

DIGITAL MARKETING

# Case Studies

## Real Campaigns. Real Revenue.

Three clients. Three industries. Measurable results across Meta Ads, SEO & Content Marketing.

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|                                      |                                 |                                  |                                  |
|--------------------------------------|---------------------------------|----------------------------------|----------------------------------|
| <b>₹3 Crore</b><br>Revenue Generated | <b>400+</b><br>Leads & Bookings | <b>&lt;₹200</b><br>Cost Per Lead | <b>Page 1</b><br>Google Rankings |
|--------------------------------------|---------------------------------|----------------------------------|----------------------------------|

• CASE STUDY 01 — META ADS

# Real Estate · Doiwala, Dehradun

Plot sales campaign for a residential development in Doiwala, Dehradun. Average plot priced at ₹15,000/sq ft — generating high-ticket leads that converted into ₹3 Crore in revenue.

TOTAL REVENUE GENERATED

₹3,00,00,000

3 Crore INR · Plot Sales · Doiwala, Dehradun

200+

Leads Generated  
Qualified inquiries

<₹200

Cost Per Lead  
Industry avg: ₹800–₹2,000

<₹50K

Total Ad Spend  
Meta Ads budget

1–2 mo

Duration  
Campaign period

RETURN ON AD SPEND

~7,500x ROAS    Every ₹1 spent returned ~₹7,500 in revenue

Ad Spend: ~₹40,000 → Revenue: ₹3,00,00,000

## The Challenge

The client needed a consistent pipeline of qualified buyers for residential plots in Doiwala, Dehradun — a competitive market where most agencies waste budget on broad, untargeted ads resulting in poor-quality leads.

## Our Approach

Full-funnel Meta Ads strategy with hyper-local targeting — location signals, income indicators, and property interest audiences. High-converting creatives and continuous A/B testing kept CPL below ₹200 throughout the campaign, while converting leads into ₹3 Crore in plot sales.

• CASE STUDY 02 — META ADS + CONTENT

# Naqsh Resort · Hospitality

Full digital management for a premium resort — combining performance Meta Ads with professional Reels and photography to drive 200+ direct bookings.

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|  |  |   |   |
|--|--|---|---|
| <b>200+</b><br>Direct Bookings<br>From campaigns | <b>₹1–3L</b><br>Total Ad Spend<br>Full campaign period | <b>15–20%</b><br>Commission Saved<br>Per direct booking | <b>Reels</b><br>Content<br>Photos + Video |
|--|--|---|---|

## The Challenge

Naqsh Resort needed consistent occupancy while reducing costly OTA platform dependency. Booking.com and similar platforms charge 15–20% per booking — significantly eroding margins on every reservation.

## Our Approach

We handled the complete digital presence — professional Reels and photo shoots to build organic trust, combined with targeted Meta Ads reaching travel-intent audiences. Every direct booking meant zero OTA commission, making each campaign rupee work twice as hard.

# Glam Detailing · Ottawa, Canada

Taking a car detailing business in Ottawa from invisible to Page 1 Google rankings — consistent organic bookings with zero ongoing ad spend.

|  |                                       |   |
|--|---------------------------------------|---|
| <b>Page 1</b><br>Google Rankings<br>Ottawa, Canada | <b>₹0</b><br>Ad Spend<br>100% organic | <b>Bookings</b><br>Result<br>Consistent & growing |
|--|---------------------------------------|---|

## The Challenge

Glam Detailing (glamdetailing.com) was invisible on Google in Ottawa. High-intent customers searching 'car detailing Ottawa' were landing on competitors, not them.

## Our Approach

Comprehensive local SEO strategy — keyword research targeting high-intent Ottawa searches, on-page optimization, Google Business Profile, local citation building, and technical SEO. The result: consistent Page 1 rankings and bookings flowing in without any ad spend.

*"You got me ranking real good in Ottawa. I was getting bookings like crazy, not even talking to nobody. People just searched the keywords, found me on 1st or 2nd page, and they booked. Everything a person needs is on my website."*

— Owner, Glam Detailing · Ottawa, Canada

• ALL RESULTS

## 3 Clients. 3 Industries. All Wins.

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| Client              | Service       | Key Result                | ROI Highlight             |
|---------------------|---------------|---------------------------|---------------------------|
| Real Estate         | Meta Ads      | 200+ leads · ₹3Cr revenue | <₹200 CPL (10x industry)  |
| Naqsh Resort        | Ads + Content | 200+ direct bookings      | Zero OTA commission       |
| Glam Detailing (CA) | Local SEO     | Page 1 Google Ottawa      | ₹0 ad spend, organic only |

### Ready to be our next success story?

These results aren't outliers — they're what happens when strategy meets execution. Whether you need leads, revenue, bookings, or organic rankings, we've delivered across industries and geographies.