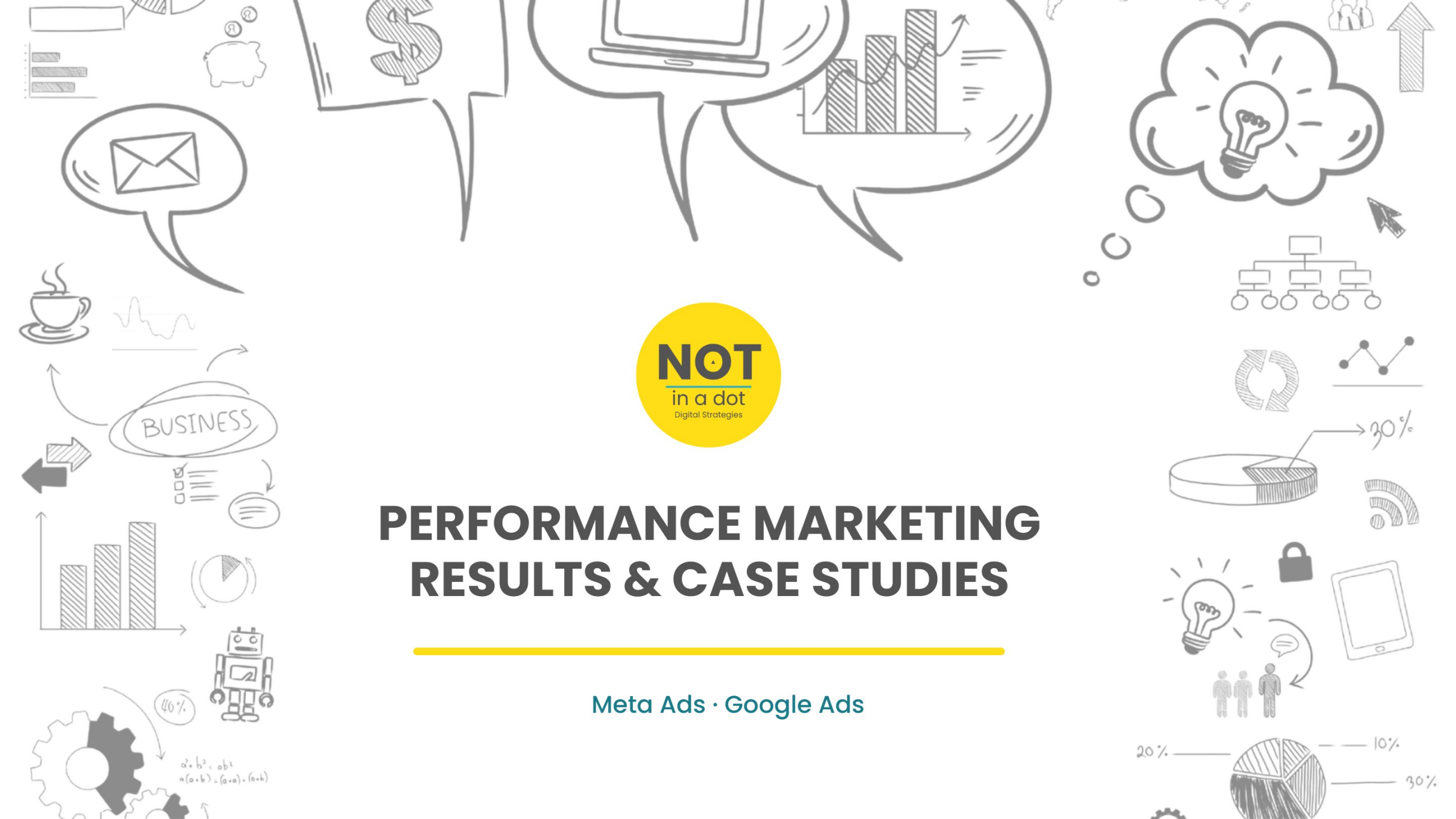

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Digital Strategies

PERFORMANCE MARKETING RESULTS & CASE STUDIES

Meta Ads · Google Ads

PERFORMANCE MARKETING

Results at a glance

1,251

leads from a lead form ad

Gold buyback business · Meta · ₹255.31 per lead

1.49K

conversions from Google Ads

Dental clinic · Mar 2025 – Oct 2026 · ₹21.92 per click

80,707

people reached for a store opening

Fabric studio · Meta · ₹7.27 per 100 people reached

555

WhatsApp messages in one run

Fabric studio · Meta Monthly Ad · ₹22.07 per message

Source: Meta Ads Manager and Google Ads. Client names omitted. Details in the case studies.

WHO WE WORK WITH

Industries we've worked with

Meta ads

Fabric and retail

WhatsApp messages, store-opening awareness and follower growth.

Case studies 1–3

Meta and Google Ads

Gold buyback

Lead form ads for genuine, qualified leads, plus Google Ads traffic.

Case studies 4–5

Google Ads

Dental clinics

Google Business Profile ads that turn local visibility into conversions.

Case study 6

CASE STUDY 1 · MESSAGES

Message campaigns, 2026

THE GOAL

The Monthly Ad: bring more people to contact the store through WhatsApp messages.

WHAT WE DID

- Ran the ad every alternate month
- Objective set to WhatsApp messages (messaging conversations)

RESULTS

Best run: 555 messages at ₹22.07 each

Campaign	Ended	Spend	Messages	Cost per message	CPC (all clicks)	Views	Cost per 100 views
Sep 2026 – Monthly Ad	28 Sep 2026	₹12,250.83	555	₹22.07	₹7.00	52,919	₹23.15
Feb 2026 Sales Campaign	22 Feb 2026	₹20,000.00	337	₹59.35	₹5.34	860,246	₹2.33
May 2026 – Monthly Ad	7 Jun 2026	₹7,286.34	110	₹66.24	₹9.13	31,705	₹22.98

Source: Meta Ads Manager. CPC = spend ÷ all clicks. Cost per 100 views = Meta's CPM ÷ 10.

PERFORMANCE MARKETING · META ADS

Awareness and profile visits

OBJECTIVE 1 · AWARENESS

June Varanasi opening ad

Store opening · ended 17 Jun 2026

80,707

people reached

Spend	₹5,864.85
Cost per 100 people reached	₹7.27
Views	110,923
Cost per 100 views	₹5.29

OBJECTIVE 2 · PROFILE VISITS

Dec 2025 Profile visit ad

Instagram profile visits · ended 4 Jan 2026

9,508

profile visits

Spend	₹8,711.49
Cost per visit	₹0.92
Views	1,285,300
Cost per 100 views	₹0.68

Source: Meta Ads Manager. Costs per 100 = Meta's per-1,000 cost ÷ 10.

CASE STUDY 2 · AWARENESS

A new store opens: building awareness

THE GOAL

Make people aware that a new store had opened in Varanasi.

WHAT WE DID

- A reach-objective campaign built around the store opening
- Daily budget of ₹2,000, ended 17 Jun 2026

80,707

people reached, each seeing the ad 1.37 times

₹5,864.85
Spend

₹7.27
Cost per 100 people reached

110,923
Views

₹5.29
Cost per 100 views

Source: Meta Ads Manager. Costs per 100 = Meta's per-1,000 cost ÷ 10.

CASE STUDY 3 · FOLLOWERS

Existing customers: growing followers

THE GOAL

Turn existing customers into Instagram followers by bringing them to the profile.

WHAT WE DID

- Targeted the studio's existing customer database
- Objective set to Instagram profile visits
- Ran until 17 Aug 2025

5,583

Instagram profile visits from the customer database

₹9,988.02
Spend

₹1.79
Cost per profile visit

98,371
People reached

3.70%
Link click-through rate

Source: Meta Ads Manager. Campaign: Customer Database ad, ended 17 Aug 2025.

CASE STUDY 4 · LEADS

Lead form ads for a gold buyback business

THE GOAL

Get only genuine, qualified leads, not casual enquiries.

WHAT WE DID

- Ran a lead form ad, with the objective set to form leads
- Chosen because the client wanted only genuine, qualified leads
- Still live, with no end date

1,251
leads from the form

₹255.31
cost per lead

₹319,389.89
Spend

512,153
People reached

1,782,998
Views

Source: Meta Ads Manager. Lead form campaign, April; still running at the time of this data.

CASE STUDY 5 · GOOGLE ADS

Google Ads for a gold buyback business

THE GOAL

Reach people looking to sell their gold and bring them to the business.

WHAT WE DID

- Google Ads for the same gold buyback business as the lead form campaign
- Results cover 9 Mar – 19 Oct 2026

8.43K
clicks

₹70.15
average cost per click

96.3K
Views

₹591K
Spend

8.8%
Click-through rate

Source: Google Ads, 9 Mar – 19 Oct 2026. 8.8% = clicks ÷ views, from rounded figures.

CASE STUDY 6 · GOOGLE ADS

Google Business Profile ads: dental clinic

THE GOAL

Increase the clinic's visibility on Google and turn it into conversions.

WHAT WE DID

- Google Ads for the clinic's Business Profile
- Conversions tracked alongside views, clicks and cost per click
- Results cover Mar 2025 – Oct 2026

1.49K
conversions

₹21.92
average cost per click

1.37M
Views

15.5K
Clicks

9.6%
Clicks that converted

Source: Google Ads, Mar 2025 – Oct 2026. 9.6% = conversions ÷ clicks, from rounded figures.

HOW WE WORK

Our process

01

Discover

Understand your business, goals and current numbers.

02

Plan

Choose the platforms, objective and budget.

03

Create

Design the ad creative and write the copy.

04

Launch

Set up tracking and take the campaign live.

05

Optimise

Review the results and improve what works.

06

Report

Share clear numbers on spend and results.

GET IN TOUCH

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Let’s talk about your next campaign.