



Project: Digital Advertising for My Aashis (USA & Canada)

Website: <https://myaashis.com/>

Industry: Online Furniture, Home Decor & Lifestyle Products (Furniture, LED sofas, dining sets, home accessories)

Market: United States & Canada

Campaign Channels: Meta (Facebook & Instagram) Ads and Google Ads

Daily Ad Budget: \$1,000/day (combined across Meta & Google)



About the Brand

My Aashis is a US-based e-commerce furniture and home décor brand headquartered in Alpharetta, Georgia. They offer a wide range of premium luxury furniture and decorative products — from LED light sofas, European-style furniture, modern dining sets to decorative home accents — designed for contemporary living spaces.

The brand focuses on quality design, a seamless online shopping experience, and free shipping within the USA.



Campaign Objectives

- **Increase Online Sales** across US and Canada markets
 - **Maximize Revenue at Scale** within a significant daily advertising budget
 - **Enhance Return on Ad Spend (ROAS)** while building brand recognition in competitive markets
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Advertising Strategy

- 1. **Meta (Facebook & Instagram) Ads**

- **Audience Targeting:**
 - Homeowners & decor enthusiasts in US & Canada
 - Interests: Furniture, Interior Design, Luxury home goods, Modern décor
 - Custom audiences: Website visitors, add-to-cart users, past purchasers
 - Lookalike audiences from high-value customer segments
 - **Creative Strategy:**
 - High-quality lifestyle image and video ads showing furniture in real living spaces
 - Dynamic product carousel ads featuring different furniture categories
 - A/B testing on creatives, copy, and CTAs
 - **Optimization Focus:**
 - Using Conversion API + pixel for accurate tracking
 - Aim for lowest CPA (Cost per Acquisition) with scaled campaigns
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📍 2. Google Ads (Search & Shopping)

- **Search Campaigns:**
 - Target high-intent keywords related to modern furniture, luxury sofas, dining sets
 - Bid adjustments for top converting geographies
 - **Shopping Campaigns:**
 - Product-feed optimization for key catalog segments
 - Price & value clearly highlighted for premium products
 - **Remarketing:**
 - Display remarketing to re-engage previous visitors
 - Audiences segmented by past engagement levels
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Performance & Results

- ✓ **Daily Budget:** USD \$1,000 across Meta + Google
- ✓ **Return on Ad Spend (ROAS): 5x** – For every \$1 spent, \$5 revenue generated
- 👉 This indicates strong performance and efficient optimization across both platforms.



📌 Project: Performance Marketing for Lixra (USA & Canada)

Website: <https://lixra.com/>

Industry: Luxury & Contemporary Furniture / Home Décor

Markets Targeted: United States & Canada

Advertising Channels:

- Meta Ads (Facebook & Instagram)
- Google Performance Max (PMax)
- Pinterest Ads

Daily Ad Budget: \$400/day (combined across all platforms)

Achieved ROAS: 5x Return on Ad Spend



About the Brand

Lixra is a premium online furniture and décor brand offering modern sofas, bedroom sets, lighting solutions, statement pieces, and curated home décor for contemporary interiors. The brand focuses on design-forward products and high-quality craftsmanship targeting homeowners and interior enthusiasts in North America.



Campaign Objectives

- Drive high-intent traffic from US & Canada
 - Increase online purchases
 - Improve brand visibility in the premium furniture segment
 - Maintain profitability at scale
-



Advertising Strategy

📍 1. Meta Ads (Facebook & Instagram)

◆ Targeting Strategy

- Interest-based targeting (home décor, interior design, luxury furniture)
- Custom audiences (website visitors, product viewers, add-to-cart users)
- Lookalike audiences from high-value purchasers
- Retargeting campaigns (7-day, 14-day, 30-day segments)

◆ Creative Strategy

- Lifestyle creatives showing furniture in premium home settings
- Carousel ads highlighting multiple SKUs
- Video creatives for engagement + retargeting
- Dynamic product ads (catalog sales)

◆ Optimization

- Conversion API implementation
 - Weekly audience refinement
 - Budget shifted toward best-performing ad sets
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📍 2. Google Performance Max (PMax)

Instead of standard Shopping campaigns, we leveraged **Google Performance Max** to maximize reach across:

- Search
- Shopping placements
- YouTube
- Display Network
- Discover

◆ Strategy

- Optimized product feed
- Audience signals based on converters
- High-intent keyword clusters (modern sofa, luxury bedroom furniture, contemporary dining table)
- Asset group testing (different themes & product categories)

◆ **Outcome**

- Captured high-intent buyers
 - Expanded reach beyond standard search campaigns
 - Improved blended ROAS
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📍 **3. Pinterest Ads (High-Intent Visual Platform)**

Since Pinterest users actively search for home inspiration, it became a powerful upper + mid-funnel channel.

◆ **Campaign Structure**

- Conversion campaigns optimized for purchases
- Collection ads showcasing room setups
- Promoted Pins targeting users searching for:
 - Modern living room ideas
 - Luxury bedroom decor
 - Contemporary home interiors

◆ **Targeting**

- Keyword-based targeting
- Interest-based targeting
- Actalike audiences
- Retargeting website visitors

◆ **Why Pinterest Worked**

- Furniture is highly visual
 - Users are in planning mode (high purchase intent)
 - Strong click-through rates on aesthetic creatives
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Performance & Results

💰 **Daily Budget:** \$400/day

📊 **ROAS Achieved:** 5x

👉 For every \$1 spent, \$5 in revenue generated



📌 Project: Google Ads Performance Marketing for Goofytails

Website: <https://goofytails.com/>

Industry: Pet Supplies & Accessories (Dog & Cat Products)

Ad Platform Managed: Google Ads

Campaign Types:

- Dynamic Search Campaigns
 - Standard Shopping Campaigns
- Daily Ad Spend: ₹10,000 to ₹20,000/day
Achieved ROAS: 7x–9x Return on Ad Spend
-



About the Brand

Goofytails is a premium online pet store offering a wide range of products for dogs and cats — from food and treats to toys, grooming essentials, accessories, and healthcare items. Goofytails focuses on delivering high-quality pet products that cater to the wellbeing and happiness of pets, backed by a seamless e-commerce experience for pet owners. The brand serves customers across India through its online storefront, providing curated products for every pet need.



Campaign Objectives

- Drive **online sales** through Google Search and Shopping
 - Maximize **revenue efficiency** within daily budget constraints
 - Maintain **high profitability** while scaling ad spend
 - Capture **high-intent traffic** from pet owners searching for products online
-



Advertising Strategy

1. Dynamic Search Campaigns (DSA)

Dynamic Search Ads were used to capture *high-intent search traffic* across a broad range of product queries, especially for keywords that were hard to target with manual lists.

Key Focus:

- Auto-generated headlines and landing pages based on website content
- Targeted relevant product categories and long-tail search trends
- Expanded keyword coverage with minimal overlap

Benefits:

- Filled gaps in keyword coverage
 - Reduced wasted spend on irrelevant queries
 - Captured demand for niche pet product queries automatically
-

2. Standard Shopping Campaigns

Standard Shopping ads leveraged the product feed to show relevant product listings directly within search results.

Strategy Highlights:

- Optimized product feed with strong titles, descriptions, and high-quality images
- Bid segmentation by product category performance
- ROAS-based bidding focus on top-performing SKUs
- Structured campaign tiers (Brand vs. Non-Brand vs. Generic)

Optimization Tactics:

- Adjusted bids by device performance
 - Regular negative keyword additions
 - Seasonal bid boosts during peak pet purchase moments
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Results & Performance



Daily Ad Spend: ₹10,000 – ₹20,000



ROAS Achieved: Consistent 7x–9x ROAS



For every ₹1 spent, the campaigns generated ₹7–₹9 in revenue.

Key Performance Highlights:

-  Achieved strong conversion efficiency while scaling daily spend
-  Improved cost per acquisition (CPA) through strategic bid adjustments

- Strong repeat purchase signals through remarketing lift
 - High relevance & quality scores from optimized Shopping feed
 - DSA filled keyword gaps and drove incremental revenue
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Optimization & Learning

Weekly Campaign Improvements:

- Bid refinement based on product performance
- Negative keyword optimization to eliminate irrelevant spend
- Feed optimization for enhanced Shopping visibility
- A/B testing on ad copy variations and segment bids

Performance Insights:

- Shopping campaigns delivered high conversion volumes with predictable costs
 - DSA complemented Shopping by capturing emergent search demand
 - Seasonal trends (pet holidays, festive seasons) positively influenced spend efficiency
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Conclusion

The Google Ads campaigns for Goofytails delivered **highly profitable growth**, achieving **7x–9x ROAS** on a consistent basis despite variations in daily budget (**₹10,000–₹20,000**). By combining **Dynamic Search Ads** to capture broad intent and **Structured Shopping Campaigns** to showcase products at the point of purchase, the strategy efficiently drove both *visibility and conversions* — turning online search behavior into measurable sales results.

4. Alkalen



Project: Google Ads Performance Marketing for Alkalen

Website: <https://alkalen.com/>

Industry: Premium Health Beverage (Alkaline Water)

Platform Managed: Google Ads (Search, Shopping & YouTube)

Ad Spend Scaling: ₹500/day → ₹7,000/day

Achieved ROAS: 4x Return on Ad Spend



About the Brand

Alkalen is a premium alkaline water brand targeting health-conscious consumers seeking improved hydration and wellness benefits. The brand competes in a niche but growing category where education and trust play a critical role in purchase decisions.



Campaign Objectives

- Capture high-intent buyers searching for alkaline water
 - Intercept competitor demand
 - Educate customers during research stage
 - Scale ad spend sustainably
 - Maintain profitable growth
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Advertising Strategy



1. Brand Search Campaigns

- Targeted Alkalen-specific keywords
- Protected branded traffic from competitors
- Achieved high conversion rates with strong Quality Scores

This ensured we captured bottom-funnel demand efficiently.



2. Competitor Search Campaigns

- Bid on competitor brand names
- Positioned Alkalen as a strong alternative
- Highlighted differentiators in ad copy

This allowed us to capture customers actively comparing brands — right before purchase decisions.

3. Shopping Campaigns

- Optimized product feed with benefit-driven titles and descriptions
- Structured campaigns by performance tiers
- Applied smart bid adjustments based on device & search intent

Shopping ads consistently drove high-intent, conversion-ready traffic.

4. YouTube Ads – Precision Placement Strategy

Instead of broad audience targeting, we used **manual placement targeting**.

Strategy Executed:

We shortlisted and placed ads specifically on YouTube videos related to:

- Benefits of alkaline water
 - Health & hydration research content
 - “Is alkaline water good for you?” searches
 - Competitor brand review videos
 - Comparison videos between alkaline water brands
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Why This Was Effective

- Reached users during active research phase
- Intercepted audiences watching competitor reviews
- Positioned Alkalen at the exact moment of consideration
- Increased relevance → Better engagement → Stronger downstream search conversions

This created a seamless funnel:

YouTube → Educates & builds interest
Search + Shopping → Converts high-intent traffic



Performance & Results

💰 Ad Spend Scaled: ₹500/day → ₹7,000/day

📊 ROAS Achieved: 4x

👉 For every ₹1 spent, ₹4 in revenue was generated.

Key Achievements:

- 📈 Successfully scaled 14x in daily budget
 - 🎯 Improved impression share across brand & competitor keywords
 - 🧠 Increased brand visibility in a competitive health niche
 - 💰 Maintained profitable performance while scaling
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Optimization Framework

- Weekly negative keyword refinement
 - Competitor keyword bid testing
 - Shopping feed optimization
 - Placement-level monitoring for YouTube
 - Controlled, phased scaling to protect ROAS
-



Final Outcome

By combining:

- ✓ Brand search domination
- ✓ Strategic competitor targeting
- ✓ Optimized Shopping campaigns
- ✓ Precision YouTube placements on research & review content

We built a high-intent acquisition system that scaled from ₹500 to ₹7,000 per day while delivering a consistent **4x ROAS** in a competitive wellness market.

5. UMA oils

UMA

Project: Performance Marketing for UMA Oils (United States)

Website: <https://www.umaoils.com/>

Industry: Luxury Organic Skincare & Wellness

Target Market: United States

Platforms Managed: Google Ads & Meta Ads

Daily Budget:

- Google Ads: \$50/day
- Meta Ads: \$30/day

Achieved ROAS: 3x Return on Ad Spend

About the Brand

UMA Oils is a luxury skincare and wellness brand specializing in **organic, Ayurveda-inspired facial oils, essential oils, and holistic beauty products**. Positioned in the premium skincare segment, the brand emphasizes:

- 100% natural ingredients
- Organic formulations
- Ayurvedic heritage
- Clean beauty positioning

The US skincare market is highly competitive, especially in the premium organic segment, making strategic paid acquisition essential.

Campaign Objectives

- Increase online sales in the US
- Improve brand visibility in the organic skincare niche
- Drive profitable growth with a controlled daily budget
- Highlight the brand's organic & Ayurvedic USP



Advertising Strategy



Google Ads Strategy

① Dynamic Search Ads (DSA)

Dynamic Search Ads were used to capture **high-intent organic skincare searches** beyond manually targeted keywords.

Why DSA?

- Automatically match long-tail search queries
- Capture niche skincare-related searches
- Expand keyword coverage efficiently
- Drive incremental revenue

This helped attract users searching for:

- Organic facial oils
- Natural anti-aging oil
- Ayurvedic skincare solutions
- Clean beauty products

② Shopping Campaigns

Shopping ads were critical in showcasing:

- Premium packaging
- Product pricing
- Star ratings
- Organic positioning

Optimization Approach:

- Feed optimization with keyword-rich titles
- Focus on high-margin SKUs
- Negative keyword refinement
- Device-level bid adjustments

Shopping captured bottom-funnel users actively looking to purchase skincare products.

Meta Ads Strategy (Facebook & Instagram)

Creative Approach: UGC-Led Strategy

Instead of overly polished brand creatives, we leaned into **UGC-style videos**.

What We Ran:

- Creator-style testimonial videos
 - “Before & After” style explanations
 - Routine-based skincare videos
 - Organic ingredient storytelling
-

Messaging Focus:

- Highlighted the **organic & Ayurvedic USP**
- Emphasized natural ingredients
- Communicated clean beauty positioning
- Built trust through authentic delivery

This approach reduced friction and improved engagement rates.



Performance & Results



Total Daily Budget: \$80/day



ROAS Achieved: 3x

 For every \$1 spent, \$3 in revenue generated.

Key Achievements:

- Profitable performance in competitive US skincare market
 - Strong synergy between Meta (awareness + engagement) and Google (conversion capture)
 - DSA expanded keyword reach without bloating CPA
 - UGC creatives improved trust and conversion rate
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Optimization Framework

- Weekly search term analysis
 - Negative keyword pruning
 - Shopping feed optimization
 - Creative refresh cycle for Meta every 2–3 weeks
 - Budget reallocation based on channel efficiency
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6. The Signal



Project: Meta Ads Lead Generation for The Signal Newsletter

Website: <https://newsletter.thesignal.co/>

Industry: Business & Finance Newsletter

Platform Managed: Meta Ads (Facebook & Instagram)

Campaign Objective: Generate Newsletter Subscribers

Daily Ad Budget: ₹5,000/day

Cost Per Subscriber: Under ₹10 per subscriber

About the Brand

The Signal is a business-focused newsletter designed for ambitious professionals, founders, and business enthusiasts who want sharp, concise insights about markets, startups, and business trends.

The brand positions itself as a must-read newsletter for people who want to stay ahead in business — especially decision-makers and growth-focused individuals.

Campaign Objective

- Drive high-volume newsletter signups
 - Reduce cost per subscriber
 - Attract quality business-minded audiences
 - Scale subscriber growth profitably
-

Meta Ads Strategy

Since the goal was **lead generation**, the entire campaign was structured around performance-focused subscriber acquisition.

Targeting Strategy

- Interests: Business, startups, entrepreneurship, finance, investing
 - Lookalike audiences from existing subscribers
 - Retargeting engaged users
 - Broad targeting for algorithm learning and scaling
-

Creative Strategy

We used a **combination of static and dynamic creatives** to optimize engagement and conversions.

◆ Static Creatives

- Highlighted how top businessmen and founders consume the newsletter
- Positioned the newsletter as a daily competitive advantage
- Clear call-to-action: “Join 10,000+ business leaders”

◆ Dynamic & Performance Variations

- Multiple headline testing

- Different hooks focused on:
 - Staying ahead in business
 - Learning from top entrepreneurs
 - Getting smarter in 5 minutes a day
 - Continuous A/B testing to reduce CPL
-



Messaging Angle

The core hook revolved around:

- “Top businessmen start their day with insights like this.”
- “If you’re serious about business, you need this newsletter.”
- Positioning the newsletter as a smart, time-efficient advantage

This psychological positioning increased perceived value and boosted signups.



Results & Performance

₹ Daily Budget: ₹5,000

Cost Per Subscriber: Under ₹10

👉 This resulted in highly scalable subscriber acquisition at a very low cost.

Key Wins:

- 🚀 High-volume subscriber growth
 - 💸 Consistently low cost per lead
 - 📊 Strong CTR from business-focused creatives
 - ⚡ Scalable performance through creative testing
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Optimization Framework

- Daily creative performance tracking
 - Kill/scale strategy based on CPL
 - Testing new hooks weekly
 - Refining audiences based on engagement
 - Scaling budgets on best-performing ad sets
-

🏆 Final Outcome

By combining:

- ✓ Strong business-focused messaging
- ✓ Authority positioning (“Top businessmen read this”)
- ✓ Smart static + dynamic creative mix
- ✓ Aggressive performance optimization

We built a **highly efficient subscriber acquisition engine** delivering newsletter signups at **under ₹10 per subscriber**, making the campaign both scalable and profitable.

7. Melbourne Star Movers



📍 Project: Local Lead Generation for Melbourne Star Movers (Australia)

Website: <https://melbournestarmovers.com.au/>

Industry: Local Removalists & Moving Services

Location Targeted: Melbourne, Australia

Platform Managed: Google Ads (Local Search Campaigns)

Daily Budget: A\$100/day

Campaign Goal: Direct Calls & Website Form Fill-ups

Lead Quality Improvement: From 110 irrelevant leads → 9 highly qualified leads

Lead Qualification Rate Achieved: ~90%

🧠 About the Business

Melbourne Star Movers is a **local removalist service provider** operating exclusively within Melbourne and nearby areas. The business specializes in:

- Local house moves
- Apartment relocations
- Man with a van services
- Furniture moving

They do **not** offer interstate moving services — which made precise keyword targeting critical.

Campaign Objectives

- Generate high-quality local leads
 - Drive direct phone calls
 - Increase qualified website form submissions
 - Eliminate irrelevant interstate inquiries
 - Improve overall lead qualification rate
-



Google Ads Strategy



① Local-Intent Search Targeting

Instead of broad “packers and movers” keywords, we narrowed focus to:

- Local removalists Melbourne
- Man with a van Melbourne
- Furniture movers near me
- Local movers Melbourne
- Small moving services

This ensured we targeted **high-intent, location-specific users**.



② Aggressive Negative Keyword Strategy

One of the biggest issues initially was **poor lead quality** — many people were searching for:

- Interstate movers
- Moving from Melbourne to Sydney
- Long-distance packers and movers
- Interstate relocation services

Since the company only served locally, these leads were irrelevant.

Optimization Steps Taken:

- Added consistent negative keywords like:
 - Interstate
 - Sydney
 - Brisbane
 - Long distance
 - Interstate removalists
- Weekly search term audits
- Removed triggering keywords immediately

This drastically reduced wasted spend.



3 Call-Focused Campaign Structure

To prioritize direct inquiries:

- Call extensions enabled
 - Call-only ads during peak business hours
 - Mobile bid adjustments for higher call intent
 - Optimized landing pages for quick form fill-ups
-



Results & Performance

💰 Daily Budget: A\$100

Before Optimization:

- 110 leads
- Majority low quality
- High volume but poor conversion-to-job rate

After Optimization:

- 9 highly qualified leads
- ~90% lead qualification rate
- Significantly improved booking conversion
- Reduced wasted ad spend

👉 The focus shifted from **volume to quality**, dramatically improving business efficiency.

Optimization Framework

- Weekly negative keyword updates
 - Search term monitoring
 - Location tightening
 - Device performance adjustments
 - Budget allocation toward high-converting keywords
-

Final Outcome

By:

- ✓ Narrowing targeting to local-intent keywords
- ✓ Eliminating interstate-related searches
- ✓ Prioritizing call-driven conversions
- ✓ Maintaining disciplined search term audits

We transformed the campaign from high-volume low-quality leads to a **lean, high-intent local lead engine**, achieving approximately **90% lead qualification** while maintaining a consistent A\$100/day budget.

8. Richard Afkari

RICHARD AFKARI

WEAVERS' FASCINATION • RUGS IN NYC

Project: Google Ads – Store Footfall Campaign for Richard Afkari (New York City)

Website: <https://richardafkari.com/>

Industry: Luxury Carpets & Rug Restoration

Location Targeted: New York City, USA

Platform Managed: Google Ads (Search + YouTube)

Daily Budget: \$50/day

Campaign Goal: Increase In-Store Footfall

Cost Per Store Visit: \$8 per visit

About the Brand

Richard Afkari is a premium carpet and rug store in New York City specializing in:

- Luxury handmade carpets
- Antique & Persian rugs
- Carpet restoration services
- Professional carpet cleaning

The brand operates in a high-value, niche luxury segment where trust, craftsmanship, and heritage play a major role in purchasing decisions.

Campaign Objectives

- Drive physical store visits in NYC
 - Increase local brand awareness
 - Capture high-intent carpet buyers
 - Position Richard Afkari as the premium carpet destination in New York
-

Advertising Strategy

1 Local Search Campaigns (High-Intent Capture)

We focused on **local search intent keywords**, including:

- Luxury carpet store NYC
- Carpet restoration near me
- Persian rugs New York
- Carpet cleaning NYC
- Rug repair Manhattan

◆ **Strategy Execution:**

- Geo-targeting restricted strictly to New York City
- Location extensions enabled for directions & store visits
- Optimized for store visit conversions
- Bid adjustments for mobile users (higher local intent)

This ensured we captured users actively searching for nearby premium carpet services.

② YouTube Awareness Campaign (Brand Positioning)

To complement search campaigns, we ran **YouTube video ads targeted specifically within the New York region**.

Creative Strategy:

We showcased:

- How luxury carpets are handcrafted
 - The artistry behind Persian rugs
 - Restoration craftsmanship
 - Education on identifying high-quality carpets
-

Why This Strategy Worked

Luxury carpet buyers often research before visiting a store.

By educating potential customers:

- We built trust
- Positioned Richard Afkari as an authority
- Elevated brand perception
- Influenced decision-making before store visits

Instead of just advertising products, we marketed **expertise and craftsmanship**.

9. Miya Kebabs



Project: Full-Funnel Footfall Growth for Miya Kebabs (Mumbai & Pune)

Brand: Miya Kebabs

Industry: QSR / Casual Dining (Non-Veg Specialty Restaurant)

Locations: 5 Branches – Mumbai & Pune

Platforms Managed: Google Ads & Meta Ads

Daily Budget Per Branch:

- Google Ads: ₹2,500

- Meta Ads: ₹2,500

Total Daily Budget Per Branch: ₹5,000

Campaign Goal: Increase Store Footfall & Offline Sales



Business Objective

Miya Kebabs wanted to:

- Increase walk-ins across all 5 outlets
 - Boost offline revenue
 - Compete aggressively with nearby non-veg restaurants
 - Position itself as a late-night food destination
-



Advertising Strategy

We built a **hyper-local performance engine** combining intent capture + demand generation.

📍 Google Ads Strategy (High-Intent Capture)

① Local Search Campaigns

We targeted high-intent, location-based keywords such as:

- Kebabs near me
 - Best non-veg restaurant near me
 - Mughlai food near me
 - Late night food near me
 - Competitor restaurant names
-

🔥 Competitor Traffic Strategy

We bid on competitor brand keywords to:

- Intercept customers before they chose competitors
 - Offer better ratings, ambience & late-night availability
 - Increase impression share in high-density food areas
-

⌚ Optimization Tactics

- Location radius targeting around each branch
 - Mobile-focused bidding (higher walk-in intent)
 - Continuous negative keyword refinement
 - Call & direction extensions enabled
-



Google Results

- Store visit cost consistently below ₹40
 - High-intent traffic conversion
 - Strong contribution to offline revenue growth
-



Meta Ads Strategy (Demand Generation & Branding)

While Google captured demand, Meta created it.



Creative Strategy

We created engaging campaigns showcasing:

- Restaurant ambience
 - Food close-up visuals (kebabs, biryani, grills)
 - Customer testimonials & crowd energy
 - Late-night dining experience
-



Campaign Types

- Traffic campaigns
 - Store visit campaigns
 - Location-based targeting
 - Late-night audience targeting (post 8 PM)
-



Unique Positioning Angle

We highlighted:

- “Best place after clubbing or parties”
- Late-night open messaging
- Social proof (crowded ambience)
- Emotional food appeal

This tapped into impulse dining behavior.



Overall Performance & Growth

💰 Avg Store Visit Cost: **Under ₹40**

⌚ Average Order Value (AOV): ₹1,110

👉 Extremely profitable customer acquisition.



Massive Scale Achieved

Over 1.5 years:

- Scaled revenue from ₹30 Lakhs/month per outlet
- To ₹1 Crore+ per month per outlet

This represents:

📈 Over 3X revenue growth

📍 Sustainable offline scaling

🔥 Strong ROAS driven by low acquisition cost + high AOV



Optimization Framework

- Weekly keyword & search term audits
 - Competitor bid adjustments
 - Location-level performance monitoring
 - Creative refreshes every 2–3 weeks
 - Budget scaling based on branch performance
-

🏆 Final Outcome

By combining:

- ✓ High-intent local Google Search campaigns
- ✓ Aggressive competitor targeting
- ✓ Engaging Meta footfall campaigns
- ✓ Late-night positioning strategy
- ✓ Consistent optimization & scaling

We transformed Miya Kebabs into a **high-growth local food brand**, scaling each outlet from ₹30L/month to ₹1Cr+ per month while maintaining highly profitable customer acquisition.

11. Dreamiyata Drama



Project: YouTube Growth Strategy for Dreamiyata Drama & Dreamiyata Music

Brand: Dreamiyata Drama & Dreamiyata Music

Industry: Hindi Drama Production & Music

Founders: Bollywood actors Ravi Dubey & Sargun Mehta

Platform Managed: YouTube Ads (Google Ads)

Daily Budget: ₹50,000/day

Primary Goal: Increase Organic Views & YouTube Subscribers

Achieved Cost Per Subscriber: Under ₹6 per subscriber

The Challenge

Before our involvement:

- Ads were being run directly from YouTube Studio
- Targeting was broad and random
- Ads were shown to users not interested in Hindi drama content
- Low engagement signaled poor content quality to YouTube's algorithm
- Organic reach was being negatively affected

Additionally:

- Ads were run on newly released episodes
- Users were landing on latest episodes without context
- Poor watch time & low retention
- Increased views but weak engagement

This harmed long-term channel growth.

Objective

- Increase subscribers at scale
 - Improve watch time & retention
 - Strengthen YouTube algorithm signals
 - Build long-term organic growth
 - Reduce cost per subscriber
-



Strategy Implemented

① Advanced Audience Research & Precision Targeting

Instead of broad targeting, we conducted detailed audience research:

- Hindi drama enthusiasts
- Viewers of similar serials & web series
- Fans of romantic drama content
- Viewers of competing YouTube drama channels
- Interest layering with regional & language targeting

We ensured ads were shown only to users highly likely to:

- ✓ Watch full episodes
 - ✓ Engage with content
 - ✓ Subscribe organically
-

② Episode Funnel Strategy (Retention Optimization)

This was the game-changing move.

Previously:

- Ads promoted latest episodes directly
- New viewers lacked story context
- Low retention & drop-offs

We shifted the strategy:

👉 Every ad redirected users to **Episode 1 of each series**

Why This Worked:

- Built storyline continuity
- Increased session watch time
- Improved audience retention rate
- Encouraged binge watching
- Boosted YouTube algorithm favorability

This significantly improved organic recommendations.

3 Smart Video Ad Structure

- Skippable in-stream ads
 - Compelling emotional hooks in first 5 seconds
 - Story-driven creative cuts
 - Clear CTA: "Watch Full Episode Now"
-



Results & Performance

 Daily Budget: ₹50,000

 Cost Per Subscriber: Under ₹6

Key Achievements:

- Massive subscriber growth at scale
- Significant improvement in watch time
- Stronger retention signals
- Increased organic recommendation traffic
- Higher engagement rates per episode

Most importantly:

 Organic reach improved because engagement quality improved.

The Real Impact

Instead of just increasing views, we:

- ✓ Fixed audience targeting
- ✓ Improved retention metrics
- ✓ Optimized algorithm signals
- ✓ Built a long-term growth engine

We turned paid traffic into **organic growth acceleration**.

Final Outcome

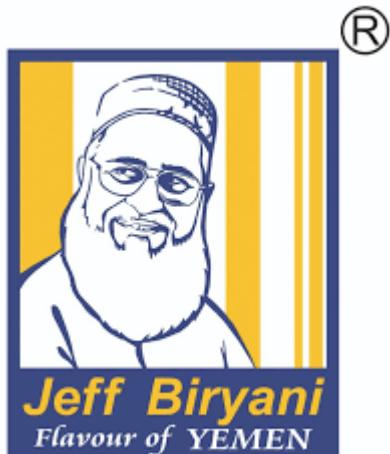
By combining:

- Deep audience research
- Precision targeting
- Episode funnel redirection strategy

- Engagement-first thinking

We reduced subscriber acquisition cost to under ₹6 while strengthening organic channel performance — transforming Dreamiyata's YouTube ecosystem into a scalable growth machine.

12. Jeff Biryani



📌 Project: Hyperlocal Footfall Growth for Jeff's Biryani

Brand: Jeff's Biryani

Industry: QSR / Biryani & Mughlai Cuisine

Locations: 3 Outlets

Platforms Managed: Google Ads & Meta Ads

Daily Budget Per Outlet: ₹500

Total Daily Budget: ₹1,500

Primary Goal: Increase Store Footfall & Offline Sales

Cost Per Store Visit: ₹55

🧠 Business Objective

Jeff's Biryani wanted to:

- Increase walk-ins across all 3 outlets

- Boost offline revenue with limited ad budgets
- Compete with nearby biryani brands
- Capture high-intent “near me” food searches

With just ₹500 per outlet per day, the strategy had to be extremely precise.



Strategy Execution

We built a **hyperlocal, intent-driven system** focused on high conversion probability.



Google Ads – High Intent Capture

📍 Local Search Campaigns

Targeted keywords:

- Biryani near me
- Best biryani in [area]
- Chicken biryani near me
- Mughlai restaurant near me
- Competitor restaurant keywords



Competitor Traffic Capture

We bid on competitor brand names to:

- Divert ready-to-purchase users
- Capture high-intent traffic
- Increase local market share

⚙ Optimization Tactics

- Radius targeting (3–5 km per outlet)
- Mobile-focused bidding
- Call & direction extensions
- Aggressive negative keyword filtering
- Continuous search term refinement

This ensured zero wasted spend.

📍 Meta Ads – Local Demand Creation

With limited budgets, Meta campaigns were optimized for:

- Store visits
 - Local traffic
 - Engagement in surrounding areas
-

🎥 Creative Strategy

We highlighted:

- Close-up biryani visuals
- Freshly layered rice & gravy shots
- Affordable pricing
- Local ambience
- Fast service positioning

Food-based impulse creatives worked extremely well for footfall.



Performance Results

- ">\$ Budget: ₹500/day per outlet
- 📍 3 Outlets running simultaneously
- 📈 Cost Per Store Visit: ₹55

If average order value ranges between ₹400–₹600, this created strong offline ROI even with conservative assumptions.



Growth Outcome

- ✓ Consistent daily walk-ins
 - ✓ Improved outlet-level revenue
 - ✓ Strong presence in “near me” searches
 - ✓ Efficient performance with small budgets
-



Final Result

By combining:

- ✓ Hyperlocal targeting
- ✓ Competitor interception
- ✓ Mobile-first strategy
- ✓ Food-focused creatives

We generated store visits at just ₹55 per visit — proving that even small F&B brands can build scalable offline growth engines with smart performance marketing.

13. Plan Partners



📌 Project: Lead Generation Growth for Plan Partners (Australia)

Brand: Plan Partners

Industry: NDIS Plan Management & Disability Support Services

Location: Australia

Platform Managed: Google Ads

Daily Budget: A\$500

Primary Goal: Generate High-Quality NDIS Leads

Achieved CPL: ~A\$42 per qualified lead

🧠 Business Objective

Plan Partners operates in the highly competitive NDIS services market.

The goals were to:

- Increase qualified NDIS participant enquiries
- Dominate brand search presence
- Capture competitor traffic
- Reduce cost per qualified lead

- Improve lead intent quality

Because NDIS leads require trust and clarity, conversion quality was more important than volume.



Strategy Overview

We built a **3-layered acquisition system**:

- ① Brand Domination
 - ② Competitor Interception
 - ③ High-Intent Non-Brand Search Capture
-



① Brand Search Campaigns (Defensive Strategy)

We ensured:

- 100% impression share on branded keywords
- Sitelinks highlighting: Plan Management, Support Coordination, Contact Us
- Call extensions for immediate enquiries
- Structured snippets explaining NDIS services

This prevented competitors from bidding on branded traffic and stealing high-intent users.



② Competitor Campaigns (Market Share Capture)

We targeted searches for:

- Other NDIS plan managers
- NDIS support providers
- Comparison-based searches

Ad copy positioning included:

- ✓ Faster onboarding
- ✓ Transparent fee structure
- ✓ National coverage
- ✓ Personalized support

This allowed us to intercept high-intent users researching alternatives.

3 High-Intent Non-Brand Search Campaigns

Targeted keywords like:

- NDIS plan manager near me
- Best NDIS plan management Australia
- NDIS support coordination services
- How to manage NDIS funds

We layered:

- Location targeting by state
 - Call-only campaigns during business hours
 - Device bid adjustments (higher for mobile)
 - Smart bidding optimized for conversions
-

⚙️ Conversion Optimization

To improve CPL:

- Used lead form extensions
 - Optimized landing pages for clarity & trust
 - Added FAQs answering NDIS-related doubts
 - Enabled call tracking
 - Implemented negative keywords aggressively
-



Performance Results



Daily Budget: A\$500



Average Cost Per Lead: ~A\$42



Consistent high-intent enquiry volume



Increased inbound calls



Improved qualified participant sign-ups

Given the lifetime value of an NDIS participant, this CPL generated strong long-term ROI.



Growth Impact

- ✓ Increased brand visibility nationally
 - ✓ Protected brand from competitor bidding
 - ✓ Captured competitor research traffic
 - ✓ Built scalable acquisition system
 - ✓ Improved lead qualification rate
-



Final Outcome

By combining:

- ✓ Brand defense
- ✓ Competitor interception
- ✓ Intent-based targeting
- ✓ Strong conversion optimization

We built a scalable, predictable NDIS lead generation engine at ~A\$42 CPL on a A\$500/day budget.

14. Ajmera



📌 Project: Lead Generation for Ajmera Realty (Mumbai)

4

Brand: Ajmera Realty

Industry: Real Estate Development

Location: Mumbai

Platforms Managed: Google Ads & Meta Ads

Monthly Ad Spend: ₹10,00,000+

Primary Goal: Generate Qualified Property Enquiries Across Multiple Projects

Cost Per Lead (CPL): ₹100 – ₹1,000 (Project Dependent)

🧠 Business Objective

Ajmera Realty, one of Mumbai's leading developers, required:

- Consistent lead flow across multiple residential projects
- Qualified site visit enquiries
- Lower acquisition cost per project
- Scalable performance across price segments

Projects ranged across different ticket sizes and locations, which required segmented strategies.



Strategy Framework

We built a **multi-project acquisition system** combining:

- ① High-Intent Search Capture (Google)
 - ② Visual Demand Generation (Meta)
 - ③ Funnel-Based Retargeting
 - ④ Project-Level Budget Allocation
-

📍 Google Ads Strategy (High-Intent Capture)

⌚ Search Campaigns

Targeted keywords such as:

- 2 BHK in [Location]
- New launch in Mumbai
- Luxury flats in [Area]
- Ready to move apartments
- Ajmera project name searches

🔥 Competitor Targeting

- Competitor builder names
- “Projects near [Competitor Project]”
- Price comparison searches

This allowed interception of high-intent buyers actively researching.

📍 Meta Ads Strategy (Demand Generation)

Creative Strategy

- High-quality project visuals
 - Lifestyle-based positioning
 - Amenities highlight reels
 - Construction updates
 - Price-led ads for mid-income projects
 - Luxury positioning creatives for premium projects
-

Funnel Structure

Top Funnel:

Awareness ads (video + carousel)

Mid Funnel:

Lead forms with project highlights

Bottom Funnel:

Retargeting website visitors & engaged users with:

- Limited inventory messaging
 - Price increase alerts
 - Site visit CTAs
-

Lead Quality Optimization

To maintain CPL between ₹100–₹1,000:

- Area-specific targeting
- Budget allocation based on project performance
- Negative keyword filtering
- Call tracking integration
- CRM feedback loop for lead quality scoring
- Removal of low-quality audience segments

Premium projects naturally had higher CPLs but stronger ticket value.

Performance Results

- 💰 Monthly Spend: ₹10L+
- 📈 CPL Range: ₹100 – ₹1,000
- 📊 Multiple active projects simultaneously
- 📞 Strong volume of qualified enquiries
- 🏗 Increased site visit bookings

Considering Mumbai real estate ticket sizes, even ₹1,000 CPL delivered exceptional ROI.

Growth Impact

- ✓ Scalable multi-project performance system
 - ✓ Stable lead pipeline
 - ✓ Optimized cost control across segments
 - ✓ Competitor traffic capture
 - ✓ Strong remarketing ecosystem
-

Final Outcome

By combining:

- ✓ High-intent Google search capture
- ✓ Meta demand generation
- ✓ Smart retargeting funnels
- ✓ Project-level budget segmentation
- ✓ Continuous lead quality optimization

We built a sustainable real estate lead generation engine for Ajmera Realty with ₹10L+ monthly ad spend across multiple Mumbai projects.

15. Abil Group



Project: High-Intent Lead Generation for ABIL Group (Pune)

4

Brand: ABIL Group

Industry: Luxury & Premium Real Estate Development

Location: Pune

Platforms Managed: Google Ads & Meta Ads

Monthly Ad Spend: ₹8–12 Lakhs (Project Dependent)

Primary Goal: Generate Qualified Site Visit Leads

Cost Per Lead (CPL): ₹250 – ₹1,200 (Based on Project Category)



Business Objective

ABIL Group, one of Pune's leading premium developers, required:

- High-quality property enquiries
- Strong pipeline for luxury & mid-premium projects
- Lower cost per qualified lead
- Improved site visit conversions
- Consistent performance across multiple projects

Because many projects were in premium price brackets, **lead quality mattered more than volume.**



Strategy Framework

We built a **3-Level Real Estate Acquisition Funnel:**

- ① High-Intent Search Domination
 - ② Lifestyle-Based Demand Creation
 - ③ Retargeting & Lead Qualification
-

Google Ads Strategy (Intent Capture Engine)

Search Campaign Structure

Targeted keywords such as:

- Luxury flats in Pune
 - 3 BHK in Baner / Kalyani Nagar / Koregaon Park
 - Premium apartments Pune
 - Ready possession flats Pune
 - ABIL project name searches
-

Competitor Targeting

We intercepted buyers searching for:

- Other premium developers in Pune
- Competing luxury projects
- Comparison searches (price & location)

Ad copy focused on:

- ✓ Prime locations
 - ✓ Premium amenities
 - ✓ Construction quality
 - ✓ Brand credibility
-

Meta Ads Strategy (Demand Generation)

Luxury real estate requires emotional positioning.

Creative Approach

- Cinematic walkthrough videos
- Amenities-focused reels
- Lifestyle-based creatives
- Skyline and balcony views
- Price-led creatives for mid-premium inventory



Funnel Breakdown

Top Funnel

- Video views & awareness campaigns
- Location-based audience targeting

Mid Funnel

- Instant lead forms
- Website traffic campaigns
- Project brochure downloads

Bottom Funnel

- Retargeting engaged users
 - Inventory scarcity messaging
 - Site visit booking CTAs
 - Price revision alerts
-

⚙️ Lead Quality Optimization

To maintain CPL efficiency:

- Area-level targeting
- Income & interest layering
- CRM feedback loop
- Negative keyword refinement
- Call tracking
- Exclusion of low-intent traffic

Premium projects naturally had higher CPL but delivered stronger revenue impact.



Performance Results



Monthly Budget: ₹8L–₹12L



CPL Range: ₹250 – ₹1,200



Multiple projects managed simultaneously

- 📞 Increased qualified enquiries
- 🏗 Improved site visit bookings

Considering high ticket sizes in Pune's premium segment, ROI remained strong even at upper CPL ranges.

🚀 Growth Impact

- ✓ Stable and scalable lead pipeline
 - ✓ Strong presence in high-intent search queries
 - ✓ Improved site visit ratio
 - ✓ Increased brand dominance in premium locations
 - ✓ Better marketing cost control per project
-

🏆 Final Outcome

By combining:

- ✓ High-intent Google Search campaigns
- ✓ Competitor interception
- ✓ Emotional Meta creatives
- ✓ Structured retargeting funnel
- ✓ Continuous lead quality refinement

We built a sustainable and scalable performance marketing engine for ABIL Group across Pune's premium real estate market.

15. Matinas Fashion Trunk



**Matina's
Fashion
Trunk**

"A Luxury Boutique"

Project: Scaling Matina's Fashion Trunk from Offline Boutique to Pan-India eCommerce Brand

4

Brand: Matina's Fashion Trunk

Industry: Premium Women's Fashion (Ethnic & Cotton Wear)

Initial Stage: Offline Boutique

Objective: Launch & Scale Online Sales Across India

Primary Platform: Meta Ads

Initial Budget: ₹500/day

Scaled Budget: ₹5,000/day

Current ROAS: Consistent 5X



The Challenge

When we started:

- Purely offline boutique
- Zero strong online presence
- Premium pricing (best cotton quality)
- Low brand trust online
- No clear target audience defined

Initially:

- ROAS below 1
- Heavy discounting strategy
- Low trust due to “offer-heavy” positioning
- Customers assumed products were low quality or fake

We had to completely reposition the brand.

Breakthrough Insight

After analyzing purchase data:

-  Majority buyers were **women aged 30+**
-  They had higher purchasing power
-  They valued quality over discounts
-  They cared about authenticity & fabric quality

This changed everything.

Strategic Pivot

Instead of pushing offers, we:

- ✓ Stopped aggressive discount campaigns
 - ✓ Shifted from “cheap fashion” positioning
 - ✓ Focused on **premium cotton storytelling**
 - ✓ Built trust-first marketing
-

Trust-Building Strategy

① Founder-Led Branding

We encouraged the owner to:

- Show her face
- Explain the fabric quality
- Talk about sourcing
- Educate buyers

Founder presence increased credibility massively.

② Education-Based Content

We created videos teaching:

- How to identify fake cotton
- Differences in fabric quality

- Why premium cotton costs more
- Long-term value of quality clothing

This shifted perception from:

“Expensive product” → “Premium investment piece”

③ UGC & Testimonial Engine

We created:

- Customer testimonial videos
- Real buyers showcasing outfits
- Reviews highlighting comfort & quality
- Relatable women 30+ styling content

This improved social proof dramatically.



Campaign Structure

Phase 1 – Testing (₹500/day)

- Broad + interest targeting
- Multiple creatives
- Offer-based ads (initial learning phase)

ROAS: < 1

Phase 2 – Refined Targeting

- Women 30+ focus
- High-income interest layering
- Retargeting website visitors
- Lookalike audiences from purchasers

ROAS improved steadily.

Phase 3 – Scale Phase (₹5,000/day)

- Retargeting stack

- Founder-led video creatives
- UGC testimonials
- Dynamic product ads
- High-ticket positioning

ROAS stabilized at **5X consistently**.



Performance Growth

- 💰 Budget: ₹500/day → ₹5,000/day
 - 📊 ROAS: From <1 → 5X consistent
 - 🌐 Expanded from local boutique → Pan-India sales
 - 📦 Strong repeat customer behavior
-



What Made It Work

- ✓ Data-driven audience discovery
 - ✓ Psychological repositioning
 - ✓ Trust-first marketing
 - ✓ Founder branding
 - ✓ Education-based selling
 - ✓ Strong UGC ecosystem
 - ✓ Gradual scale with stability
-



Final Outcome

We didn't just run ads.

We:

- Built brand credibility
- Identified the real paying audience
- Shifted perception from “discount fashion” to “premium cotton brand”
- Created a scalable D2C engine

Matina's Fashion Trunk successfully transformed from an offline boutique into a profitable Pan-India eCommerce brand generating consistent 5X ROAS.

16. Upstox (Authorized Partner)



📌 Project: Performance Acquisition for Upstox (Authorised Partner)

4

Brand: Upstox

Industry: Stock Broking & Trading Platform

Role: Authorised Partner (AP)

Primary Goal: Drive Demat Account Openings

Achievement: 1,000+ Account Signups

Cost Per Account Opening: Below ₹50

🧠 The Challenge

As an Authorised Partner, the objective was simple:

👉 Generate maximum Demat account openings profitably.

However, initial strategies failed.

Search Campaigns

- Keywords like:
 - Best broker in India
 - Open Demat account
 - Upstox vs Zerodha
- Extremely high CPC
- Heavy competition
- Poor profitability

Meta Ads

- Interest-based targeting
- Trading & stock market audiences
- Low purchase intent
- Negative ROAS

Paid traffic was expensive and inefficient.



Breakthrough Insight

Instead of targeting users searching on Google...

We asked:

 Where are users researching brokers before signing up?

Answer:

 YouTube review & comparison videos.

Users searching for:

- Best broker for trading
- Upstox review
- Upstox vs Zerodha
- Discount broker comparison
- How to start trading

These users had **very high intent**.



The Winning Strategy

🎯 YouTube Placement-Based Display Strategy

Instead of running traditional YouTube ads broadly:

- ✓ Shortlisted hundreds of high-intent YouTube videos
- ✓ Specifically review & comparison content
- ✓ Created Display Ads with managed placements
- ✓ Placed ads directly on those videos

So whenever someone watched:

“Upstox Review 2023”

or

“Best Broker for Intraday Trading”

They saw my ad alongside the video.



Why This Worked

- Users were already researching brokers
- Decision stage traffic
- Lower CPC than search
- Hyper-contextual intent
- Less competition than Google search

We intercepted users at the **exact moment of comparison**.



Performance Results

📈 Cost Per Account Opening: Below ₹50

📈 1,000+ Demat Signups Generated

💰 Highly profitable acquisition model

📊 Strong conversion rates from placement traffic

This outperformed both search and meta campaigns significantly.



What Made It Powerful

- ✓ Intent-based placement targeting
 - ✓ Decision-stage user interception
 - ✓ Lower competition inventory
 - ✓ Contextual ad positioning
 - ✓ Smart budget allocation
-



Final Outcome

Instead of competing in expensive search auctions, we:

- Leveraged research behavior
- Targeted comparison intent
- Used strategic YouTube placements
- Built a scalable acquisition funnel

Result:

👉 1,000+ account openings at under ₹50 each.

This campaign proves that understanding **user psychology > platform mechanics**.