AscendyX

Narikiyo Gadgets - Case Study

March 2026

This case study highlights how AscendyX helped Narikiyo Gadgets scale its digital presence and sales pipeline through data-driven performance marketing. By leveraging targeted paid advertising, messaging-based customer acquisition, and a custom inventory tracking system, the business generated thousands of customer inquiries, improved operational efficiency, and achieved significant social media growth, reaching over 100,000 followers on its main page while expanding engagement across multiple branches.

Scaling Narikiyo Gadgets Through Performance Marketing, Paid Ads, and Smart Systems

Client: Narikiyo Gadgets
Industry: Consumer Electronics Retail
Location: Philippines

Services Provided:
- Performance Marketing
- Facebook & Instagram Paid Ads
- Messenger Lead Generation
- Social Media Growth Strategy
- Inventory System Development

1. Project Overview

Narikiyo Gadgets is a fast-growing electronics retailer specializing in smartphones, tablets, gadgets, and repair services. As the business expanded and opened additional branches, the team needed a scalable digital system to generate consistent customer inquiries and support their growing operations.

AscendyX partnered with Narikiyo Gadgets to build a performance-driven marketing engine that would generate high-intent customer conversations through paid advertising while simultaneously improving internal operational efficiency.

The goal was not only to increase visibility but to turn social media into a reliable sales pipeline.

2. Business Challenges

Before implementing the AscendyX system, the business faced several growth challenges:

- Customer inquiries were inconsistent
- Manual marketing produced unpredictable sales traffic especially at their second branch in Pampanga City, Philippines.
- Sales staff had a slower response time due to lack of stock visibility
- Social media growth was slow despite strong product demand

To address these challenges, AscendyX implemented a performance marketing system supported by operational automation.

3. Strategy Implemented

AscendyX designed a system combining paid advertising, messaging funnels, and internal business systems.

Performance Marketing Framework

The core strategy focused on Messenger-based advertising campaigns, allowing customers to directly contact the business from ads.

This strategy enabled:

• Instant communication with interested buyers
• Faster product inquiries
• Higher conversion potential
• Direct engagement with the sales team

Campaign types included:

• Gadget price list promotions
• New device launches
• Repair service ads
• Gadget pawn service promotions
• Branch-specific campaigns

Each campaign was optimized to encourage high-intent messaging conversations.

4. Paid Ads Performance

The advertising campaigns produced strong engagement and efficient customer acquisition.

Last 7 Days Campaign Performance

One of the core messaging campaigns delivered the following results:

Reach: 23,800 people reached
Increase: +53.6%

Messaging Conversations Started: 662 conversations
Increase: +56.5%

Cost per Messaging Conversation: ₱6.83
31% lower than previous period

Total Ad Spend: ₱23,516.54

These results show strong efficiency in generating direct customer inquiries at a very competitive cost per conversation.

5. Campaign Efficiency

Compared with typical retail messaging campaigns in Southeast Asia, the campaign achieved highly efficient cost per lead metrics.

Average performance included:

• Cost per messaging conversation as low as **₱6.83**
• Thousands of high-intent customer inquiries
• Significant reach growth week over week

The messaging format ensured that customers who clicked ads were actively interested in purchasing gadgets or services.

6. Ad Account Performance

Across campaigns, the advertising engine consistently generated a steady stream of customer inquiries.

Example campaign metrics include:

Messaging Conversations Generated: Over **2,200 conversations**

Average Cost per Conversation: Approximately **₱8.38**

Total Reach: More than **94,000 users**

Total Impressions: Over **285,000**

These campaigns created a reliable flow of daily inquiries for the business.

7. Social Media Growth

Beyond generating sales opportunities, the advertising campaigns also accelerated social media growth.

Facebook Page Milestones

Through consistent advertising and engagement:

• The **main Narikiyo Gadgets page reached 100,000 followers**
• The **secondary branch page grew to 3,000 followers**

Paid advertising served as both a lead generation engine and brand awareness driver, expanding the business's digital presence significantly.

8. Sales Pipeline Impact

The messaging campaigns created a steady pipeline of customers asking about:

• Phone prices
• Available stock
• Device variants
• Gadget pawn services
• Repair services

These conversations represented high-intent buyers actively looking for products, significantly improving the quality of leads entering the sales pipeline.

Many customers who saw the ads later visited the physical store locations to complete purchases.

9. Operational System Built by AscendyX

To support growing demand, AscendyX also implemented an inventory tracking system.

Inventory System Features

The system enabled staff to:

• Check available gadget stock instantly
• Track incoming inventory
• Monitor sold units
• Respond quickly to customer inquiries

Before the system was introduced, employees had to manually verify stock availability. With the new system, staff could confirm product availability in seconds during Messenger conversations.

This significantly improved response speed and sales efficiency.

10. Overall Business Impact

By combining performance marketing with operational systems, AscendyX helped Narikiyo Gadgets scale both their online presence and their customer acquisition pipeline.

Key Outcomes

• 23,800 people reached in recent campaign cycle
• 662 Messenger conversations generated in 7 days
• Cost per conversation reduced to ₱6.83
• Thousands of high-intent customer inquiries
• Facebook page reached 100,000 followers milestone

• Second branch page grew to 3,000 followers
• Inventory tracking system implemented for operational efficiency

11. Why the Strategy Worked

Several factors contributed to the campaign's success:

High-Intent Messaging Funnel

Customers could directly inquire about products, creating stronger sales opportunities.

Data-Driven Campaign Optimization

Ads were continuously refined based on cost efficiency and engagement performance.

Localized Targeting

Campaigns were optimized for customers within the service areas of each branch.

Operational Support Systems

The inventory system allowed sales staff to respond quickly and accurately.

12. Conclusion

The Narikiyo Gadgets project demonstrates how performance marketing can transform social media into a powerful sales engine when combined with operational systems.

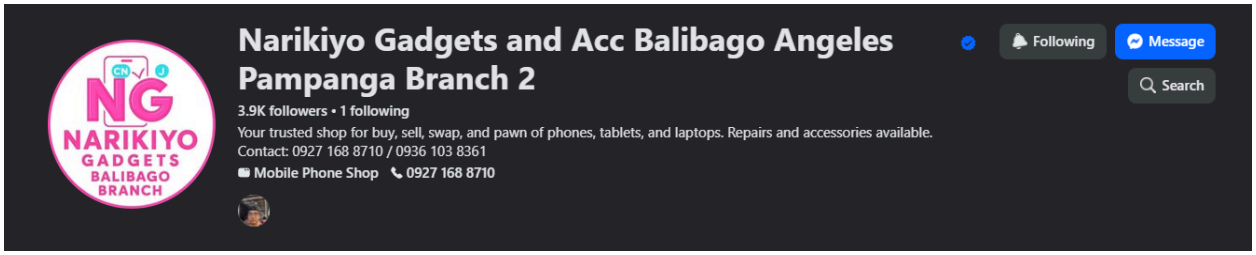
Through a strategic combination of:

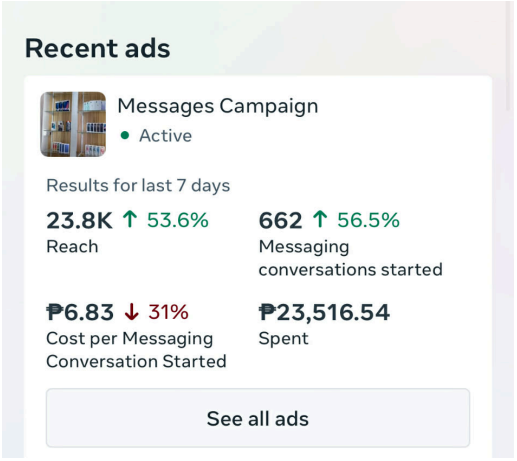
• targeted paid advertising
• messaging-based lead generation
• social media growth strategies
• inventory management systems

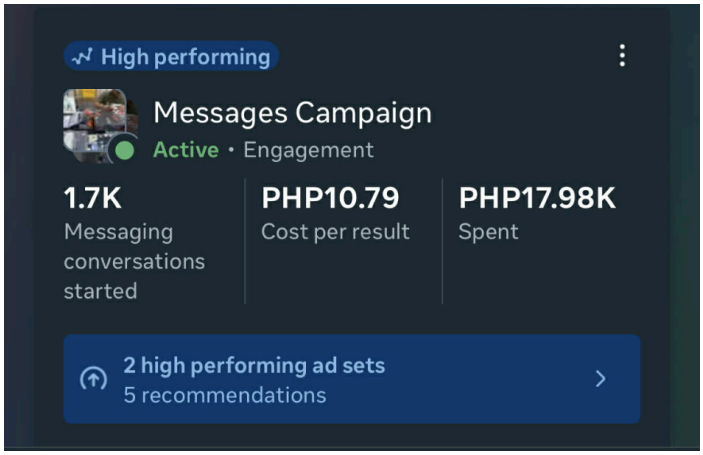
AscendyX helped the business build a scalable customer acquisition system that drives consistent engagement and sales opportunities.

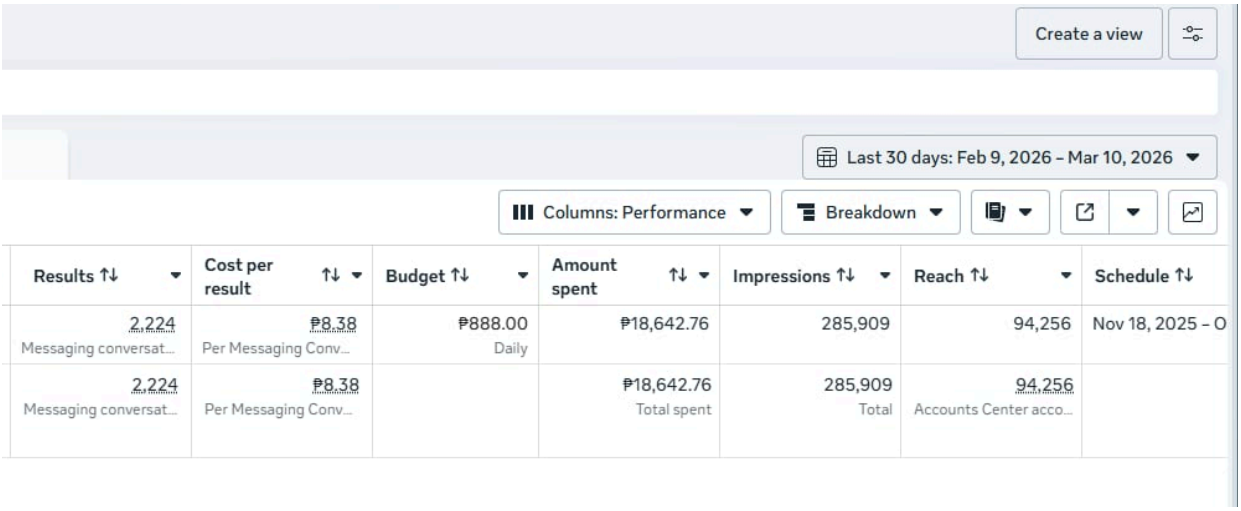
Screenshots


Narikiyo Telecom All Kinds of Gadgets
Message
Follow
Search
101K followers • 3 following
100% Original
100% Legit Seller
We Buy and Sell Orginal Gadgets
Phone/Tablet
Baguio City
narikiyo_gadgetsbaguio


Narikiyo Gadgets and Acc Balibago Angeles Pampanga Branch 2
Following
Message
Search
3.9K followers • 1 following
Your trusted shop for buy, sell, swap, and pawn of phones, tablets, and laptops. Repairs and accessories available.
Contact: 0927 168 8710 / 0936 103 8361
Mobile Phone Shop
0927 168 8710


Recent ads
Messages Campaign
Active
Results for last 7 days
23.8K ↑ 53.6%
Reach
662 ↑ 56.5%
Messaging conversations started
₱6.83 ↓ 31%
Cost per Messaging Conversation Started
₱23,516.54
Spent
See all ads


High performing
Messages Campaign
Active • Engagement
1.7K
Messaging conversations started
PHP10.79
Cost per result
PHP17.98K
Spent
2 high performing ad sets
5 recommendations


Create a view
Last 30 days: Feb 9, 2026 – Mar 10, 2026
Columns: Performance
Breakdown
Results
Cost per result
Budget
Amount spent
Impressions
Reach
Schedule
2,224
Messaging conversat...
₱8.38
Per Messaging Conv...
₱888.00
Daily
₱18,642.76
285,909
94,256
Nov 18, 2025 – O
2,224
Messaging conversat...
₱8.38
Per Messaging Conv...
₱18,642.76
Total spent
285,909
Total
94,256
Accounts Center acco...