

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

Campaigns									
1 selected x Ad sets for 1 Campaign									
Ads for 1 Campaign									
+ Create Edit A/B test Rules View Setup Columns: Performance									
Off/On	Ad set	Attribution setting	Results	Reach	Impressions	Cost per result	Amount spent	Ends	
<input type="checkbox"/>	<input checked="" type="checkbox"/> Pune, Bangalore, Mumbai	7-day click or...	2,429 Website leads	330,586	674,930	₹14.26 Per Lead	₹34,631.57	Ongoing	
<input type="checkbox"/>	<input checked="" type="checkbox"/> India	7-day click or...	16,518 Website leads	1,275,463	3,225,101	₹7.47 Per Lead	₹123,378.51	Ongoing	
<input type="checkbox"/>	<input type="checkbox"/> Pune City	7-day click or...	441 Website leads	98,656	215,821	₹21.88 Per Lead	₹9,649.16	Ongoing	
<input type="checkbox"/>	<input type="checkbox"/> Bangalore	7-day click or...	549 Website leads	78,366	192,970	₹21.60 Per Lead	₹11,855.74	Ongoing	
<input type="checkbox"/>	<input type="checkbox"/> Australia - Ad Set	7-day click or...	Website lead	—	—	Per Lead	₹0.00	Ongoing	
<input type="checkbox"/>	<input type="checkbox"/> Canada Ad Set	7-day click or...	12 Website leads	994	1,331	₹138.34 Per Lead	₹1,660.07	Ongoing	
<input type="checkbox"/>	<input type="checkbox"/> UAE Ad Set	7-day click or...	459 Website leads	27,389	74,120	₹50.11 Per Lead	₹23,001.95	Ongoing	
Results from 7 ad sets Excludes deleted items			20,775 Website leads	1,757,227 Accounts Centre acco...	4,956,585 Total	₹10.43 Per Lead	₹216,602.32 Total Spent		

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

Campaigns		1 selected		Ad sets for 1 Campaign		Ads for 1 Car	
+ Create		Edit	A/B test	Rules	View Setup		Col
Off/On	Ad set	ion	Results	Reach	Impressions	Cost per result	Amount spent
<input type="checkbox"/>	<input checked="" type="checkbox"/> Bangalore Ad Set	sk or...	795 Estimated call confir...	185,001	488,724	₹67.61 Per estimated call co...	₹53,753.15
Results from 1 ad set		sk or ...	795 Estimated call confir...	185,001 Accounts Centre acco...	488,724 Total	₹67.61 Per estimated call con...	₹53,753.15 Total Spent

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 Moped + 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

Off/On	Ad set	ion	Results	Reach	Impressions	Cost per result	Amount spent	Ends
<input type="checkbox"/>	New Ad Set	Link Clicks	17,840	774,505	1,295,041	₹2.15 Per link click	₹38,308.99	Ongoing
<input type="checkbox"/>	New Ad Set 3	Link Clicks	1,743	65,249	81,729	₹2.65 Per link click	₹4,612.27	Ongoing
<input checked="" type="checkbox"/>	New Ad Set	Link Clicks	22	2,211	2,404	₹26.18 Per link click	₹575.88	Ongoing
<input type="checkbox"/>	New Ad Set - Copy - Ad Set 2	Link Clicks	16,630	892,592	1,475,937	₹2.05 Per link click	₹34,064.24	Ongoing
Results from 4 ad sets			36,235 Link Clicks	1,474,802 Accounts Centre acco...	2,855,111 Total	₹2.14 Per link click	₹77,561.38 Total Spent	

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

Off/On	Ad set	Budget	Last significant edit	Attribution setting	Results	Reach	Impressions	Cost per result	Amount spent	Ends
<input checked="" type="checkbox"/>	India Ad Set	₹1,000.00 Daily		7-day click or ...	1,804 Website leads	662,369	1,105,372	₹15.59 Per Lead	₹28,119.53	Ongoing
Results from 1 ad set				7-day click or ...	1,804 Website leads	662,369 Accounts Centre acco...	1,105,372 Total	₹15.59 Per Lead	₹28,119.53 Total Spent	

Campaign 5:

Add to Cart & Checkout Funnel Build Up for a Specific Artificial Jewellery 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

Campaigns		1 selected x		Ad sets for 1 Campaign		Ads for 1 Campaign	
+ Create		Edit	A/B test	Rules	View Setup		Column
Off/On	Ad set	Results	Reach	Impressions	Cost per result	Amount spent	Ends
<input checked="" type="checkbox"/>	OR Page - Add to Cart	624 Website adds to c...	197,828	358,627	₹60.40 Per Add To Cart	₹37,691.66	Ongoing
<input checked="" type="checkbox"/>	CCR	— Website initiate chec...	10,518	15,582	— Per Initiate Checkout	₹2,780.22	Ongoing
<input type="checkbox"/>	OR Page	822 Website initiates c...	243,007	656,441	₹64.82 Per Initiate Check...	₹53,283.47	Ongoing
Results from 3 ad sets		— Multiple conversions	375,511 Accounts Centre acco...	1,030,650 Total	— Multiple conversions	₹93,755.35 Total Spent	

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

Campaigns		1 selected		Ad sets for 1 Campaign		Ads for 1 Campaign	
Off/On	Ad set	Results	Reach	Impressions	Cost per result	Amount spent	Ends
<input type="checkbox"/>	India - Look A Like - MRA Students	5,762 WP Course Lead	340,967	886,816	₹8.16 Per WP Course Lead	₹47,017.56	Ongoing
<input checked="" type="checkbox"/>	Bangalore, Pune, Mumbai, ... Unpublished edits	2,908 WP Course Lead	206,359	634,863	₹13.04 Per WP Course Lead	₹37,913.51	Ongoing
<input type="checkbox"/>	BT View Charts Edit Duplicate Pin	68 WP Course Lead	71,311	274,478	₹54.13 Per WP Course Lead	₹3,680.51	Ongoing
<input type="checkbox"/>	UE	122 WP Course Lead	12,488	31,215	₹64.40 Per WP Course Lead	₹7,857.02	Ongoing
<input type="checkbox"/>	Delhi, Noida, Gurgugram	402 WP Course Lead	25,320	59,797	₹13.15 Per WP Course Lead	₹5,285.13	Ongoing
Results from 5 ad sets Excludes deleted items		9,262 WP Course Lead	614,200 Accounts Centre acco...	1,887,169 Total	₹10.99 Per WP Course Lead	₹101,753.73 Total Spent	