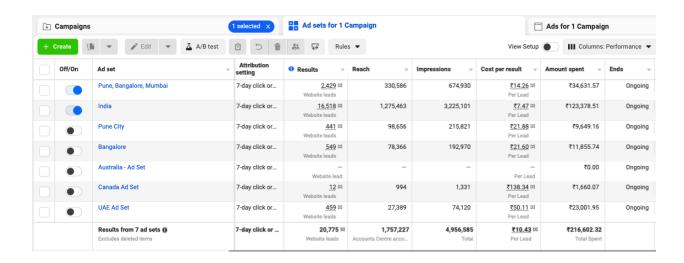
Campaign 1:

Generated 20,755 Leads at Cost Per Lead of Rs. 10.43 for Data Science Course across India, Australia, Canada, UAE.

Overview:

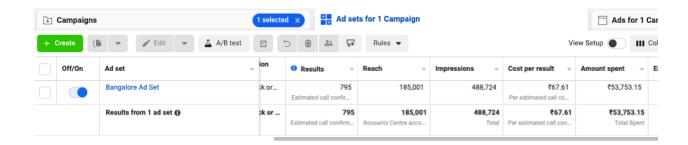
- ~ Client wanted to generate leads for a 12 Weeks Data Science Course which was priced around 16,000
- ~ We created a landing page with all the details of course & an option to download the course content
- ~ Out of 20,775 leads generated, client was able to close 7% of them for the final end product
- ~ Total Amount Spent on the Campaign is INR. 2,04,177



Campaign 2:

Generated 795 Call Campaign Leads for a Paid Make Up Artist Workshop **Overview:**

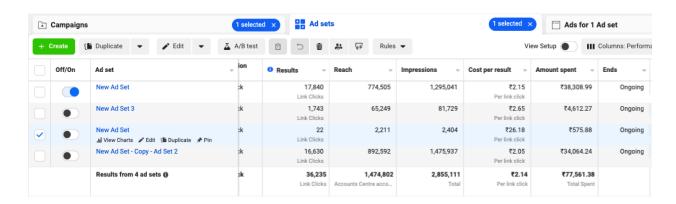
- ~ Client wanted to generate leads for a 4 Weeks Workshop
- ~ Client wanted the database of the potential students to be collected with
- a One-on-One Interaction, hence call campaign was recommended
- ~ We generated 795 calls at the Price of INR. 67 Per Call
- ~ 80 People were converted for the 4 Weeks Workshop
- ~ Total Amount Spent on the Campaign is INR. 53,753



Campaign 3:

Generated 36,235 clicks for the Launch of a Upcoming EV Vehicle **Overview**:

- ~ Client wanted to test grounds on how many people might be interested to know more about the thei Upcoming EV Moped
- ~ A Landing page was created with all details related to the Modep + a contact us form to leave the enquiry
- ~ No of enquiry was no tracked because the objective of this campaign was to create further Look-A-Like & Remarketing Campaigns
- ~ Total Amount Spent on the Campaign is INR. 77,561



Campaign 4:

Generated 1804 leads at Cost Per Lead of Rs. 15 for Life Insurance Co **Overview:**

- ~ Client who was a partner with various Insurance companies wanted generate leads for Life Insurance Policy Across India
- ~ Life Insurance being a fast moving product, the cost per lead was significantly less
- ~ In 30 days we generated 1804 leads by Spending INR. 25,746
- ~ Client then moved on to have In-House Digital Marketing Specilaist

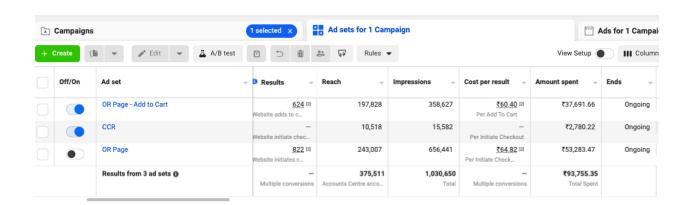


Campaign 5:

Add to Cart & Checkout Funnel Build Up for a Speficfic Artifical Jewllery product priced around INR. 3500

Overview:

- ~ Client was looking to build a pipeline of potential customer who can be retargeted frequently
- ~ Though Purchase custom conversion was created, we still focused on Add to Cart & Initiate Checkout to build on Remarketing & Look-A-Like Audience
- ~ Spent around INR. 93,755 with average Cost Per Action INR. 65



Campaign 6:

Generated 9262 Leads for a Webinar Funnel for an Astrologer who wanted to sell services + course on Astrology

Overview:

- ~ The Webinar/ Master class was a free 120 Mins session.
- ~ We built the entire automation system so that new leads keep getting notifications of the Webinar on every Sunday
- ~ Client was able to convert 8% of the leads to buy the final product
- ~ Spent around INR. 101,753 with average Cost Per Lead INR 10.99

