



MEDALLION HOUSE

Digital Case Study

THE CHALLENGE

Medallion House — a thriving offline retailer — needed a complete digital transformation: their Meta Ads account was suspended, they lacked an Amazon Brand Store, and had no website presence.

OUR APPROACH

01

Meta Ads Full Audit

Complete account audit across campaigns, billing, and compliance. Engaged Meta Human Support to resolve account suspension.

02

Amazon Brand Store

Structured and launched a new Amazon Brand Store — showcasing the product catalogue, brand story, and driving organic discovery.

03

Website Development

Designed and built the brand's own website from scratch, establishing a standalone digital storefront and brand identity online.

BEFORE

All adsActive adsHad deliveryActionsSee more

Search to filter by: name, ID or metrics

CampaignsAd setsAds

Last 30 days: 21 Apr 2026 - 20 May 2026

+ CreateDuplicateEditA/B testMore

Columns: PerformanceBreakdown

	Off... ↕	Ad ↕	Delivery ↑	Actions	Results ↕	Cost per result ↕	Budget Ad set	Amount spent ↕
	☐	 New Sales ad	● Not delivering	Delivery error	Messaging conversati...	Per messaging conver...	₹100.00 Daily	₹0.00
	☐	 Reel	● Not delivering	Delivery error	Messaging conversati...	Per messaging conver...	₹100.00 Daily	₹0.00
	☐	 Post	● Not delivering	Delivery error	Messaging conversati...	Per messaging conver...	₹100.00 Daily	₹0.00
Results from 3 ads ⓘ								

Search help articles

Pick a topic to see related articles

Meta pixelad pending review

account errorbillingpayment

3 issues affecting your business
Manage and resolve all issues and cases on Business Support Home
Resolve Issues

Chats

Failed payment
I understand you're still looking for another sup... 1w

Search to filter by: name, ID or metrics

CampaignsAd setsAds

CreateDuplicateEditA/B testMore

Off... ↕Ad ↕Delivery ↑ActionsResults ↕Cost per result ↕Budget Ad set

☐

 Reel

● Not delivering

Delivery error

☐

 Post

● Not delivering

Delivery error

Results from 2 ads ⓘ

Delivery error

 Delivery error

Ad needs review: It may take up to 5-7 working days to resolve.

Edit ad

Ad name

Post

Create template

Partnership ad

Off ☐

Run ads with creators, brands and other businesses. These ads leverage signals from both profiles to improve campaign performance. [About partnership ads](#)

Identity

The profiles that will be used in your ad.

* Facebook Page ⓘ
Medallion House by Anu

Instagram profile ⓘ
medallionhouse_

Campaign recommendations

Your campaign has room to improve.

Review 1 error

Ad needs review: It may take up to 5-7 working days to resolve. (#2643186)

Ad preview

Advanced preview

You can now see more variations of your ad in previews

Medallion House by Anu

Ad

Be Different. Be Elegant.
Discover trendy and classy jewellery accessories perfect for daily wear ...see more

medallionhouse_

Ad

Medallion House

After

All ads

Had delivery

Active ads

Actions

See more

Create a view

Search to filter by: name, ID or metrics

Campaigns

Ad sets

Ads

Maximum: 14 Jul 2023 - 14 Aug 2026

Create

Duplicate

Edit

A/B test

More

Columns: Performance

Breakdown

	Off... ↑↓	Campaign ↑↓	Delivery ↓	Actions	Results ↑↓	Cost per result ↑↓	Budget ↑↓	Amount spent ↑↓	Impressions ↑↓	Reach ↑↓
☐	☒	WhatsApp...	● Active	2 recommendations	202 Messaging conversat...	₹24.04 Per messaging conve...	₹200.00 Daily	₹4,855.74	70,230	
☐	☐	Sale...	● Off	—	43 Messaging conversat...	₹57.24 Per messaging conve...	Using ad set bu...	₹2,461.31	23,806	
☐	☐	New...	● Off	—	15,279 Link Clicks	₹0.16 Per link click	Using ad set bu...	₹2,435.51	143,554	
Results from 3 campaigns ⓘ										

Amazon Brand Store

[Prime Video](#) [Sell](#) [Bestsellers](#) [Today's Deals](#) [Customer Service](#) [Mobiles](#) [New Releases](#) [Prime](#) [Amazon Pay](#) [Electronics](#) [Home & Kitchen](#) [Fashion](#) [Computers](#) [Beauty & Personal Care](#) [Toys & Games](#) [Car & Motorbike](#) [Gift Cards](#)



 Medallion House > SILK CHAIN

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Medallion House Women's Gold Finish Chain Pendant Necklace | Artificial Jewellery with Bow Shape Charm and Multicolor Bead Detailing |...

₹449⁰⁰

Get it by Wednesday, 9 September.

Ships from and sold by MEDALLION HOUSE.

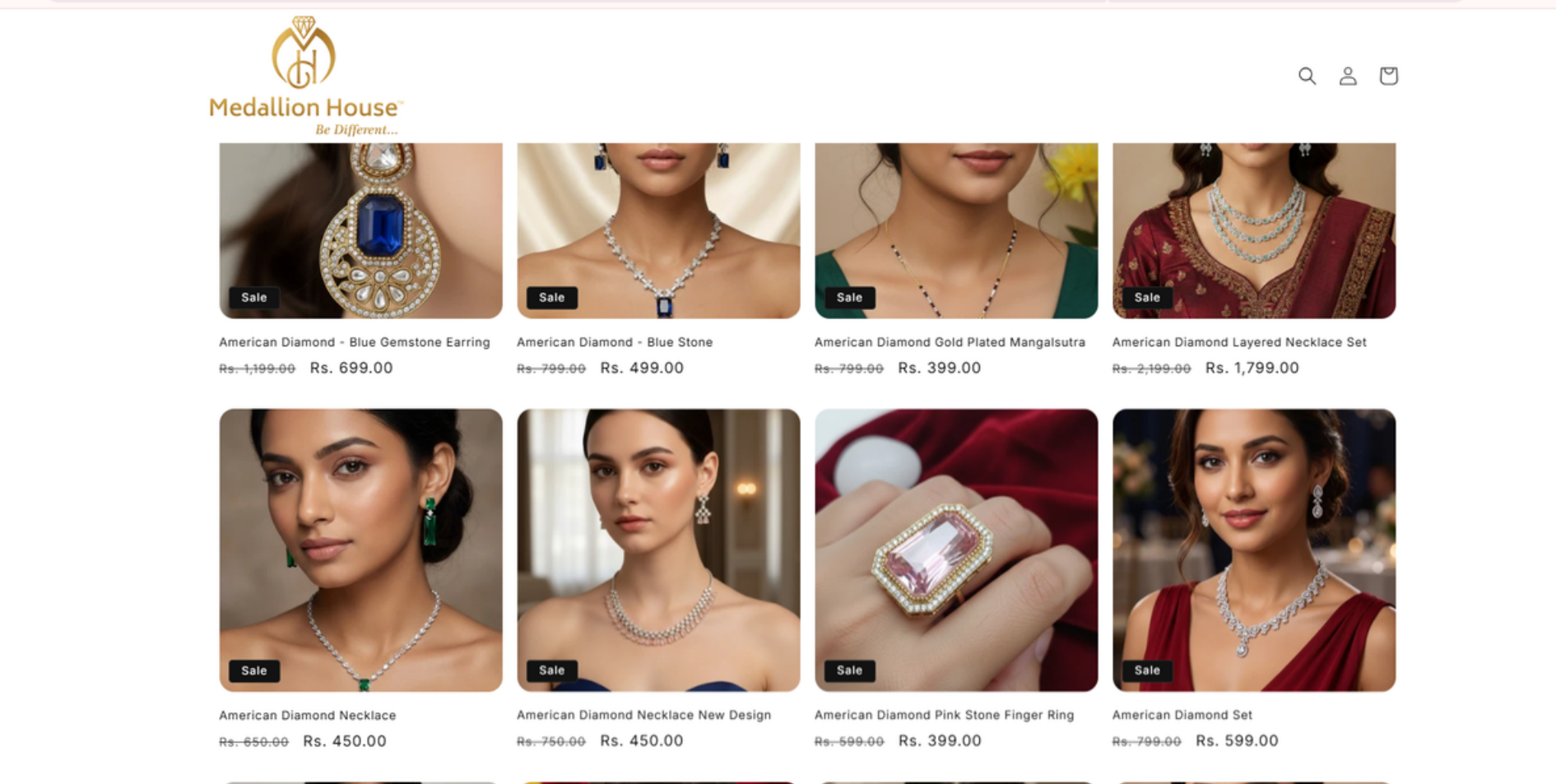
- Stylish Design: Women's artificial chain pendant necklace featuring an attractive stone design with a gold finish that adds a graceful touch to different outfit styles.
- Versatile Accessory: Suitable to pair with ethnic and western outfits for parties, festivals,

[Show more](#)

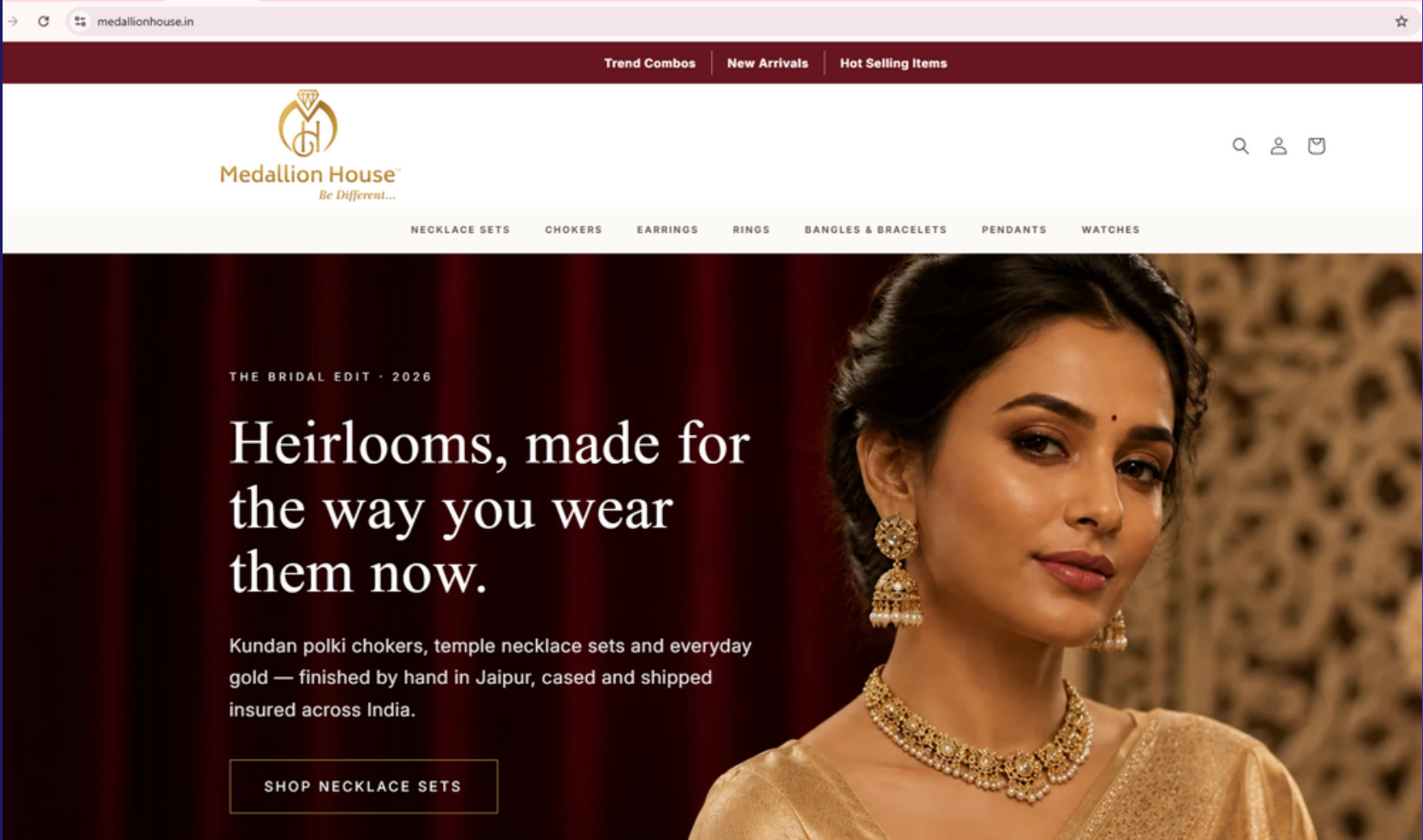
[See all details](#) [Add to Cart](#)

Website Rebuild

BEFORE



AFTER





META ADS

Reactivated & Optimised

- Full account audit completed
- Suspension resolved via Meta Support
- Campaigns live with ₹15–20 CPL



AMAZON STORE

Brand Store Launched

- Structured product catalogue set up
- Brand story & visuals integrated
- Organic discoverability improved



WEBSITE

Live Brand Website

- Designed & developed from scratch
- Digital storefront established
- Brand identity online

IMPACT SUMMARY

100%

Meta Account
Restored

₹15–20

Cost Per Lead
(Meta Ads)

1

Amazon Brand
Store Created

1

Brand Website
Built & Launched

3

Digital Channels
Activated