



CASE STUDY

Design Your Nest

Building a Predictable Interior Design
Lead Generation Engine with Meta Ads

INDUSTRY Interior Design & Home Renovation

CHANNEL Meta Ads (Facebook & Instagram)

ENGAGEMENT 12 Months

WEBSITE designyournest.in

The Challenge

One year ago, Design Your Nest approached us with a clear and familiar problem in the interior design industry: enquiries were inconsistent, there was no reliable sales pipeline, and digital marketing was not meaningfully contributing to business growth. There was no structured system in place to convert everyday interest in home interiors into qualified, sales-ready leads.

Our brief was simple in words but demanding in execution: build a complete lead-generation system from the ground up — one that could consistently bring in genuine homeowners actively looking to design or renovate their space. At the outset, the business had already set an annual target of Rs. 5 crore, but with no consistent system to support it.

Rs. 5 Cr	Zero	12
ANNUAL BUSINESS TARGET GIVEN	CONSISTENT ENQUIRY SYSTEM IN PLACE	MONTHS OF ACTIVE META ADS SCALING

What Was Missing

- No consistent flow of enquiries month over month
- No dependable sales pipeline for the design team to work with
- Digital marketing spend not translating into business growth
- Generic ad messaging that failed to speak to real homeowner concerns

Our Approach

We treated this as a full lead-generation build, not a one-off ad campaign. Every layer of the system — strategy, creative, targeting, forms and optimisation — was designed to work together.

- 01

Meta Ads Strategy & Campaign Setup
A structured campaign architecture built around funnel stages, budgets and objectives suited to high-consideration interior design purchases.
- 02

High-Converting Creatives
Custom images, videos and dedicated photoshoots designed to stop the scroll and build trust with prospective homeowners.
- 03

Audience Research & Location Targeting
Deep research into who actually buys interior design services, layered with precise geographic targeting to reach relevant local homeowners.
- 04

Lead Form Optimisation & Quality Filtering
Forms engineered to filter out casual browsers and surface genuinely interested, sales-ready enquiries for the team.
- 05

Continuous Monitoring, Testing & Scaling
Ongoing A/B testing, budget reallocation and performance monitoring to keep improving lead quality and volume over time.

Messaging That Speaks to Real Homeowners

Instead of running generic interior design ads, we anchored every creative in real, relatable homeowner concerns — the emotional and practical triggers that actually drive someone to reach out:

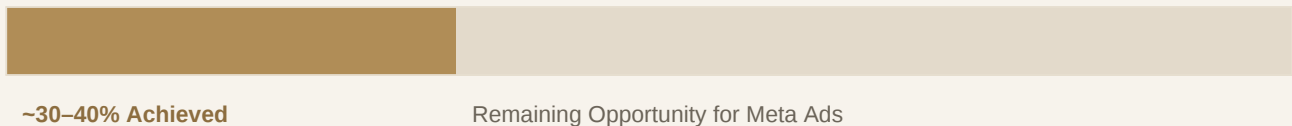
<i>"A new flat that doesn't feel like home yet"</i>	<i>"An old house that needs a fresh life"</i>	<i>Renovation worries and uncertainty</i>	<i>Wanting a well-designed space within budget</i>
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The Results

Over time, the campaigns matured from early testing into a dependable, scalable lead-generation engine. The shift was not just in numbers — it was in the reliability of the entire sales process.

- ✓ More relevant enquiries generated month after month
- ✓ Consistently better-quality leads reaching the sales team
- ✓ A visibly improved and more predictable sales pipeline
- ✓ Clear, measurable business growth linked directly to Meta Ads
- ✓ A client who is confident in, and happy with, the current lead flow

Progress Toward This Year's Rs. 5 Crore Target



“The business has set a Rs. 5 crore target for this year. Around 30–40% of that target has already been achieved, and Meta Ads remain a major channel to generate the remaining business through a stronger pipeline of qualified interior design leads.”

Why This System Works

- **Emotion-First Creative** — Ads built around real homeowner moments, not generic design showcases, so the right people self-select into the funnel.
- **Full-Funnel Ownership** — Strategy, creative, targeting and lead quality are managed as one system, not disconnected tasks.
- **Quality Over Volume** — Lead form optimisation filters out low-intent traffic so the sales team spends time on genuine prospects.
- **Always-On Optimisation** — Regular testing and scaling ensure performance compounds month over month instead of plateauing.

What's Next

With 30–40% of the Rs. 5 crore annual target already achieved, the focus for the remainder of the year is to scale the existing Meta Ads engine further — widening high-performing audiences, expanding creative testing, and tightening lead-quality filters even further — to build a stronger, more consistent pipeline of qualified interior design leads and close the gap to target.

Design Your Nest
designyournest.in

Meta Ads Growth Partner
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