveraging the company's strengths and capabilities.
- Marketing Automation plans to capture and engage new clients.
- A real-time dashboard monitoring 25 key performance indicators (KPIs) of User Acquisition, Brand Management, and Marketing Automation.



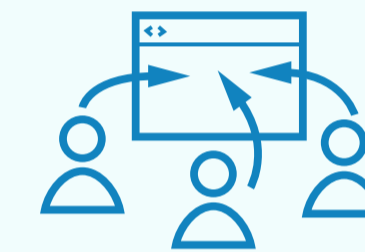
Services Delivered



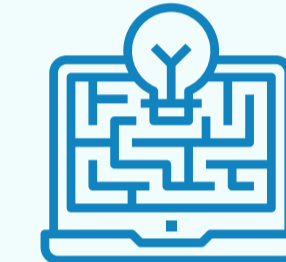
**Solution Design
And Development**



Marketing Automation



User Acquisition Services



Brand Management