



The I oppy Pie
Portfolio

Index



***Tap the Section to Jump to it !**

Our Mission

To empower businesses through innovative marketing strategies, creative branding solutions, and data-driven approaches that drive sustainable growth and lasting customer relationships.

Our Vision

To be the most trusted partner for businesses seeking transformative marketing and branding solutions, recognized for our innovation, integrity, and measurable results that help shape the future of digital marketing.

- 100+**
Projects We Have Worked With
- 4 years**
of Experience
- 30+**
Clients across the Globe

The Poppy Pie: Crafting Brands

The Poppy Pie is a global branding and marketing company that has been delivering cutting-edge, innovative solutions for over four years. From strategy and market research to creative execution, we help businesses of all sizes grow smarter, scale faster, and stand out boldly in competitive markets with unmatched quality and results.

We are a 360 degree branding solution providers.

Our services include:-

1

Branding Services

- Target audience analysis
- Competition analysis
- Brand building strategies and implementation
- Rebranding

2

Digital Marketing

- Search engine optimization
- Social Media Marketing
- Pay per click
- Display advertisement
- Online reputation management
- Lead generation and outreach

3

Design and Development

- Graphic designing services
- Web designing services
- Web development services
- App development
- Ai development
- UI design services
- Branding services

4

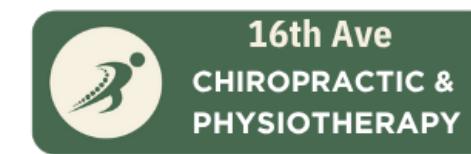
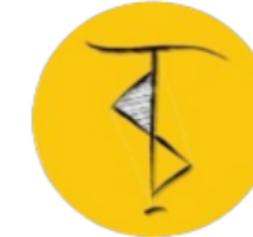
Content Creation

- Professional photography
- Professional videography
- Video editing services
- Video animation
- Content writing

At Poppy Pie, we combine creative vision with strategic thinking to elevate brands and drive sustainable growth for businesses of all sizes.

Servicing Clients Across the Globe





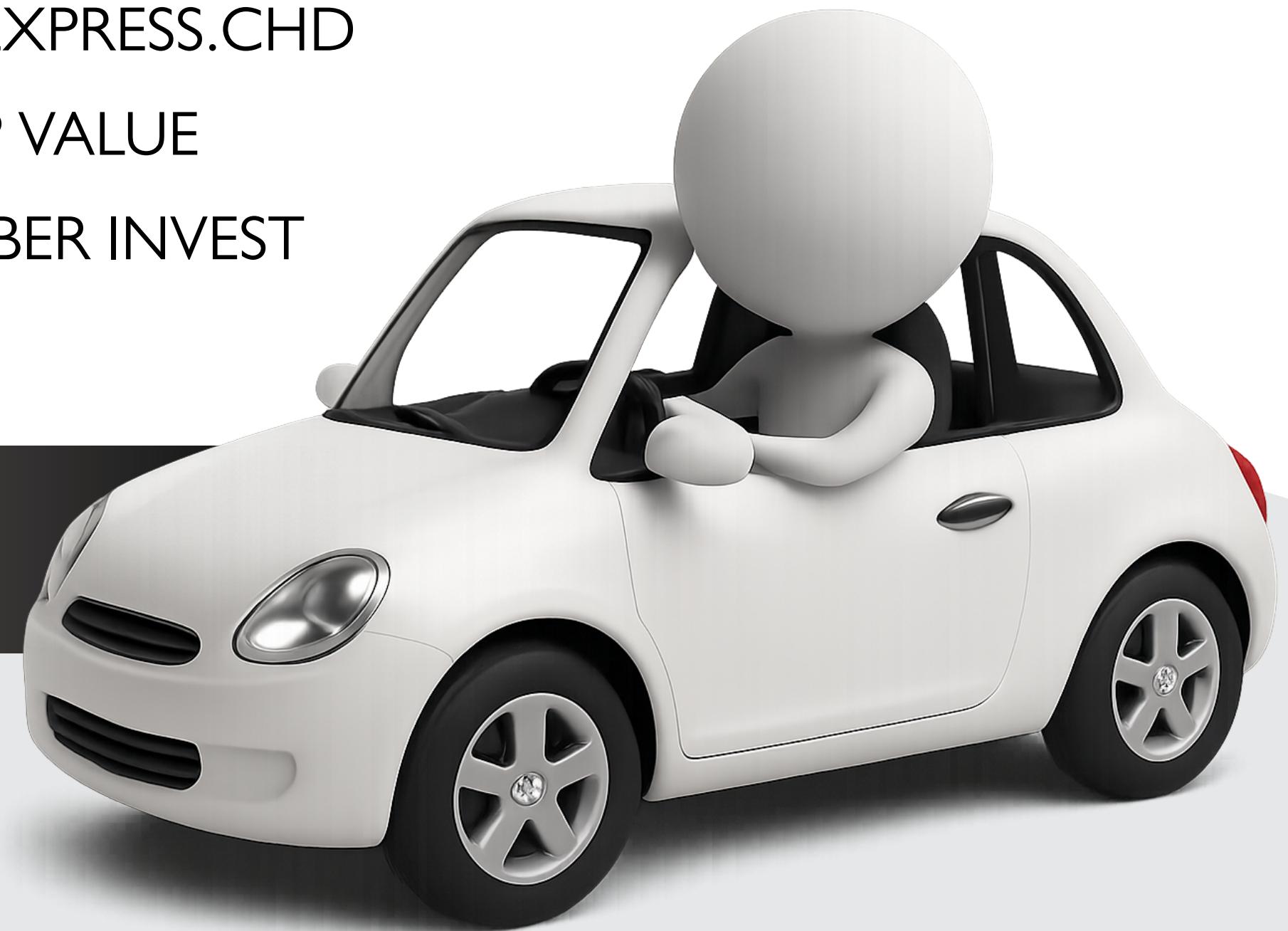
Our Real Estate Clients

- HOMELAND GROUP
- BHUTANI INFRA
- CP67 MALL, MOHALI
- ONESS INFRA
- THE FORTE REALITY
- FELIX REALITY
- TRISHLA CITY
- TRISHLA BUILDERS



Our SSM Clients

- PREPEVE
- KEEP6IX.ORG
- CAR WORLD AUTO
- IT MALL CHANDIGARH
- CAREXPRESS
- CAREXPRESS.CHD
- SLEEP VALUE
- GUMBER INVEST



Our Healthcare Clients

- 16TH AVE
- IOCI INDIA
- IOCI INDORE
- CARE CHL HOSPITALS
- CARIAC EXPERT
- OJAS SUPERSPECIALITY
- NEW WAY ORTHODONTICS



Our Service Clients

- METAFIED
- PROFCESS
- BUSINESS ENABLERS
- KAHBA
- 360 DEGREE IT SOLUTIONS
- BESTLATECH
- ENROUTE TO ASSURANCE
- AKSA ASSOCIATES
- SJ ASSOCIATES



Our FnB Clients

- ZAFRAN
- CAFE ZOYA
- BINNY'S KITCHEN
- HORSHOE HOSPITALITY
- CULINARY CRESCENDO
- MEAT MAVERICKS



Our Work

Market Research, Analysis and Business Research

- We specialize in market research and competitive analysis to help businesses deeply understand their audience, evaluate market trends, and craft data- backed strategies tailored to their specific goals.
- By identifying customer needs, analyzing competitors, and uncovering growth opportunities, we empower brands to make informed decisions with confidence.
- The businesses that have partnered with us have seen up to 50% growth in just 2-4 months of onboarding — a testament to our strategic approach and execution.
- Backed by a passionate and skilled team, we don't just offer insights drive measurable results and long-term impact.





ShoesPoint - From Followers to Buyers

Industry: Footwear (Retail, Online & Offline)

Objective: Boost online visibility and increase monthly sales.

What We Did:

- Conducted market research to identify ideal customer profiles.
- Analyzed competitor strategies and industry trends.
- Created a tailored growth strategy focused on social media engagement.

Impact:

- Grew Instagram followers from 20K to 40K
- Increased monthly revenue from 3 Lakhs to *7 Lakhs.



Metafied - Targeted Outreach for a SAAS company

Industry: SaaS

Objective: Connect with high-potential prospects in the B2B space

What We Did:

- Conducted deep market research to shortlist relevant sectors.
- Extracted and analyzed targeted company data.
- Set up 30+ brand meetings with potential clients.

Note: Closing deals was the client's responsibility.



IDA - **Sales Through Strategic Exhibitions**

Industry: Handmade Jewelry (Terracotta)

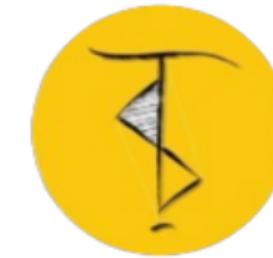
Objective: Drive offline sales and brand exposure

What We Did:

- Researched and shortlisted niche exhibitions aligned with the brand audience.
- Strategized booth setup, display, and positioning.

Impact:

- Significantly boosted sales and brand recognition through exhibition strategy
- With our help, it cracked deals with various restaurants to display and sell their products at their place.



Kahba - **Creative Strategy That Converts**

Industry: Architecture & Interior Design

Objective: Increase visibility and attract high-ticket clients.

What We Did:

- Proposed a unique guerrilla marketing idea: Hand-Scripture installation at Sector 17, Chandigarh

Impact:

- Strategy helped close one of their biggest clients

Social Media



@drvinay_tantuway



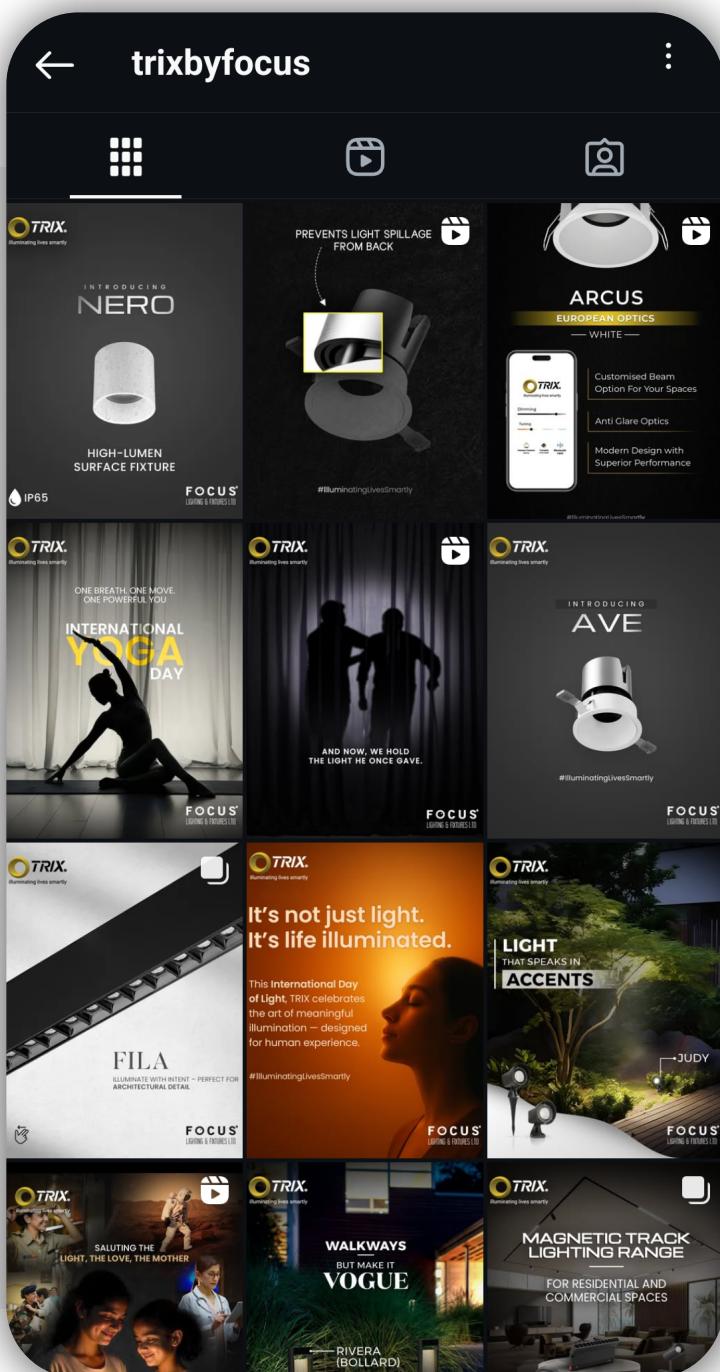
@carechlhospitals



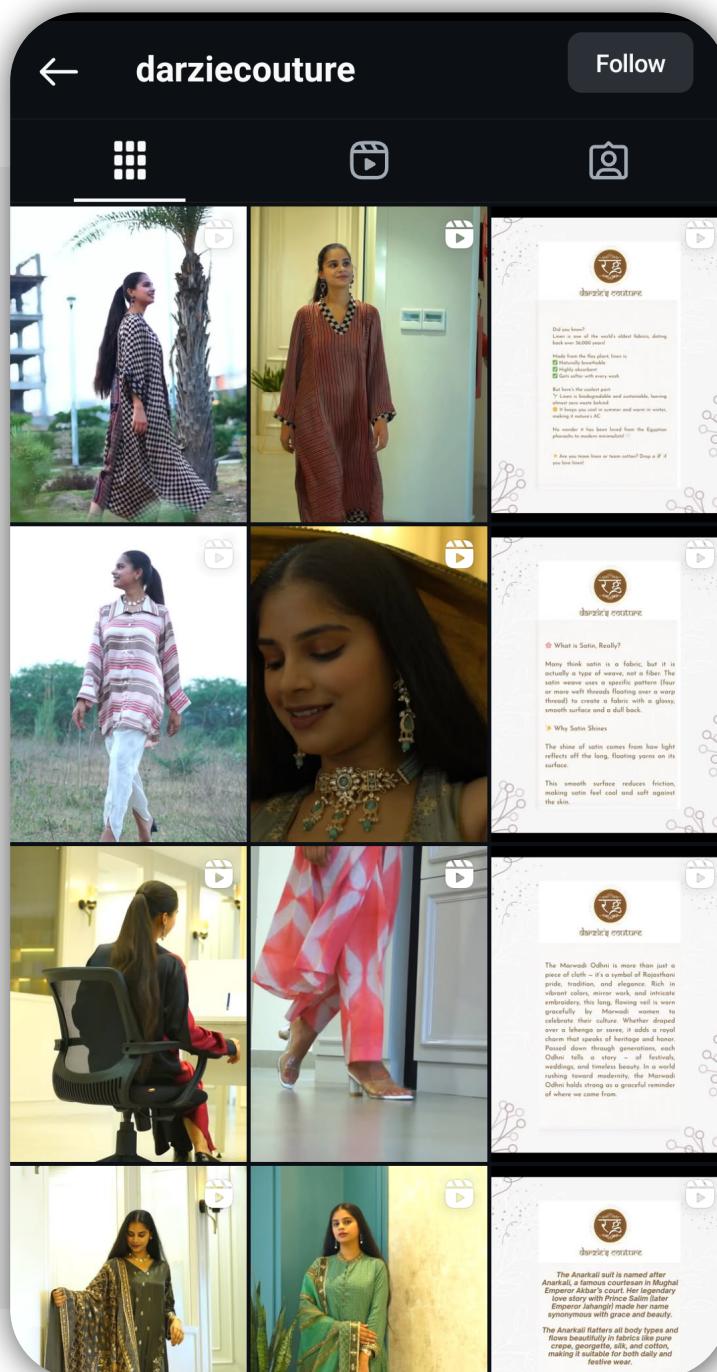
@oness_infra



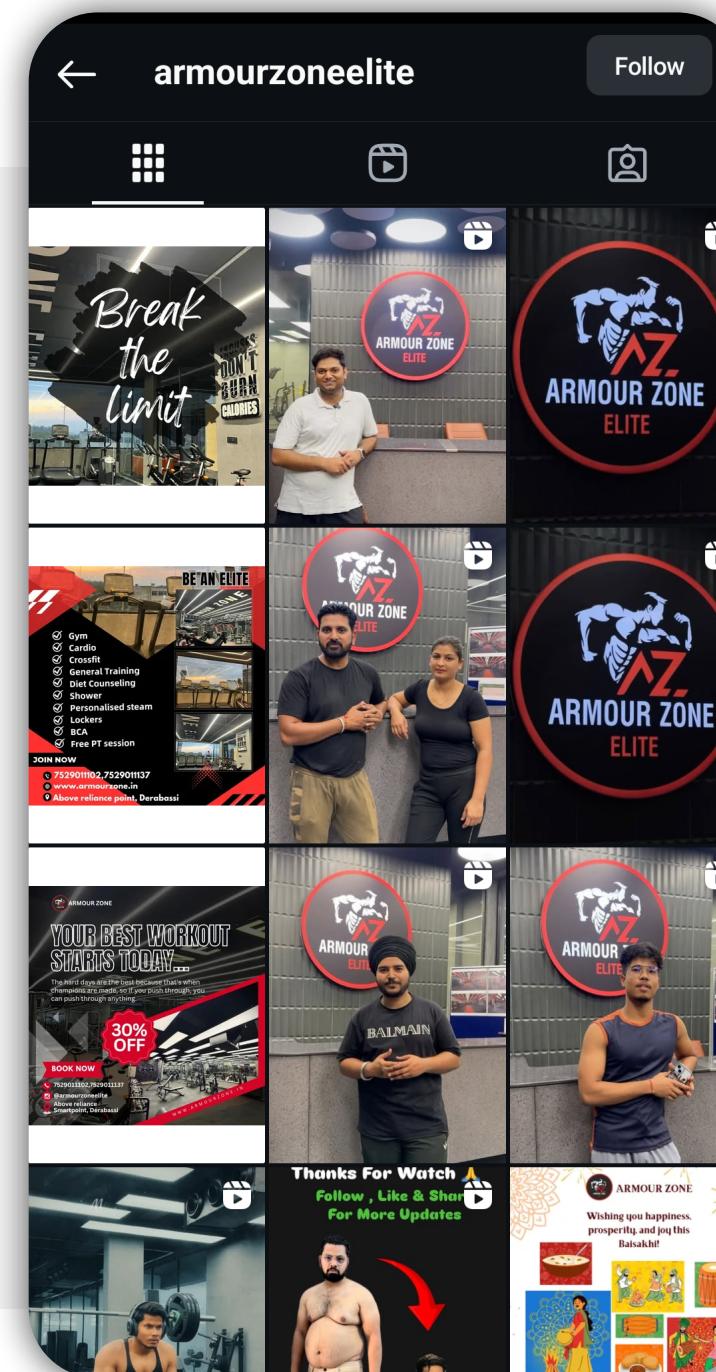
@pahal_solar



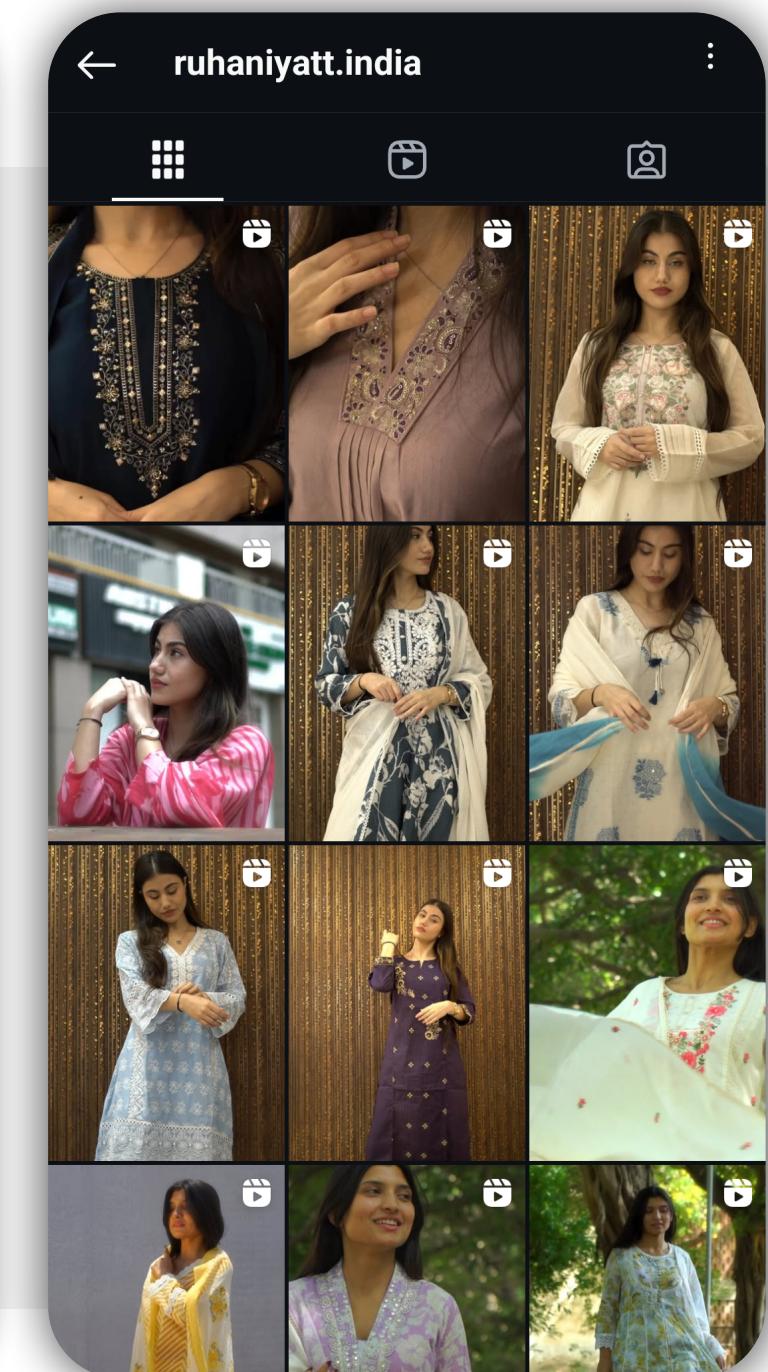
@trixbyfocus



@darziecouture



@armourzoneelite



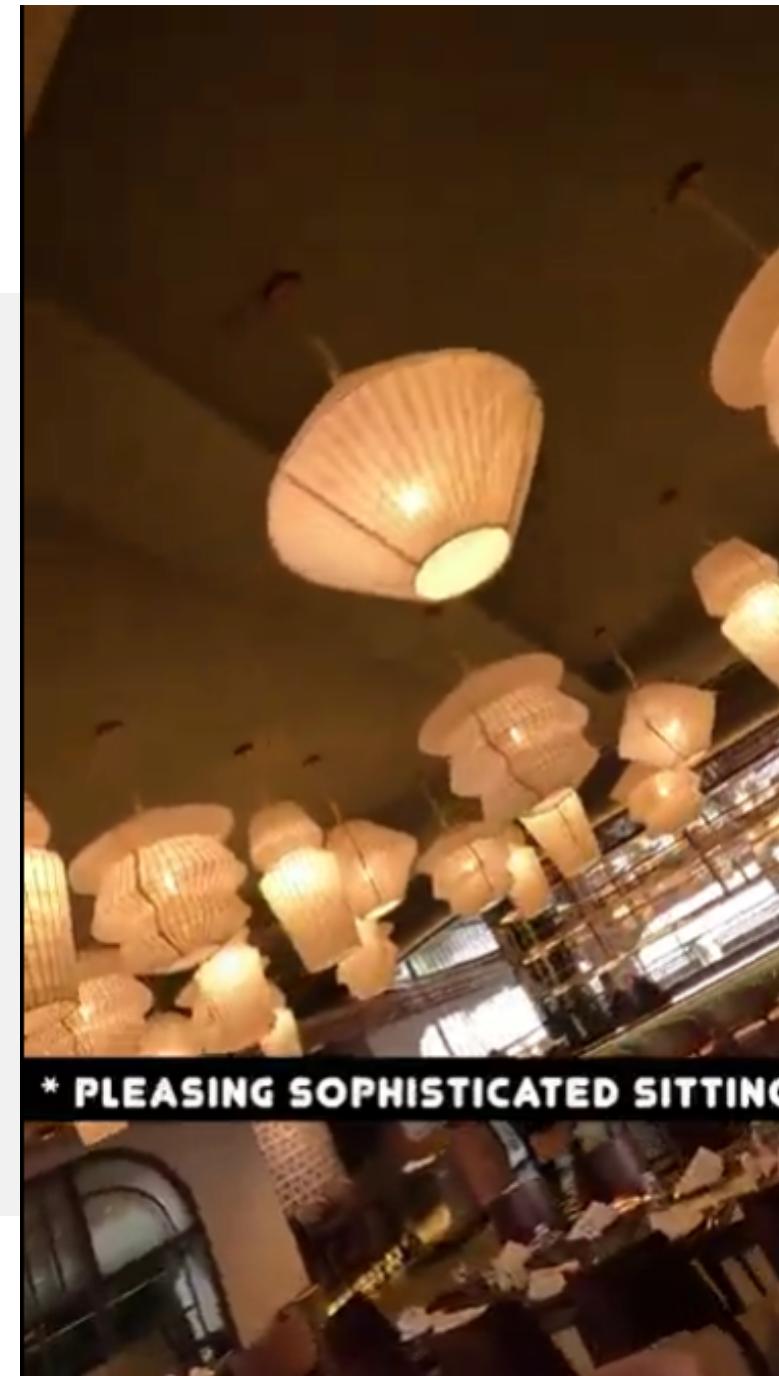
@ruhaniyatt.india

***All content on these pages is thoughtfully created and managed by our team**

Freelance Videos

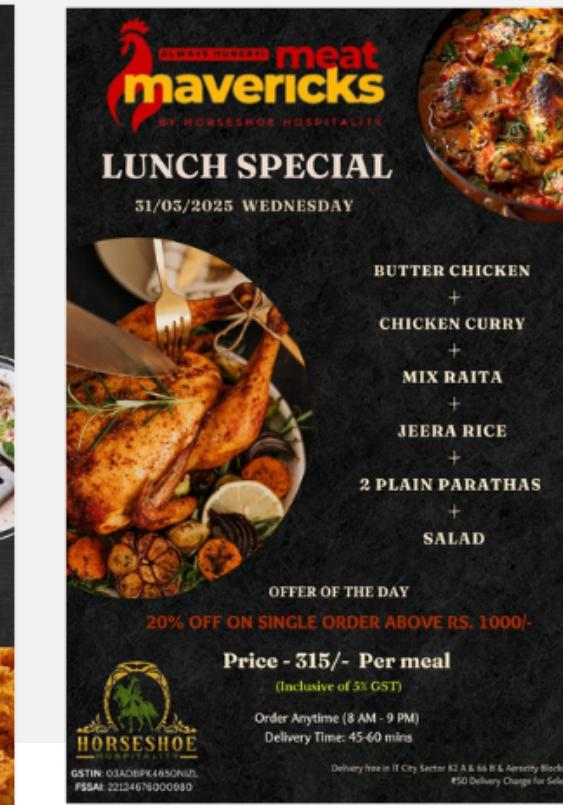
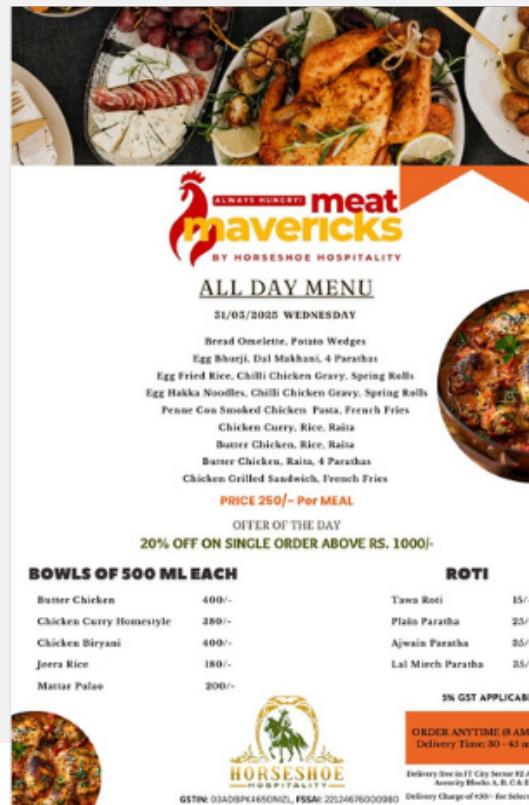
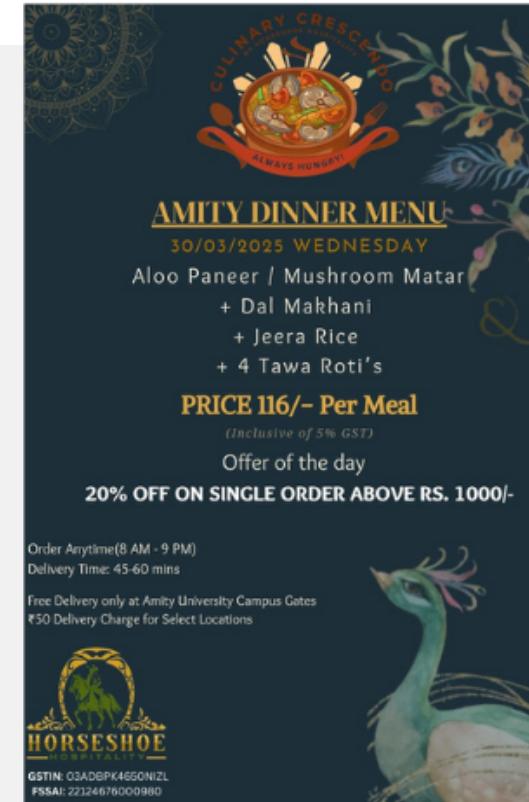
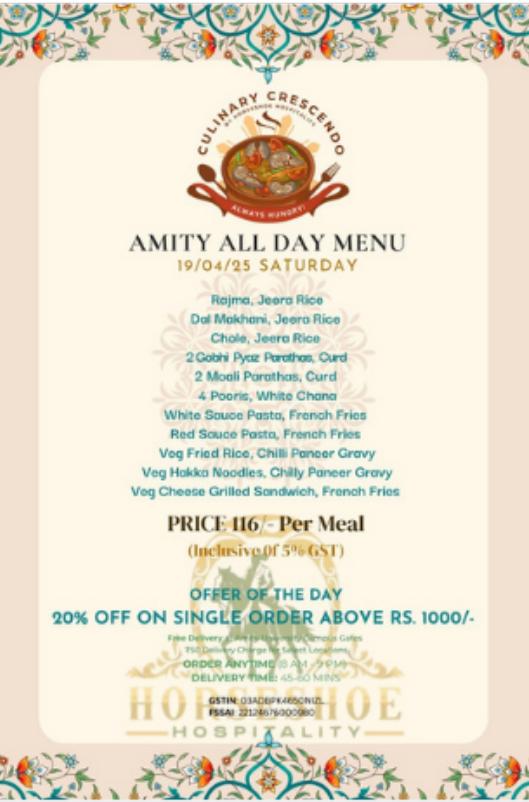


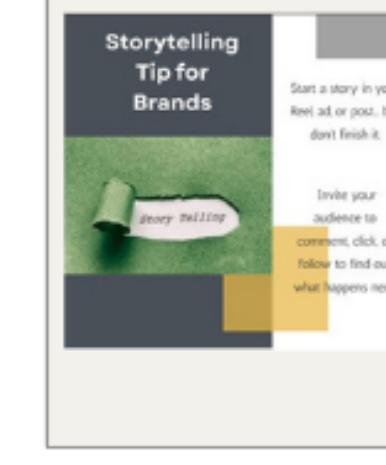
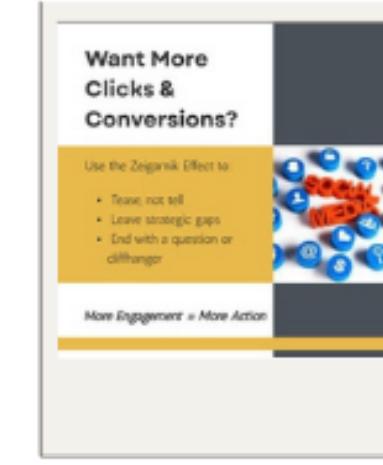
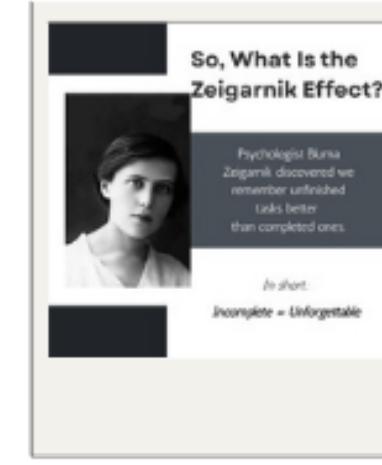
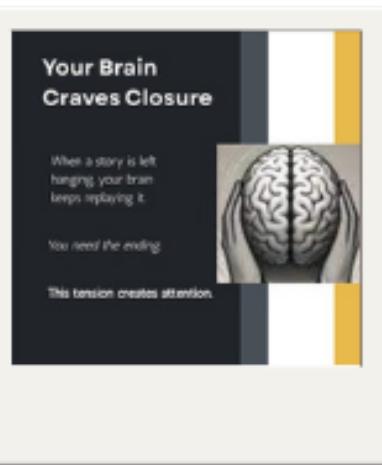
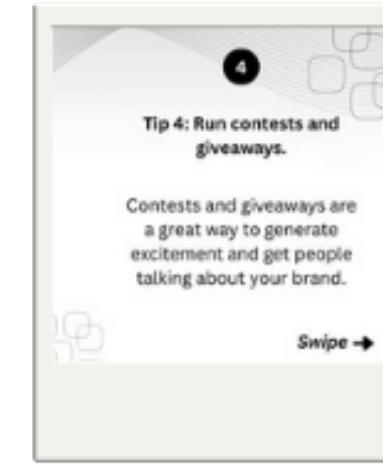
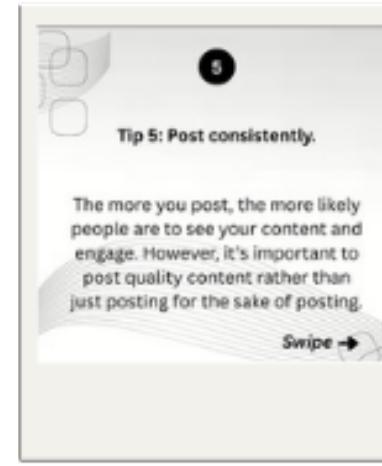
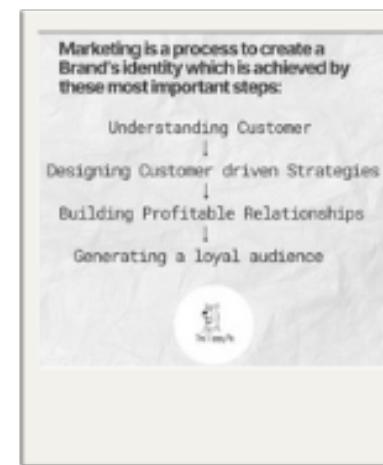
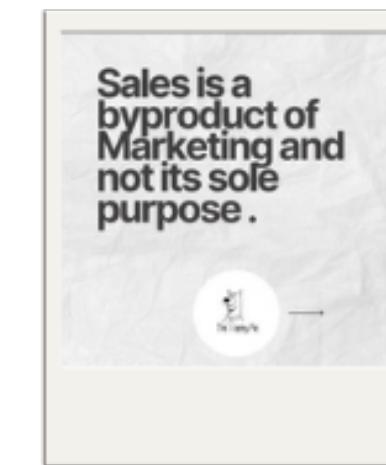
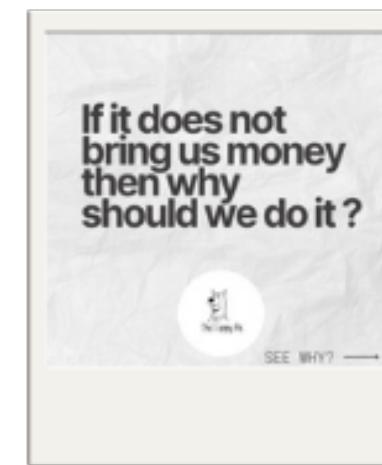
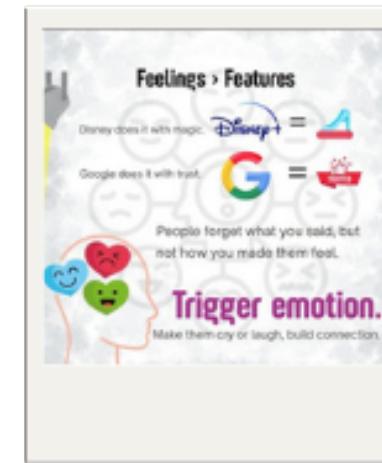
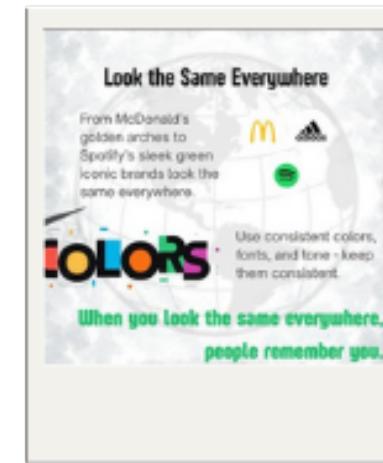
***Tap on the Image to watch the complete video**

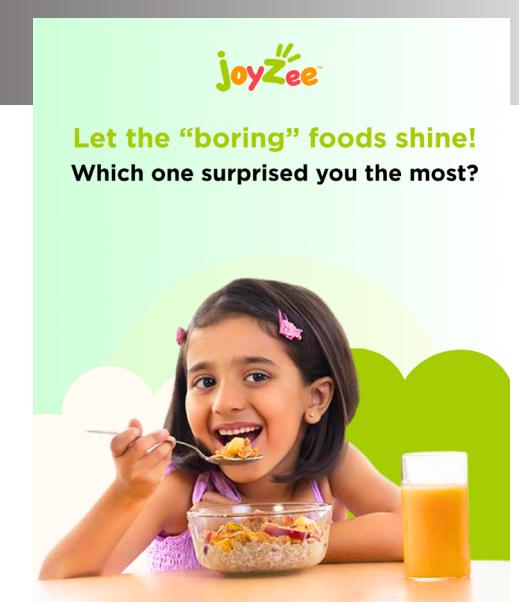
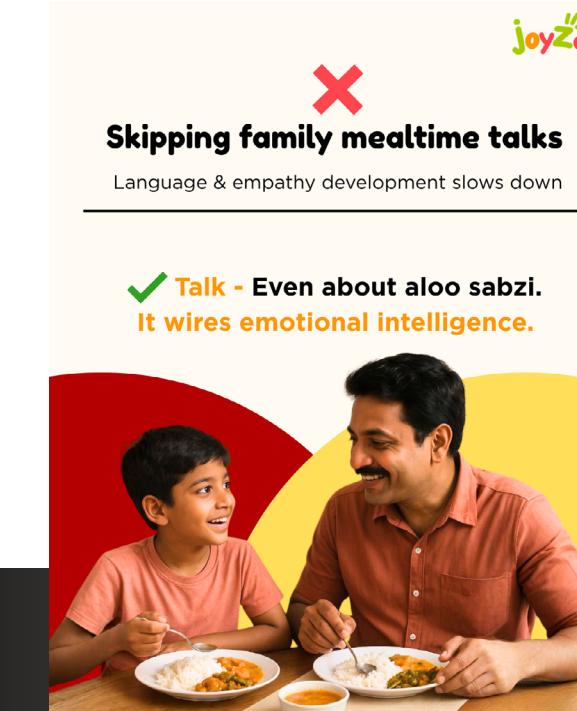
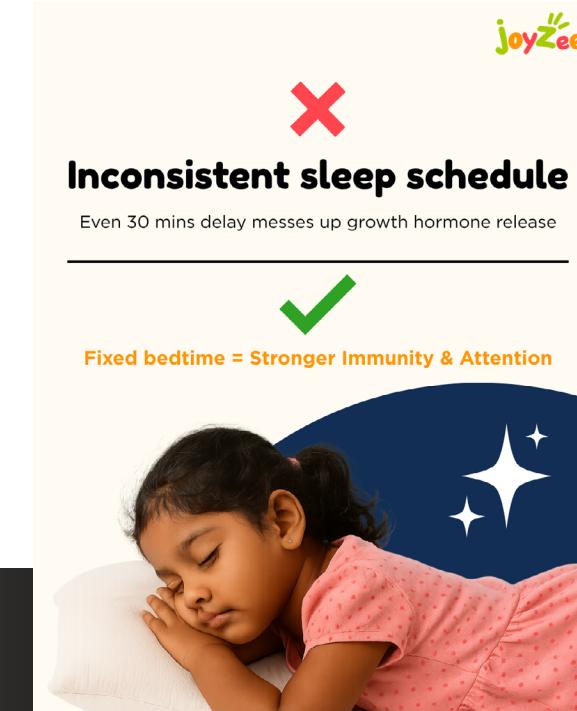


***Tap on the Image to watch the complete video**

Graphic Design







Website, App and AI Development



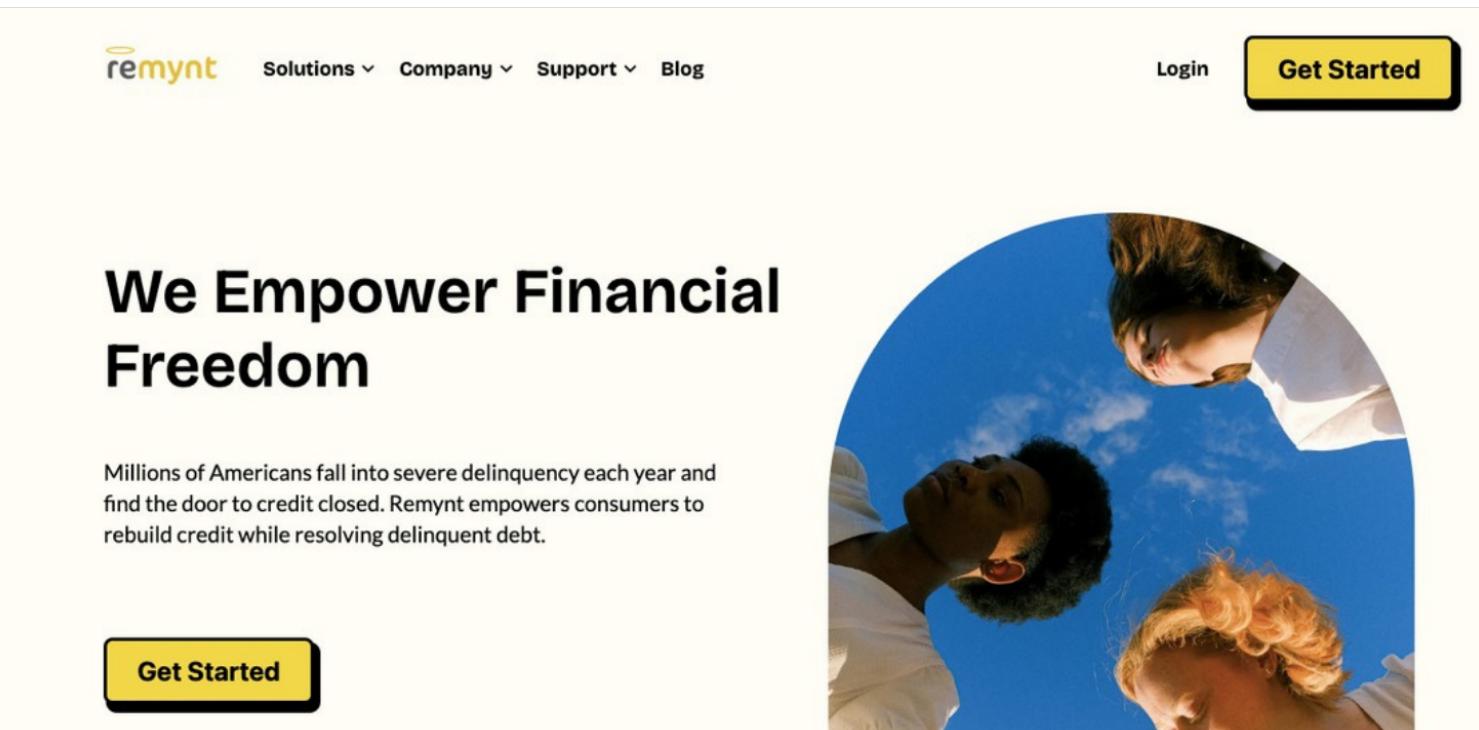


Why Orange? Products Solutions Resources Log in Contact sales

Finally, an EV charger that makes both residents and owners happy.

Contact Sales

Designing the Orange Charger site was about making EV charging feel genuinely easy. We wanted a welcoming, interactive space that instantly showed how simple their solution is. Using that vibrant orange and clean white, we crafted a visually pleasing site that truly explains their mission, making it feel good to explore and connect with.



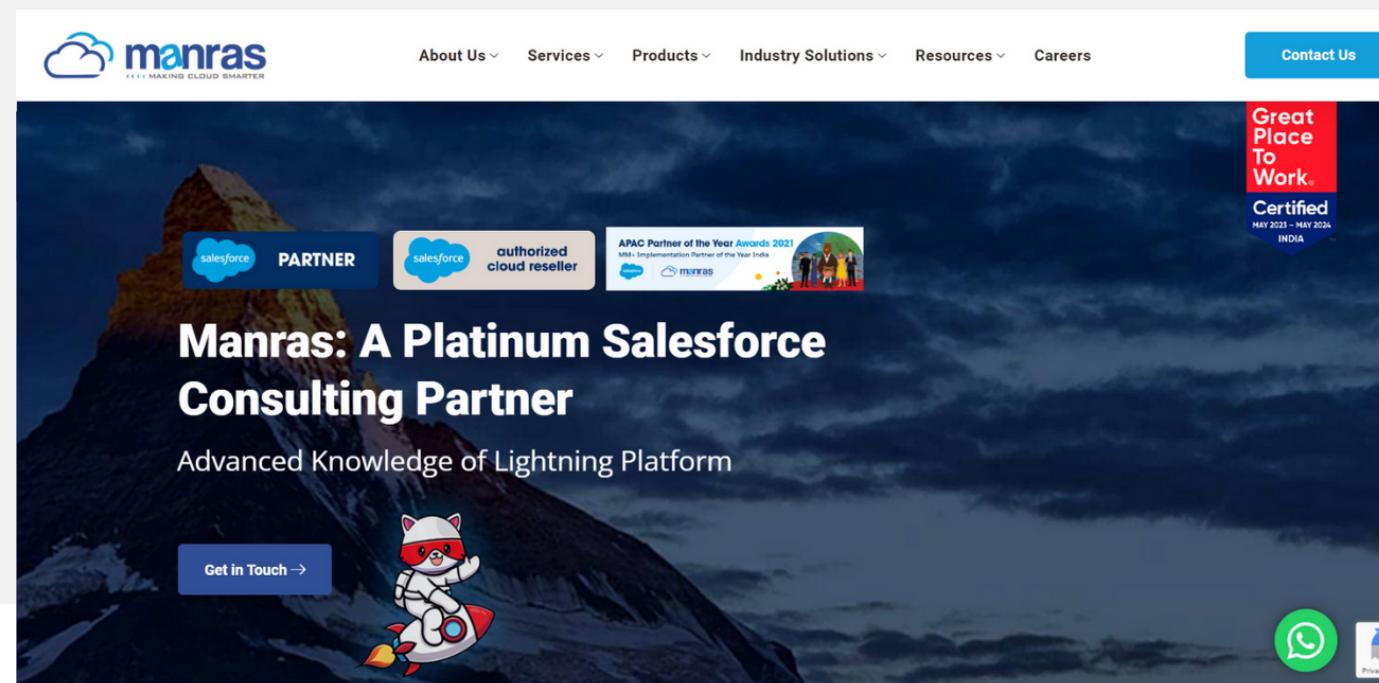
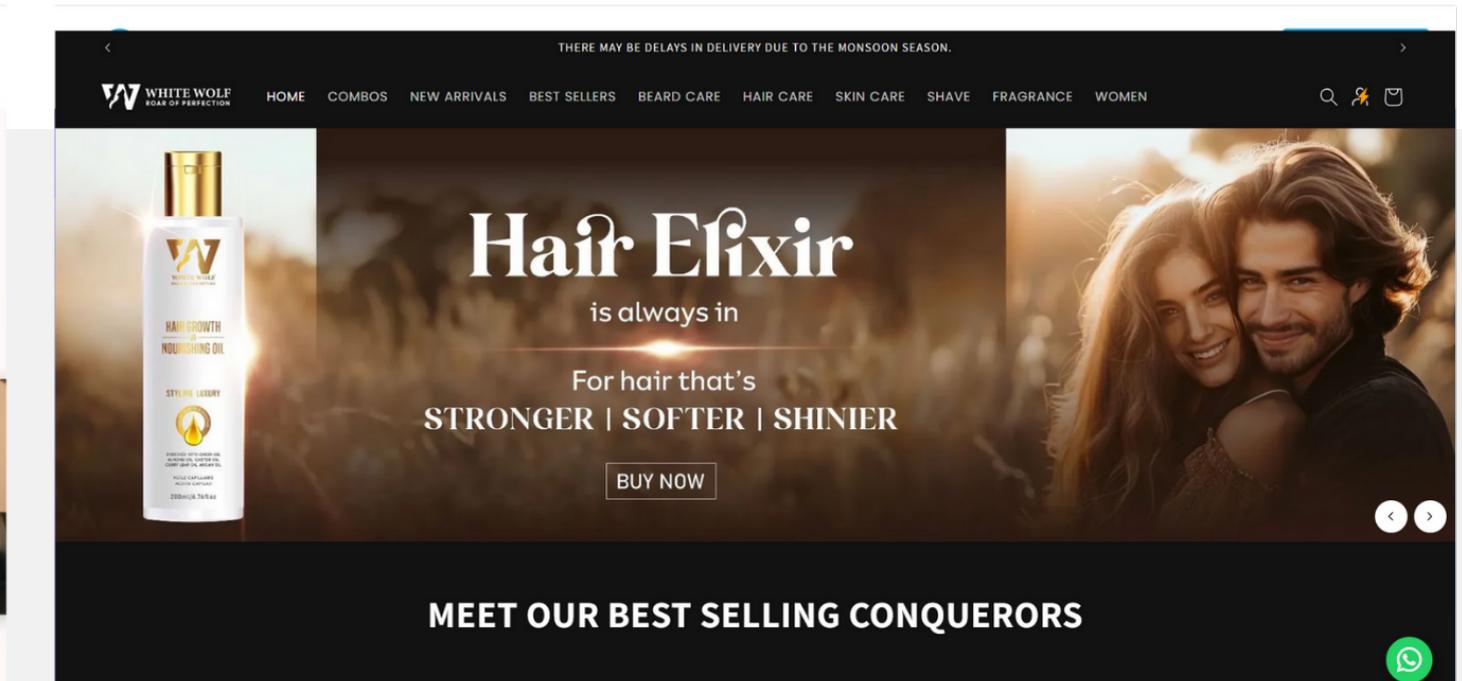
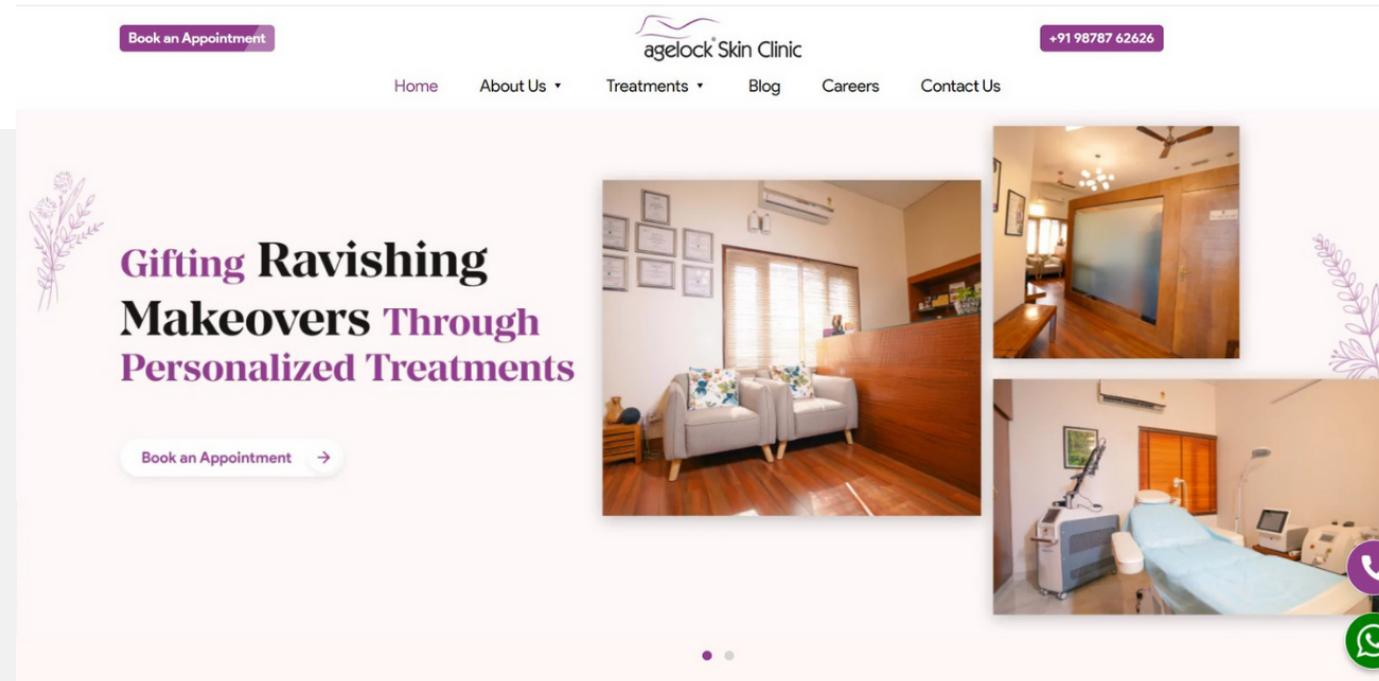
Solutions Company Support Blog Login Get Started

We Empower Financial Freedom

Millions of Americans fall into severe delinquency each year and find the door to credit closed. Remynt empowers consumers to rebuild credit while resolving delinquent debt.

Get Started

For Remynt, our Silicon Valley finance startup, building their website was deeply personal. We really wanted it to feel smart and trustworthy, but also inviting and fresh. Every design choice, from the elegant layouts to subtle creative touches, aimed to show people that financial freedom isn't just about numbers—it's about a clear, sophisticated path forward that just feels right.



We don't just build websites; we craft digital experiences that deeply resonate with your brand's essence and powerfully connect with your audience.

Other Website Links

<https://www.acdoctor.in/>

<https://www.manras.com/>

<https://ociindia.com/>

<https://bizzennablers.com/>

<https://flickfares.com/>

<https://bestlatech.com/>

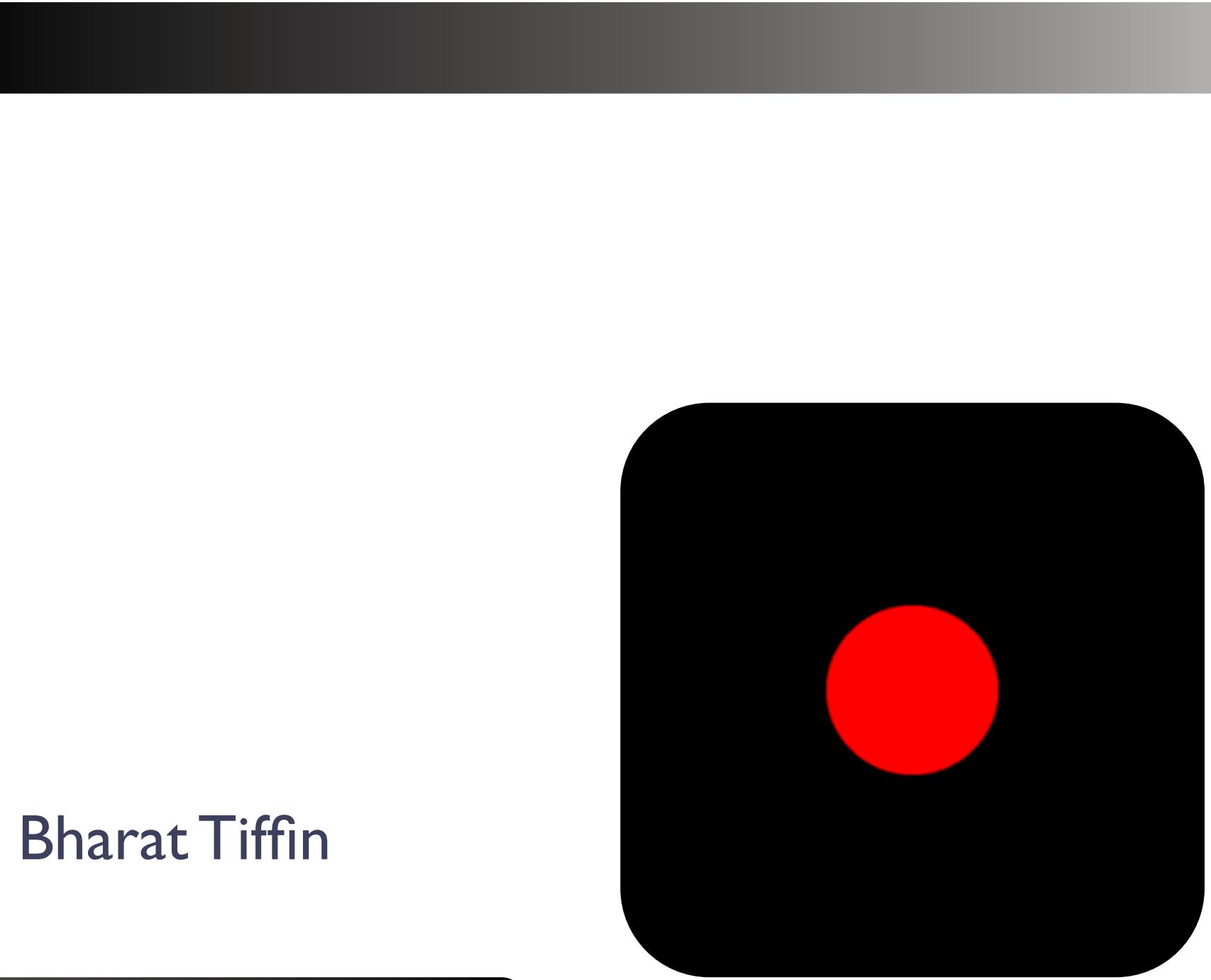
<https://dewguard.in/about-us/>

<https://www.uniqusedutech.com/>





UGC AI Creator Studio



Bharat Tiffin

Spy Camera Pro

Advertisements

Campaigns		Ad sets		Ads											
	Off/On	Campaign	Delivery	Actions	Bid strategy	Budget	Attribution setting	Results	Reach	Impressions	Cost per result	Amount spent	Ends		
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Pre Launch Jubilee 01 March 24	Off	—	Using ad set bid strate...	Using ad set budg...	7-day click or ...	184 Meta leads	22,506	69,602	₹56.62 Per Meta lead	₹10,418.18	Ongoing		
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Jubilee Clio	Off	—	Using ad set bid strate...	Using ad set budg...	7-day click or ...	169 Meta leads	84,683	238,007	₹163.39 Per Meta lead	₹27,612.72	Ongoing		
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Jubilee 1 may 24	Off	—	Using ad set bid strate...	Using ad set budg...	7-day click or ...	134 Meta leads	48,170	164,341	₹122.49 Per Meta lead	₹16,413.16	Ongoing		
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Dholera Project_TRI – 1.2	Off	—	Highest volume	₹450.00 Daily	7-day click or ...	133 Meta leads	70,263	173,446	₹102.26 Per Meta lead	₹13,600.42	Ongoing		
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Jubilee Vallum - 6 Dec	Off	—	Using ad set bid strate...	Using ad set budg...	7-day click or ...	99 Meta leads	18,555	51,417	₹102.59 Per Meta lead	₹10,156.14	Ongoing		
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Dholera Project_TRI – March 20	Off	—	Highest volume	₹300.00 Daily	7-day click or ...	90 Meta leads	50,067	114,851	₹90.04 Per Meta lead	₹8,103.93	Ongoing		
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Jubilee Vallum - 6 Dec Updated 10 Feb	Off	—	Using ad set bid strate...	Using ad set budg...	7-day click or ...	76 Meta leads	25,588	62,866	₹135.02 Per Meta lead	₹10,261.36	Ongoing		
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Villa Ad 06 Feb Creative Update	Off	—	Using ad set bid strate...	Using ad set budg...	7-day click or ...	59 Meta leads	16,407	38,579	₹59.93 Per Meta lead	₹3,535.67	Ongoing		
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Jubilee New 07 Nov	Off	—	Using ad set bid strate...	Using ad set budg...	7-day click or ...	52 Meta leads	37,872	138,943	₹424.47 Per Meta lead	₹22,072.47	Ongoing		
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Villa Ad 13 Jan	Off	—	Using ad set bid strate...	Using ad set budg...	7-day click or ...	51 Meta leads	6,511	11,792	₹27.32 Per Meta lead	₹1,393.40	Ongoing		
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Plot For Sale 15 Feb	Off	—	Highest volume	₹500.00 Daily	7-day click or ...	46 Meta leads	23,641	68,690	₹133.73 Per Meta lead	₹6,151.39	Ongoing		
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Navratri Lead	Off	—	Highest volume	₹750.00 Daily	7-day click or ...	45 Meta leads	21,710	55,104	₹145.53 Per Meta lead	₹6,549.03	Ongoing		
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Villa Ad 16 Jan With Creative Update	Off	—	Using ad set bid strate...	Using ad set budg...	7-day click or ...	38 Meta leads	13,371	30,304	₹75.88 Per Meta lead	₹2,883.48	Ongoing		
<input type="checkbox"/>	<input checked="" type="checkbox"/>	For Sale	Off	—	Using ad set bid strate...	Using ad set budg...	7-day click or ...	35 Meta leads	14,668	30,596	₹77.83 Per Meta lead	₹2,723.96	Ongoing		
<input type="checkbox"/>	<input checked="" type="checkbox"/>	TDI 1 may 24	Off	—	Using ad set bid strate...	Using ad set budg...	7-day click or ...	30 Meta leads	13,024	23,471	₹58.59 Per Meta lead	₹1,757.81	Ongoing		
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Hero 3BHK 1 Jan 4	Off	—	Using ad set bid strate...	Using ad set budg...	7-day click or ...	25 Meta leads	13,752	34,261	₹209.92 Per Meta lead	₹5,247.94	Ongoing		
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Villa Ad 08 March Creative Updated	Off	—	Using ad set bid strate...	Using ad set budg...	7-day click or ...	23 Meta leads	13,209	30,363	₹124.46 Per Meta lead	₹2,862.58	Ongoing		
Results from 56 campaigns <small>1</small> Excludes deleted items								7-day click or ...	—	410,565 Multiple conversions	1,832,868 Accounts Centre accou...	— Total	Multiple conversions	— Total Spent	₹224,720.48 Total Spent

Off/On	Campaign	Bid strategy	Budget	Attribution setting	Results	Reach	Impressions	Cost per result	Amount spent
Off	TDI 1 may 24	Using ad set bid...	Using ad set bu...	7-day click or ...	30 Facebook leads	12,517	23,471	₹58.59 Per on-Facebook lea...	₹1,757.81
Off	Hero 3BHK 1 Jan 4	Using ad set bid...	Using ad set bu...	7-day click or ...	25 Facebook leads	13,460	34,261	₹209.92 Per on-Facebook lea...	₹5,247.94
Off	Villa Ad 08 March Creative Updated	Using ad set bid...	Using ad set bu...	7-day click or ...	23 Facebook leads	13,450	30,363	₹124.46 Per on-Facebook lea...	₹2,862.58
Off	Jubilee New 24 Jan	Using ad set bid...	Using ad set bu...	7-day click or ...	22 Facebook leads	10,969	25,433	₹194.59 Per on-Facebook lea...	₹4,280.93
Off	Pre Launch Plot	Using ad set bid...	Using ad set bu...	7-day click or ...	22 Facebook leads	3,336	5,346	₹31.25 Per on-Facebook lea...	₹687.40
Off	Dholera Tricity – April 19	Highest volume	₹300.00 Daily	7-day click or ...	20 Facebook leads	13,276	22,355	₹123.41 Per on-Facebook lea...	₹2,468.15
Off	Hero 3BHK 9th Jan (Ludhiana, Patiala, Yamuna)	Using ad set bid...	Using ad set bu...	7-day click or ...	19 Facebook leads	14,600	30,025	₹176.78 Per on-Facebook lea...	₹3,358.76
Off	Jubilee Vista A/b Test	Using ad set bid...	Using ad set bu...	7-day click or ...	18 Facebook leads	13,461	29,081	₹176.59 Per on-Facebook lea...	₹3,178.56
Off	Jubilee Updated Creative 02 July 24	Using ad set bid...	Using ad set bu...	7-day click or ...	18 Facebook leads	14,723	27,583	₹92.48 Per on-Facebook lea...	₹1,664.66
Off	Rental Ad 18 May 24	Using ad set bid...	Using ad set bu...	7-day click or ...	16 Facebook leads	9,284	18,124	₹156.00 Per on-Facebook lea...	₹2,495.94
Off	Hero 09 Feb Updated Creative	Using ad set bid...	Using ad set bu...	7-day click or ...	15 Facebook leads	14,763	39,849	₹371.77 Per on-Facebook lea...	₹5,576.52
Off	Jubilee Vista Video 1 Nov	Using ad set bid...	Using ad set bu...	7-day click or ...	12 Facebook leads	9,209	15,016	₹210.20 Per on-Facebook lea...	₹2,522.45

Off/On	Campaign	Attribution setting	Results	Reach	Views	Frequency	Cost per result	Budget	Amount spent
Off	Aura Commercial 15 Feb Lead	7-day click or ...	14 Facebook leads	11,834	—	1.57	₹128.99 Per on-Facebook lea...	Using ad set bu...	₹1,805.89
Off	Aura 13 Jan Lead Edit View Charts Duplicate Pin	7-day click or ...	66 Facebook leads	33,681	—	2.20	₹135.33 Per on-Facebook lea...	Using ad set bu...	₹8,931.79
Off	Restaurant & Cafe- PixelWeb	7-day click or ...	6 Facebook leads	4,097	—	1.93	₹380.64 Per on-Facebook lea...	₹300.00 Daily	₹2,283.85
	Results from 3 campaigns 1	7-day click or ...	86 On-Facebook leads	44,513 Accounts Centre acc...	Total	2.26	₹151.41 Per Accounts Centre ...	Per on-Facebook lea...	₹13,021.53 Total Spent

Off/On	Campaign	Bid strategy	Budget	Attribution setting	Results	Reach	Impressions	Cost per result	Amount spent
<input checked="" type="checkbox"/>	Aura- BelAir Camp 3 4 Dec	Using ad set bid...	Using ad set bu...	7-day click or ...	97 Facebook leads	56,732	106,313	₹249.43 Per on-Facebook lea...	₹24,194.64

Off/On	Campaign	Attribution setting	Results	Reach	Views	Frequency	Cost per result	Budget	Amount spent
<input checked="" type="checkbox"/>	IBC Lead Custom Aud 04 NOV	7-day click or ...	1 Facebook leads	5,476	15,625	2.84	₹3,275.97 Per on-Facebook lea...	Using ad set bu...	₹3,275.97
<input checked="" type="checkbox"/>	IBC Lead (Punjab, Haryana, HP) 21 OCT	7-day click or ...	25 Facebook leads	109,172	189,896	1.74	₹645.01 Per on-Facebook lea...	₹1,475.00 Daily	₹16,125.36
<input checked="" type="checkbox"/>	IBC Lead Tricity 21 OCT	7-day click or ...	37 Facebook leads	56,218	129,048	2.29	₹653.69 Per on-Facebook lea...	₹2,275.00 Daily	₹24,186.58
<input checked="" type="checkbox"/>	IBC Lead Gen Tricity 21 OCT	7-day click or ...	1 Facebook leads	4,242	4,566	1.08	₹632.22 Per on-Facebook lea...	₹2,275.00 Daily	₹632.22
<input checked="" type="checkbox"/>	IBC Awareness Tricity - 21 OCT	7-day click or ...	1,643,942 Reach	1,643,942	2,294,381	1.39	₹10.02 Per 1,000 people rea...	Using ad set bu...	₹16,465.69
<input checked="" type="checkbox"/>	IBC Awareness (Punjab, Haryana, HP) 21 OCT	7-day click or ...	1,872,212 Reach	1,872,212	2,704,448	1.44	₹5.64 Per 1,000 people rea...	Using ad set bu...	₹10,555.74
<input checked="" type="checkbox"/>	IBC Lead Gen (Punjab, Haryana, HP) 21 OCT	7-day click or ...	1 Facebook leads	2,555	2,784	1.09	₹368.58 Per on-Facebook lea...	₹1,475.00 Daily	₹368.58

														Search	Segment	Columns	Reports	Download	Expand	More
	Campaign	Budget	Status	Optimization score	Campaign type	Avg. CPV	Impr.	Interactions	Interaction rate	Avg. cost	Cost	Bid strategy type	Conv. rate	Conversik	Cost / conv.					
<input type="checkbox"/>	● Campaign																			
	Drafts in progress: 8																			
<input type="checkbox"/>	● Flats In- Keywords	₹2,875.00/day 	Paused	-	Search	-	36,045	4,626 clicks	12.83%	₹28.86	₹133,486.84	Maximize conversions (Target CPA)	3.73%	172.50	₹773.84					
<input type="checkbox"/>	● People_Searching_for_Flats_In_Tricty	₹500.00/day 	Paused	-	Display	-	49,338	1,826 clicks	3.70%	₹1.98	₹3,621.92	Maximize conversions	9.04%	165.00	₹21.95					
<input type="checkbox"/>	● Video Conversions-	₹950.00/day	Paused	-	Video	₹0.39	974,934	185,231 engagements, views	19.00%	₹0.26	₹48,587.99	Maximize conversions	0.07%	131.04	₹370.79					
<input type="checkbox"/>	● Trishla_Brand_Keywords  	₹2,500.00/day 	All ad groups are paused	-	Search	-	12,200	1,881 clicks	15.42%	₹87.13	₹163,894.54	Maximize conversions (Target CPA)	3.85%	72.47	₹2,261.47					
<input type="checkbox"/>	● People_Showing_Interest_In_Flats_In_Tricty	₹100.00/day 	Paused	-	Display	-	14,855	699 clicks	4.71%	₹2.32	₹1,624.01	Maximize conversions	9.44%	66.00	₹24.61					
<input type="checkbox"/>	● Display Remarketing	₹500.00/day 	Paused	-	Display	-	121,642	3,503 clicks	2.88%	₹2.96	₹10,384.90	Maximize conversions	1.14%	39.91	₹260.23					
<input type="checkbox"/>	● 3 Bhk -Trishla	₹677.00/day 	Paused	-	Search	-	8,927	1,272 clicks	14.25%	₹44.89	₹57,095.57	Maximize conversions	1.45%	18.50	₹3,086.25					
<input type="checkbox"/>	● Ready To Move Flats	₹698.00/day 	Paused	-	Search	-	2,130	311 clicks	14.60%	₹85.45	₹26,573.98	Maximize conversions	5.63%	17.50	₹1,518.51					
<input type="checkbox"/>	● 4Bhk	₹250.00/day 	Paused	-	Search	-	2,611	413 clicks	15.82%	₹54.38	₹22,460.71	Maximize conversions	0.73%	3.00	₹7,486.90					
<input type="checkbox"/>	● Flats In- New	₹1,010.00/day 	All ad groups are paused	-	Search	-	1,627	218 clicks	13.40%	₹31.41	₹6,847.39	Maximize conversions	0.92%	2.00	₹3,423.70					
<input type="checkbox"/>	● Video On Realeste Channel	₹250.00/day	Eligible	-	Video	₹0.51	28,342	12,866 engagements	45.40%	₹0.24	₹3,077.20	Manual CPV	0.01%	1.53	₹2,017.64					
<input type="checkbox"/>	● Video	₹250.00/day	Paused	-	Video	₹0.36	30,057	20,675 engagements	68.79%	₹0.24	₹5,020.06	Manual CPV	0.00%	0.55	₹9,054.69					
<input type="checkbox"/>	● Video Custom - 2023-04-20	₹1,500.00/day	Paused	-	Video	₹0.18	57,348	36,874 engagements	64.30%	₹0.12	₹4,591.17	Manual CPV	0.00%	0.00	₹0.00					
<input type="checkbox"/>	● Display Youtube	₹300.00/day 	Paused	-	Display	-	0	0	-	-	₹0.00	Maximize conversions	0.00%	0.00	₹0.00					
<input type="checkbox"/>	● Hasleen Kaur- Website Retargeting	₹400.00/day	Paused	-	Video	₹0.49	23,753	16,043 engagements	67.54%	₹0.32	₹5,194.37	Manual CPV	0.00%	0.00	₹0.00					
<input type="checkbox"/>	● Flats In- Keywords #2	₹2,875.00/day	Removed	-	Search	-	0	0	-	-	₹0.00	Maximize conversions (Target CPA)	0.00%	0.00	₹0.00					
Total: Campaigns in your current view 				-		₹0.37	1,363,809	286,438 clicks, engagements, views	21.00%	₹1.72	₹492,460.64		0.24%	690.00	₹713.71					

And Many More...

**Empowering Brands:
Over 4 Years of Transforming Ideas into Success**

With a legacy of serving 100+ clients,
we've built powerful brands by
delivering innovative digital marketing
solutions that drive growth and create
lasting impact.



@thepoppypie

www.thepoppypie.com

contact@thepoppypie.com

+91 7743096565

