



Tanishq partnered with Karix to implement ads that click to WhatsApp, chatbot on WhatsApp to locate nearest stores.

₹ 4.1Cr
generated in revenue
via WhatsApp.

Improve return on ad spends
with WhatsApp

"We were pleased with the results of the CTWA pilot. Tanishq has achieved a 14x ROAS via store sales and has generated over 9000 leads in a hyperlocal setup spanning 4 cities. This partnership together with Meta, Interactive Avenues and Karix has helped us drive business goals in newer ways and we plan to scale this pilot further, more efficiently."

Tanishq

*Results are self-reported and not identifiably repeatable. Generally expected individual results will differ.

