

CASE STUDY 1: FAT FUNERAL BOOK

Info: Fat Funeral is one of the top-rated weight loss books on Amazon with over 10,000 copies sold to date. We started working with in July and started a short-form UGC marketing campaign. We were able to take it from losing monthly \$1000 in AD spend and turn it into a profitable product. (fatfuneralbook.com)

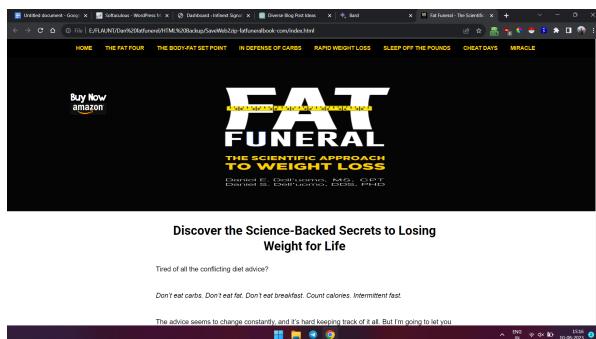
Problem: Losing money on running ineffective AD campaigns on Facebook and Reddit.

Solution:

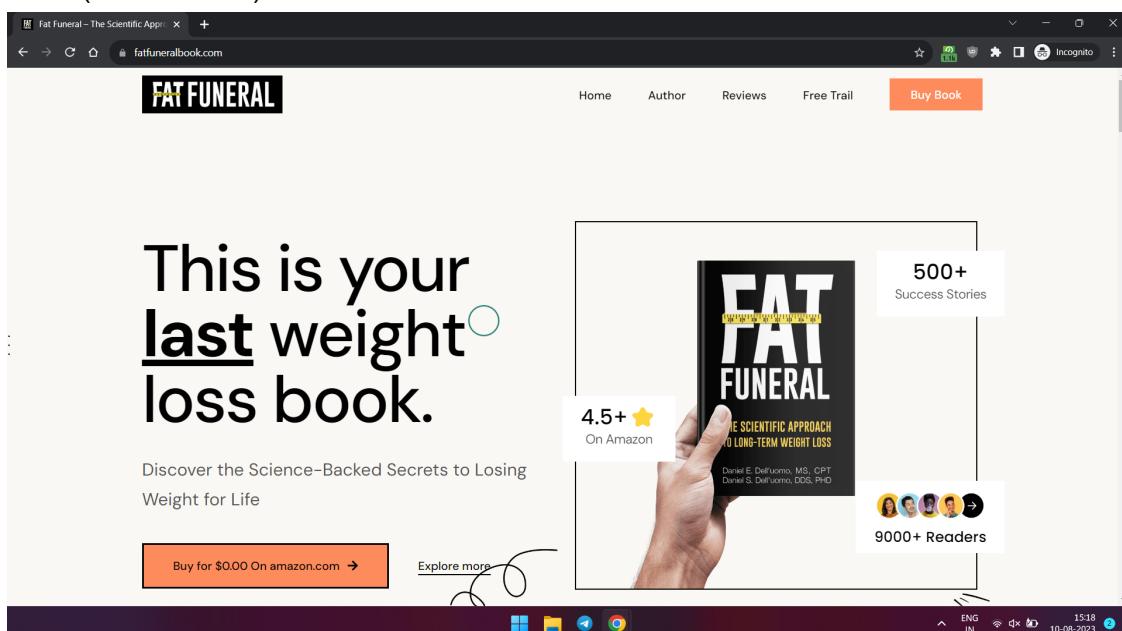
1. Pick the correct platform for the target audience. Facebook and Pinterest in this case.
2. Develop a good landing page instead of bringing customers directly onto the Amazon page.
3. Make a much better-looking advertisement. Scrape all old campaigns.
4. Integrate pixels for better tracking and optimized conversions.
5. Run monitor and optimize the advertisements.

Results:

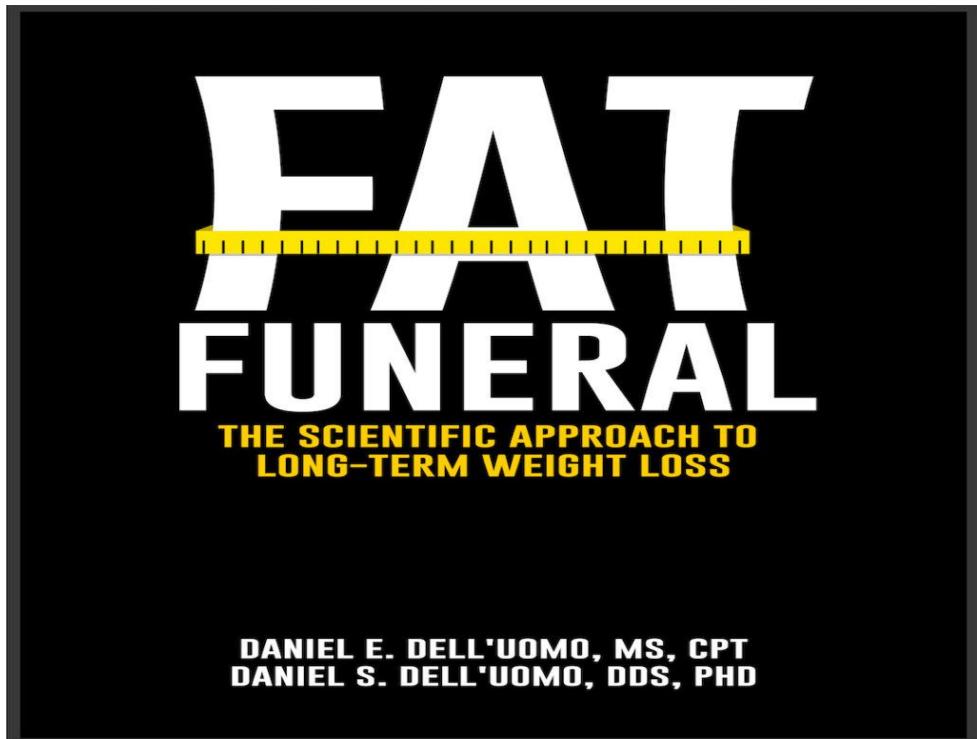
Before: (website)



After: (new website)



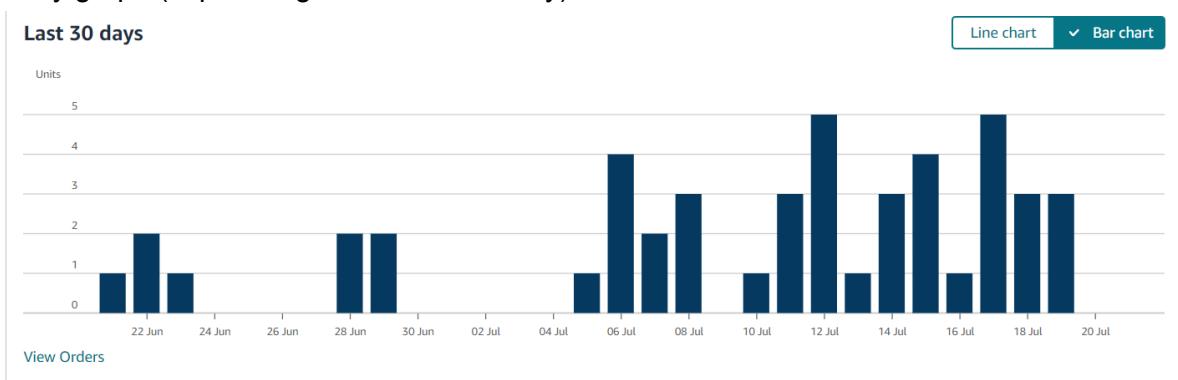
Before: (old advertisement) (losing 1000\$ a month)



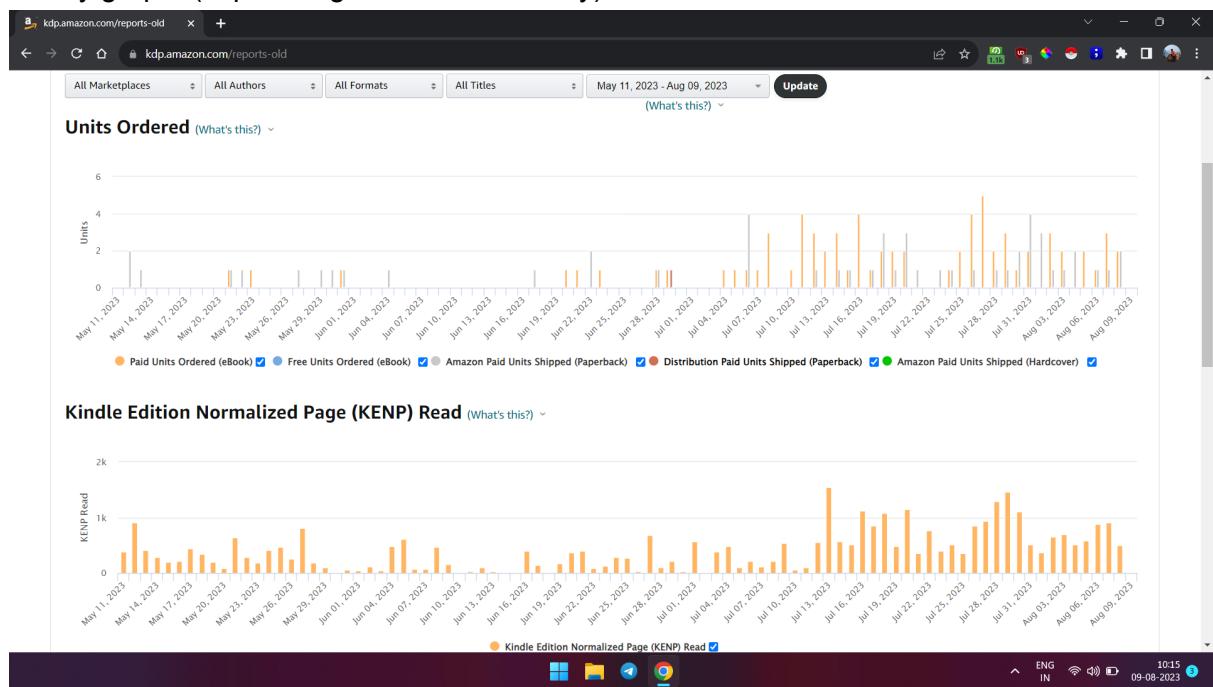
After: (new UGC ADs) (profitable)



Sales: (we started working in July)
 30 day graph (exploded growth after 4th July)



90 day graph: (exploded growth after 4th July)



CASE STUDY 2: Pet Tiffin Services (Mumbai)

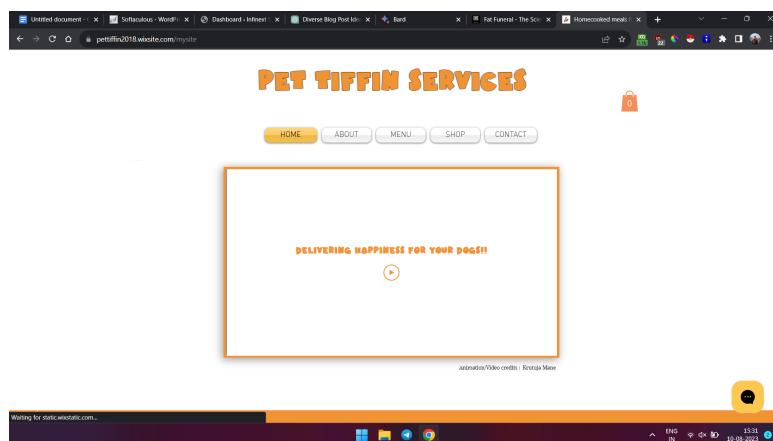
Info: A local business that delivers pet food for dog and cat owners. They are one of the oldest in the business with several celebrity clients in the Santacruz and Bandra region of western suburbs. However, being a legacy brand they lacked the modern means of taking an order and their website was barely functional. (pettiffin.com)

Problem: They had bottle-necked their growth and had a very inefficient order intake process through WhatsApp.

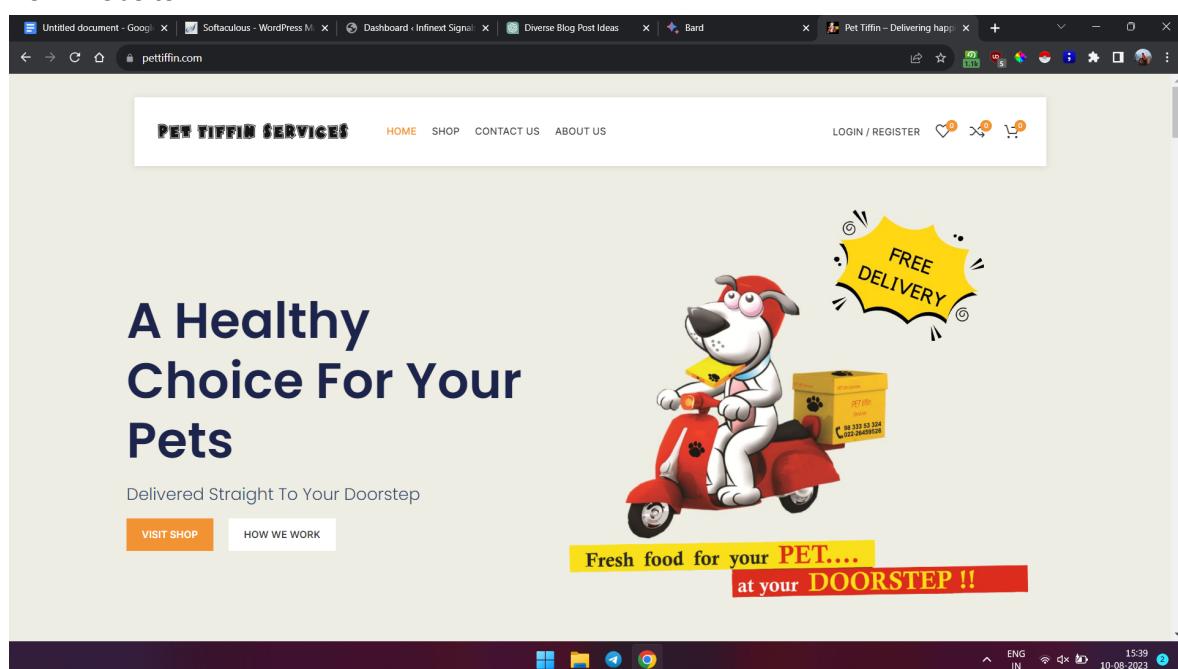
Solution: Create an efficient automated order fulfillment process and a full-stack e-commerce store.

Results:

Old website:



New Website:



PET TIFFIN SERVICES

A Healthy Choice For Your Pets
Delivered Straight To Your Doorstep

VISIT SHOP HOW WE WORK

FREE DELIVERY

**Fresh food for your PET....
at your DOORSTEP !!**

Our Products

TREATS FRESH FOOD

Shop Wishlist Cart My account

PET TIFFIN SERVICES

VEG AND RICE

₹80.00 – ₹140.00

Size:
Choose an option

ADD TO CART

Compare Add to wishlist

Home / Fresh Food

CART TOTALS

Subtotal ₹140.00

Shipping Free shipping

Shipping to Maharashtra.

Change address

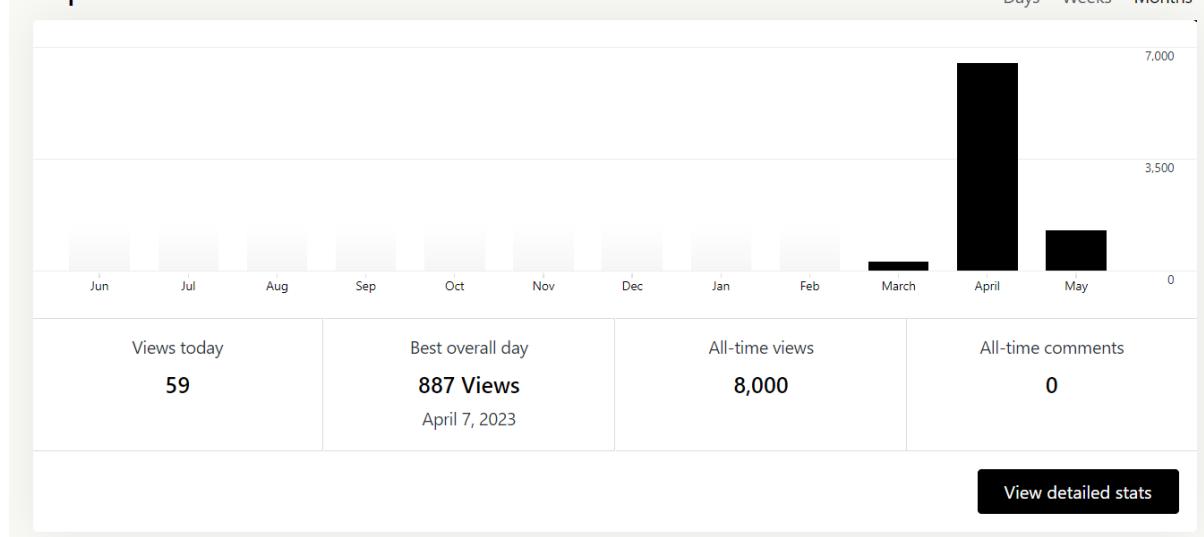
Coupon code

APPLY COUPON

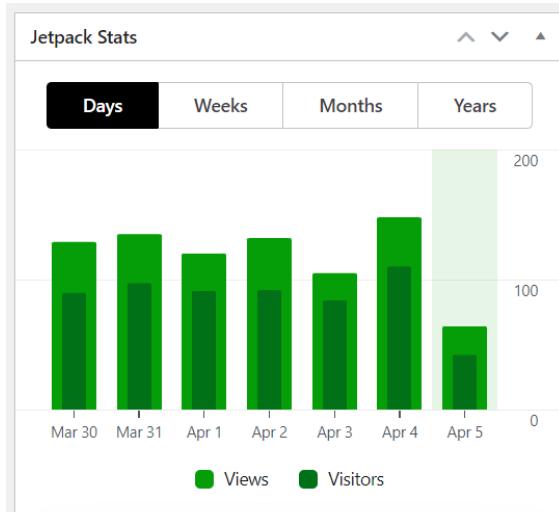
Shop Wishlist Cart My account

Growth: (as of may 9th) (started working in end of march)

Jetpack Stats



Average daily visitors: (150+ visitors enjoying easy checkouts and order daily)



From 0 online orders to full-stack e-com store.

CASE STUDY 3: Infinext Signals

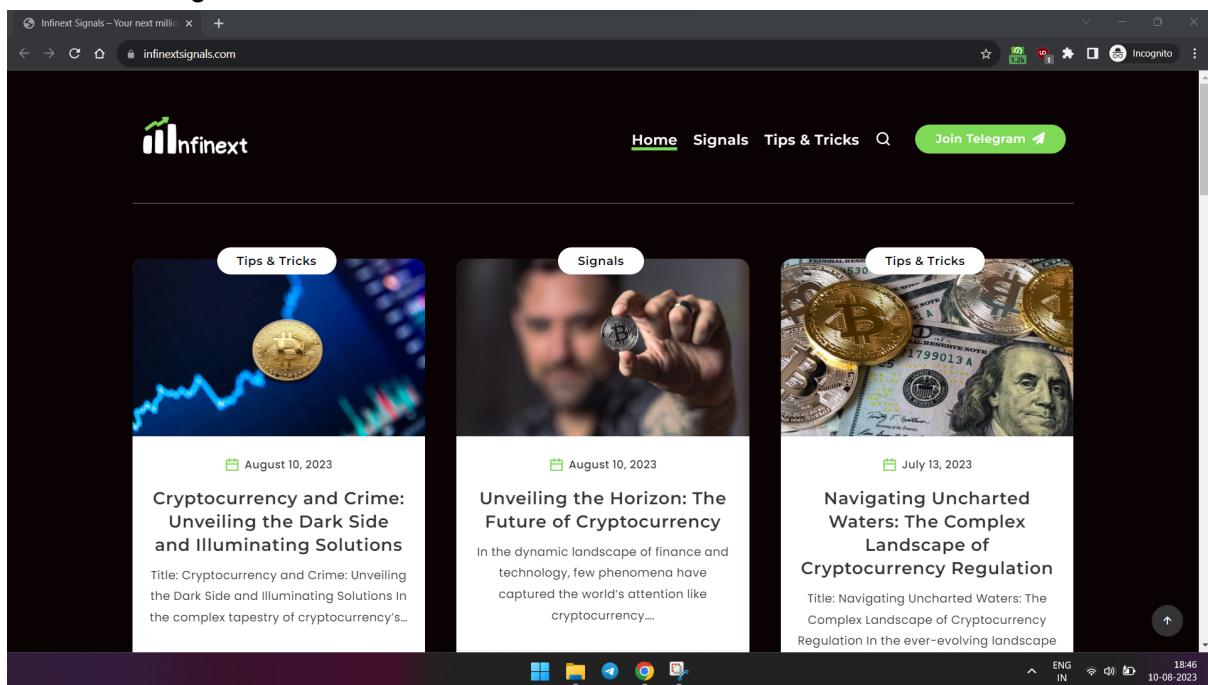
Info: Ian Alex has been running one of the oldest, original and most authentic crypto pages on Telegram with nothing to sell other than value. It saw massive growth in the crypto market during the rise in 2020 where it boasted a big telegram channel with 7.5k subscribers all sharing the enthusiasm about crypto. (infinextsignals.com | t.me/ianCryptoTrades)

Problem: Ian was not able to harness the growth sustainably all the way through 2021 because of his busy schedule attending events and being involved in launches.

Solution: When we stepped in. Helping Ian join the green train of crypto bros to the moon with a strong online presence with the launch of his blog Infinext Signals. With the amount of traffic, the crypto space was generating

Results:

Brand new blog website:



Blog Page:

The screenshot shows a blog post titled "Signals". The main image features a gold Bitcoin coin next to a US \$100 bill. Below the image are the publication date (June 28, 2023), the number of views (9187), and the number of comments (0). To the right, there is a sidebar titled "Related Articles" with three entries, each with a thumbnail, date, and title.

- August 10, 2023
Unveiling the Horizon: The Future of Cryptocurrency
- June 10, 2023
Unveiling the Horizon: The Future of NFTs and the Digital Ownership Revolution
- April 29, 2023
DeFi Unleashed: The Evolution of a Decentralized Financial Revolution

Mobile site:

The mobile site displays two blog posts side-by-side.

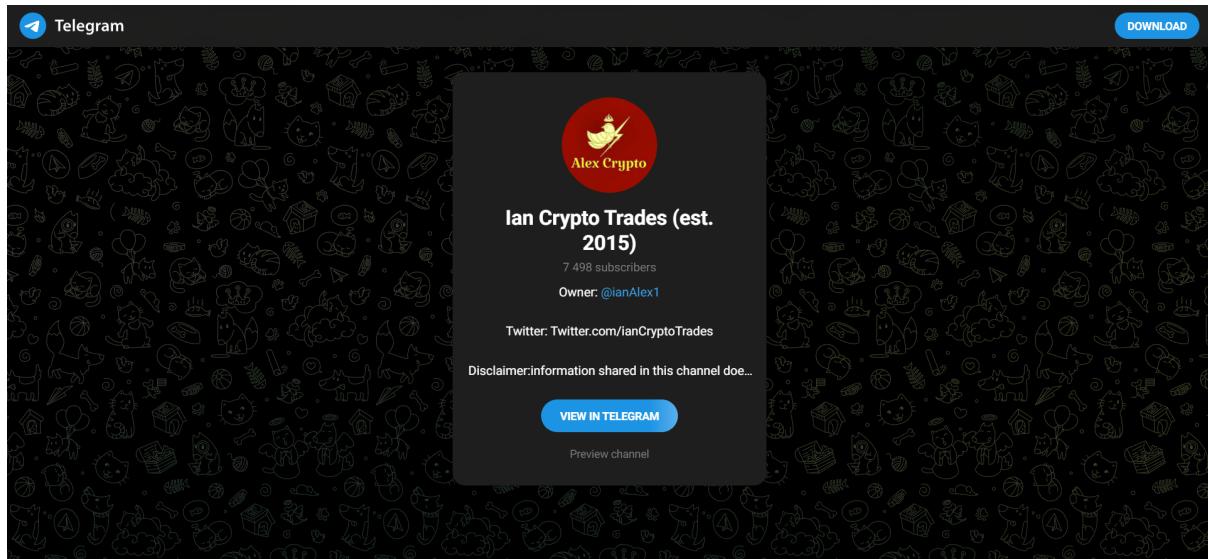
Post 1: Cryptocurrency and the Environment

- Title:** Cryptocurrency and the Environment: Navigating Energy Challenges and Sustainable Solutions
- Summary:** Title: Cryptocurrency and the Environment: Navigating Energy Challenges and Sustainable Solutions
- Text:** In the realm of technological innovation, the rise of cryptocurrencies has sparked not only financial excitement but also significant concerns about its environmental impact. The energy-intensive nature of cryptocurrency mining, particularly for Proof of Work (PoW) networks like Bitcoin, has ignited

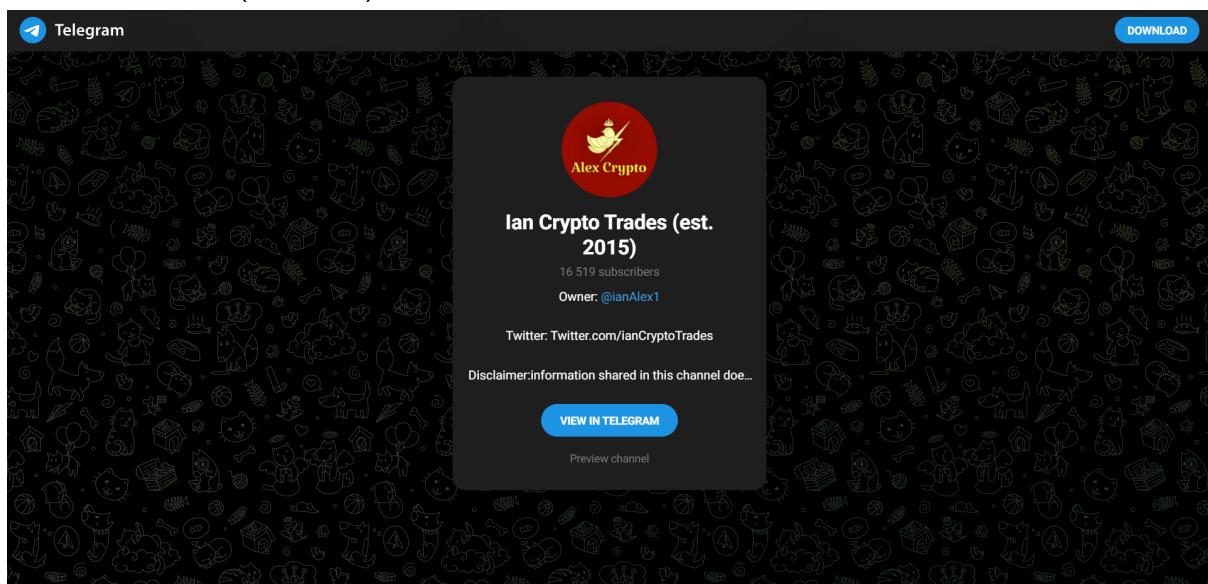
Post 2: Cryptocurrency and Crime

- Title:** Cryptocurrency and Crime: Unveiling the Dark Side and Illuminating Solutions
- Summary:** Title: Cryptocurrency and Crime: Unveiling the Dark Side and Illuminating Solutions In the complex tapestry of cryptocurrency's...
- Text:** 4268 views, 0 comments

Before starting: 7.5k subs



Six months later: (16k subs)



CASE STUDY 4: Daniel Dell'uomo - Health Coach

Info: Dan is a leading health coach and a personal trainer who has helped several of his high-profile clients achieve their health and lifestyle goals. Dan is also the author of the book Fat Funeral

Problem: Get more 1-on-1 coaching call bookings. They cost \$500 an hour bit are more than worth it.

Solution: We built a custom landing page to make it irresistible for someone who is interested in losing weight to not book. And build a custom booking solution to avoid frictionless meetings.

Results:

The campaign is a part of HealthyWNY and behind a non-disclosure agreement which is why we cannot show you the exact numbers. However, we're happy to tell you that we were glad to grow the number of meetings and bring him more high-quality clients.

New Landing Page:

The screenshot shows a landing page for "FAT FUNERAL". At the top, there's a navigation bar with links for Home, Author, Reviews, Free Trial, and a prominent orange "Buy Book" button. Below the navigation, the page features a large circular image of a smiling man (Daniel Edward Dell'uomo) sitting cross-legged. He is wearing a black t-shirt with a graphic and blue jeans. The background of the circle is teal. To the left of the circle, there's text about his qualifications: "Masters in Interdisciplinary Biology", "HealthyWNY Weight-Loss Coach", "NASM-Certified Personal Trainer", and "Author, Fat Funeral". Below this text are two buttons: an orange "Buy Now →" button and a blue "Request a Free Trial" button. A small note below the buttons says "Make a secure purchase from amazon.com". To the right of the main image, there are three small circular icons with dashed arrows pointing towards them: a blue icon with a hand, a purple icon with a person running, and a red icon with a dumbbell.

A custom booking solution built inside the page:

Date & Time

August 2023

Mon	Tue	Wed	Thu	Fri	Sat	Sun
31	1	2	3	4	5	6
7	8	9	10*	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3
4	5	6	7	8	9	10

Collapse menu Continue

Date & Time

August 17, 2023 - 11:30 AM

14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3
4	5	6	7	8	9	10

August 17, 2023 - 11:30 AM

11:30 AM - 12:30 PM	12:00 PM - 1:00 PM
12:30 PM - 1:30 PM	1:00 PM - 2:00 PM
1:30 PM - 2:30 PM	2:00 PM - 3:00 PM
2:30 PM - 3:30 PM	3:00 PM - 4:00 PM
3:30 PM - 4:30 PM	4:00 PM - 5:00 PM

Collapse menu Continue

Date & Time ✓

August 17, 2023 - 11:30 AM

Your Information

* First Name:
Enter first name

* Last Name:
Enter last name

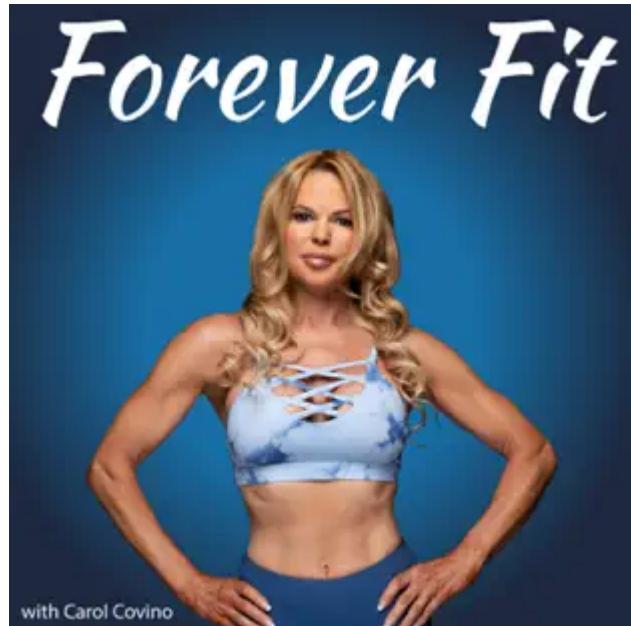
Email:
Enter email

Phone:
 Enter phone

Collapse menu Continue

To help Dan grow organically I did a huge cold outreach to 150 podcasts on the health and fitness niche and got him 3 reserved up-coming interviews on these podcasts.

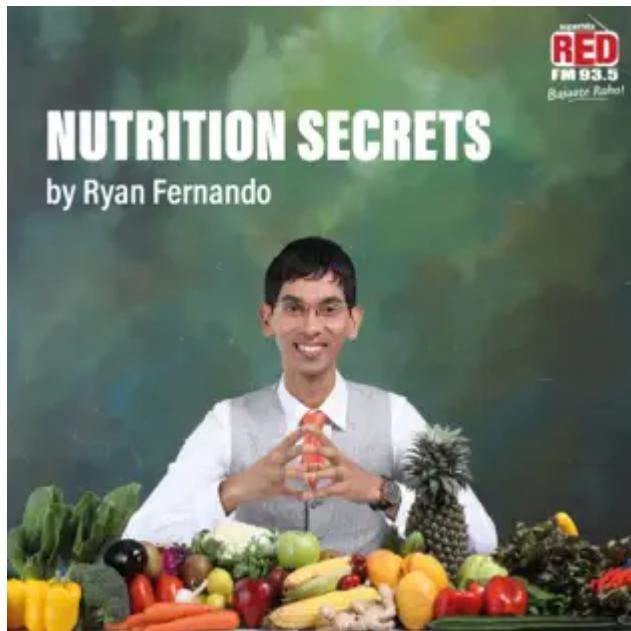
1. Carol Covino



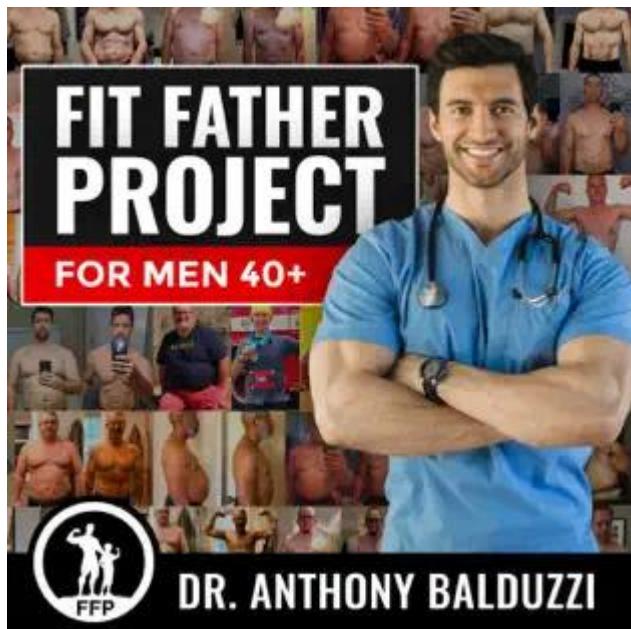
2. Ben Greenfield



3. Ryan Fernando



4. Anthony Bazzaldi



CASE STUDY 5: Beaupulse - Shopify Jewelry Store

Info: A jewelry Shopify store that drove sales from only Facebook & TikTok ADs

Problem: No source of traffic

Solution: Run profitable FB and TT ADs and scale the store.

Results:

Store 1:

The screenshot shows the homepage of Spirilet Jewelry. At the top, there's a dark header bar with a search icon, the brand logo 'SPIRILET Spiritual Amulet Bracelets', and user account icons. Below the header, a navigation menu includes Home, Catalog, Take the quiz!, Contact, and Manifestation Guide. The main content area features a large button with the text 'Not Sure? Take The Quiz!' and a 'Take The Quiz!' button. To the right, there's a photograph of a blue-toned amulet bracelet resting on sand. On the left, a white box contains the text 'Refresh your Spirit.' and a smaller text block: 'Live and Breathe with bliss when you let the amulet flush away all the negative energy pent up inside you.'

Store 2:

The screenshot shows the homepage of Beaupulse Jewelry. At the top, there's a blue header bar with a 'Buy One, Get One Free' sale notice, a search icon, the brand logo 'BEAUPULSE Spiritual Amulet Bracelets', and user account icons. Below the header, a navigation menu includes Home, Catalog, Take the quiz, Contact Us, and Manifestation guide. The main content area features a large button with the text 'Give the gift they will never forget' and a smaller text block: 'PERFECT, MOST PERSONALISED GIFT STARTING WITH THE BIRTHDATE'. Below this, a rating of '4,000+ Satisfied Customers' is shown with five yellow stars. Three product thumbnails are displayed: a black leather bracelet with a blue amulet, a silver necklace with a circular pendant, and a keychain with a colorful amulet.

UGC ADs:



CASE STUDY 6: SmartAdmits

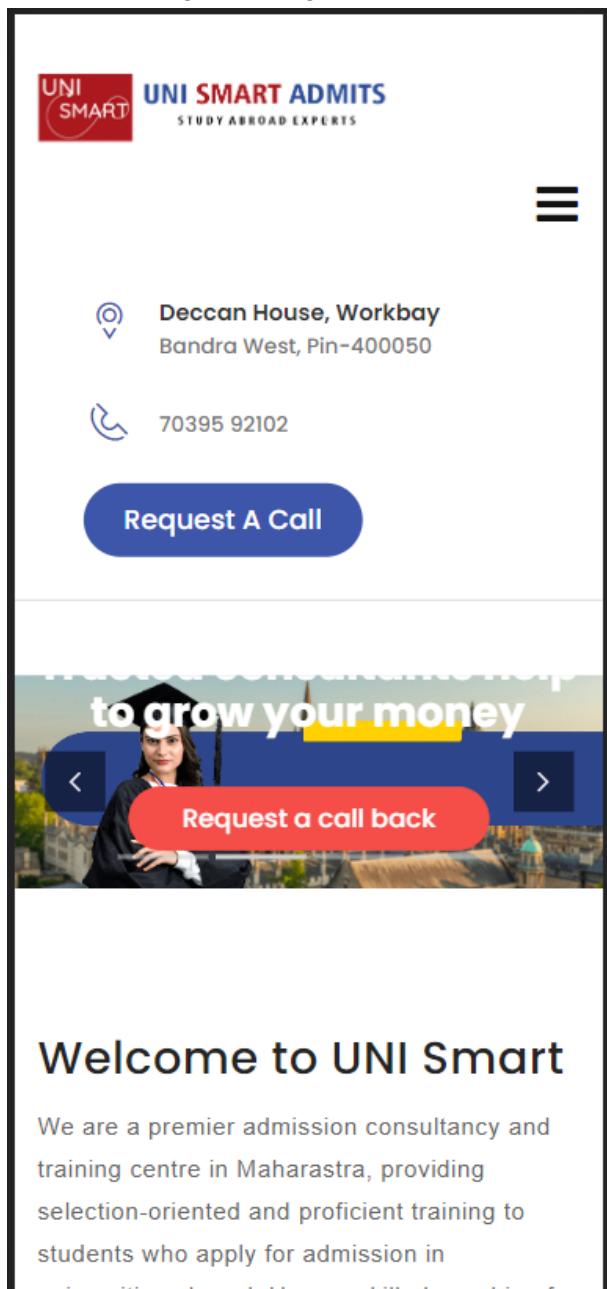
Info: A coaching institute starting from scratch with members consisting of ex-top coaching institutes in Mumbai.

Problem: Starting from scratch with zero leads.

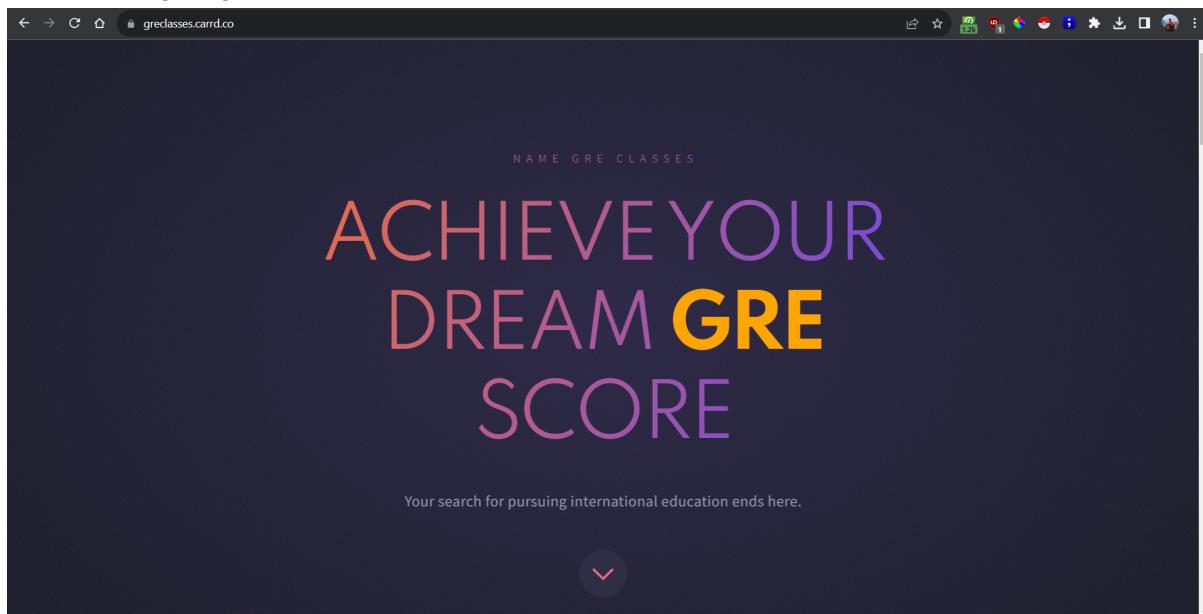
Solution: Build a high converting landing page. Run profitable Google and Facebook ADs to generate student leads for studying abroad.

Results:

Old Website (generating 0 leads) (non-responsive):



New Landing Page:



Leads generated:



These are 6 of our most successful case studies where we helped our clients achieve results beyond their wildest expectations. That being said, we're actively working with clients helping them achieve their goals and beyond. Here's to adding more of you guys to this list. Cheers! 🍻