TECKDUKAN

DIGITAL MARKETING

Services & Portfolio

Why Choose Us?

- **Valuable business insights.**
- **Reliable IT development and support.**
- **Innovative brand experiences.**
- **Full digital service suite.**

About Us

TeckDukan is a top digital marketing company established in 2019. Our team of experts delivers custom solutions to help businesses grow their online presence and achieve their marketing goals.

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Our Customers

Reliable IT development partner

Leading-edge approach
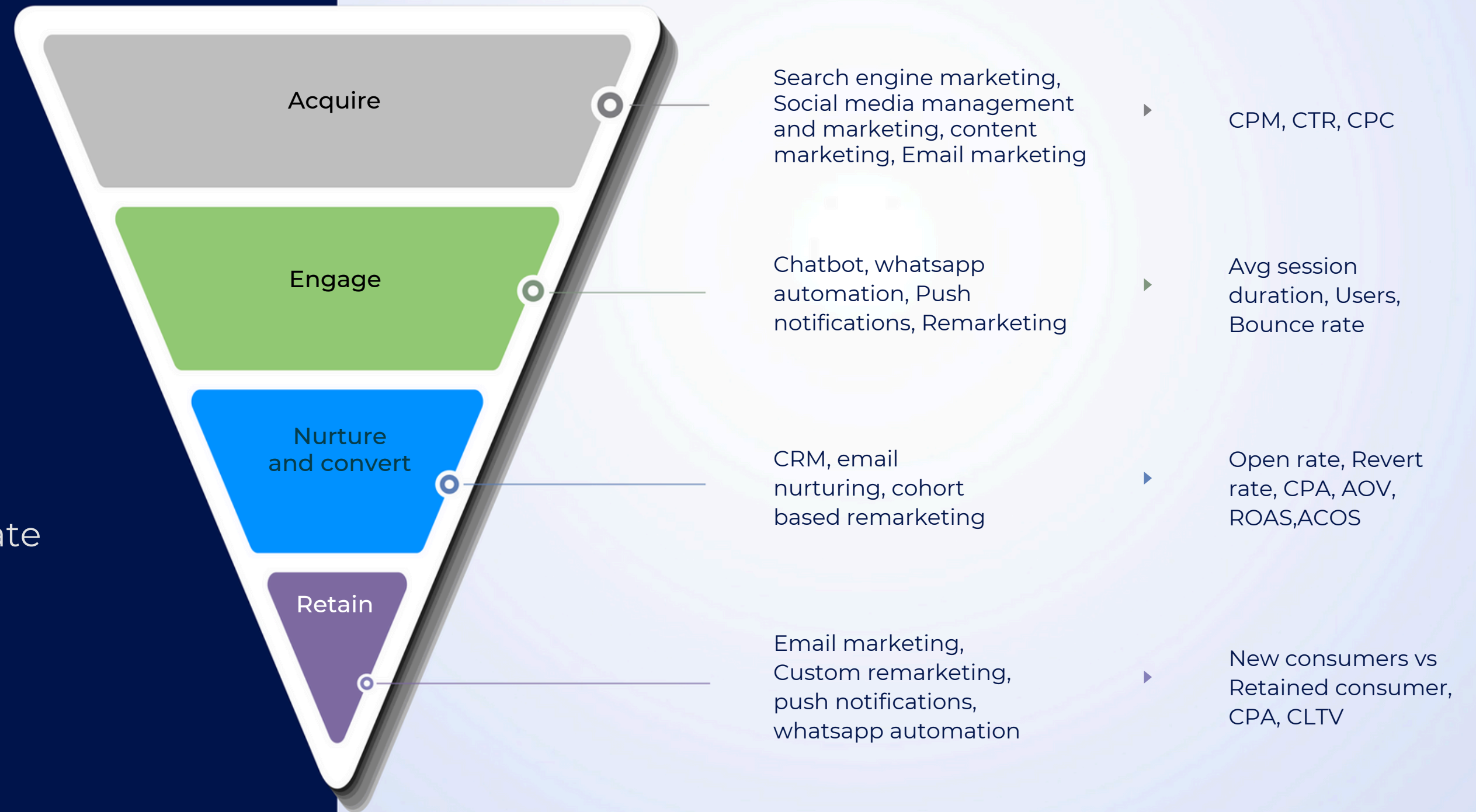
Full digital service
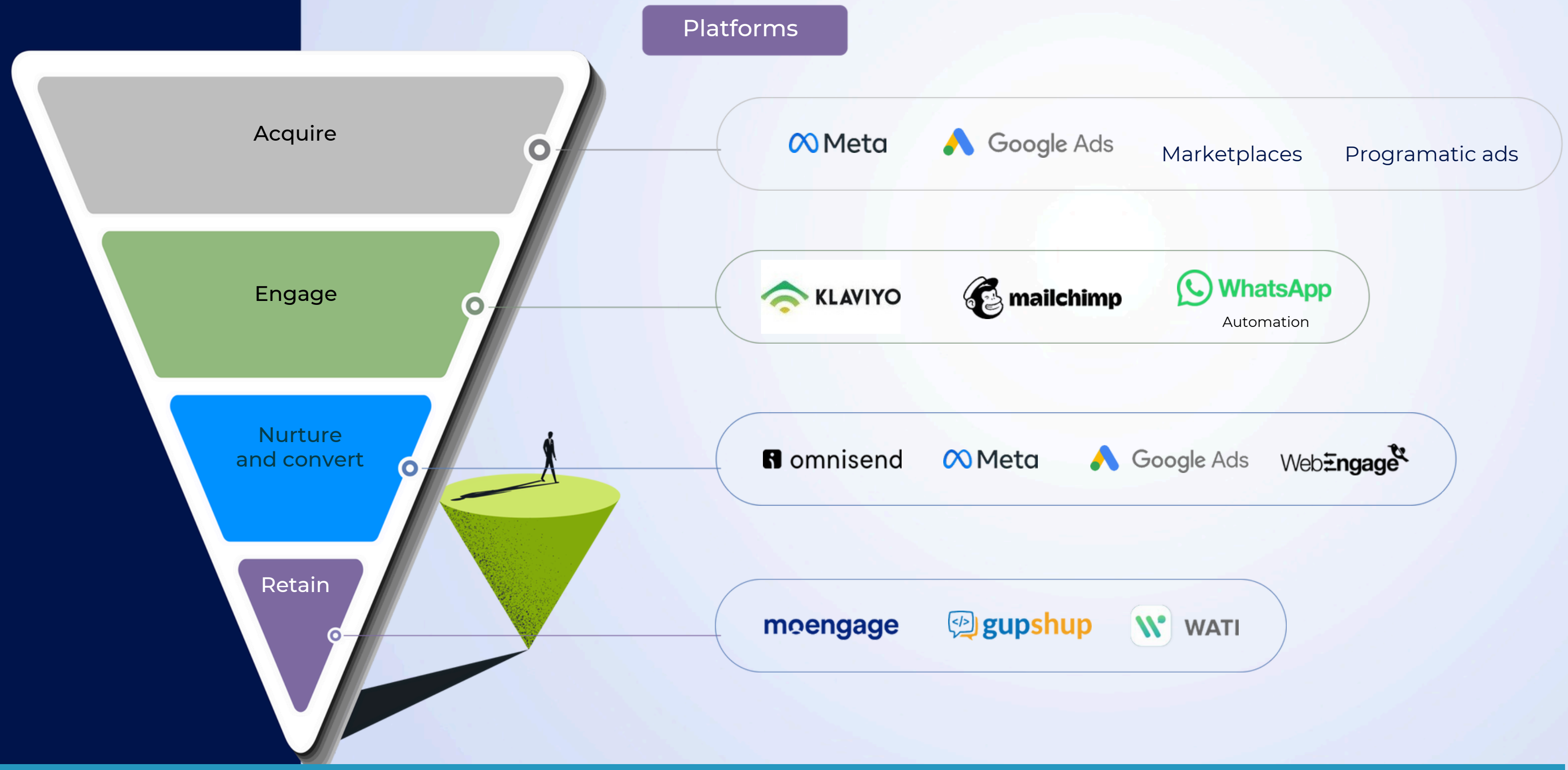
Valuable business insights

Promote innovative brand experience

Full Funnel.
Full Suite.

Being the pioneers of Growth Marketing in India, we execute business-solution strategies implemented with a full funnel approach to accelerate outcomes and help you realise your business vision.

	Digital Marketing	KPI
Acquire	Search engine marketing, Social media management and marketing, content marketing, Email marketing	CPM, CTR, CPC
Engage	Chatbot, whatsapp automation, Push notifications, Remarketing	Avg session duration, Users, Bounce rate
Nurture and convert	CRM, email nurturing, cohort based remarketing	Open rate, Revert rate, CPA, AOV, ROAS,ACOS
Retain	Email marketing, Custom remarketing, push notifications, whatsapp automation	New consumers vs Retained consumer, CPA, CLTV

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Full Funnel. Full Stack.

Platforms

Acquire
- Meta
- Google Ads
- Marketplaces
- Programatic ads

Engage
- KLAVIYO
- mailchimp
- WhatsApp Automation

Nurture and convert
- omnisend
- Meta
- Google Ads
- WebEngage

Retain
- moengage
- gupshup
- WATI

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Navigating the Digital Landscape

Live Example of the Brand Funnel and Customer Journey

Magic mind

Hero

AG1

Obvi

Jones road

Together, we can navigate the ever-evolving digital landscape and stay ahead of the competition. Our commitment to excellence means that we are always exploring new trends and innovative strategies to keep your brand at the forefront of your industry.

Join the ranks of our satisfied clients who have transformed their online presence and achieved their business objectives through our expert guidance and support. Let us help you tell your story in a way that resonates with your audience and drives real, measurable success.

Don't wait—reach out today and discover how we can make a difference for your brand.

The future of your business is bright, and we are here to light the way.

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End-to-end Solutions:

From Faster Go-to-market to Greater Business Impact and everything in between

MARKETING SERVICES

- Strategy
- Performance Marketing
- Search Engine Marketing
- Paid Media Marketing
- Social Media Management
- Full-funnel MarTech & CRO
- Content Marketing
- Account Based Marketing
- Customer Experience Design
- Full Stack Development

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Developmental Tech Stack

Web Development Capabilities

WOO COMMERCE

shopify

shopify plus

Magento
An Adobe Company

Wix

spree

E-commerce Process Management and Reporting

Data Studio

themekit

git

First-time Purchase Report

Retention Report

Payment Gateway Integration

Razorpay

Cashfree Payments

instamojo

CC Avenue®
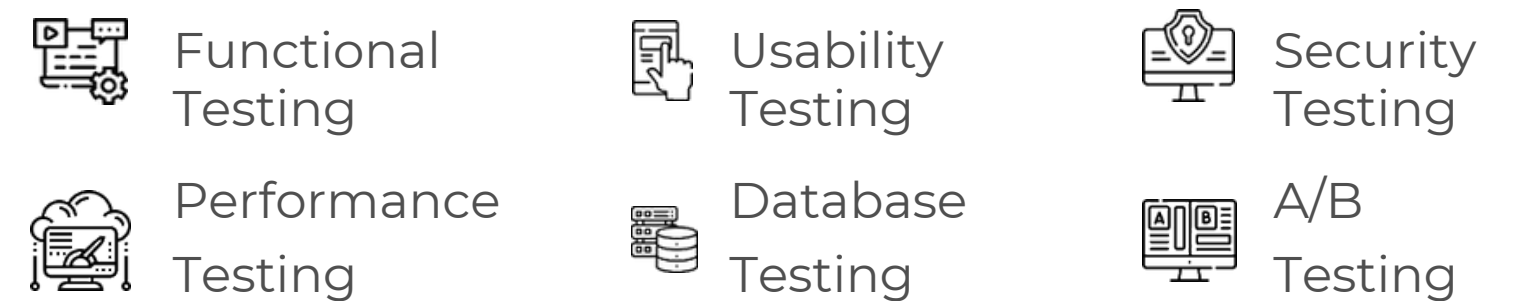
PayU money

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Marketing & Sales Tech Stack

CRO Tools

Google Analytics Google Tag Manager Optimizely

Google Optimize Clarity hotjar

Retention and Nurturing Tools

shopify KLAVIYO omnisend

moengage WebEngage WhatsApp

Automation through Plugins and Vendors

Quality and Performance Assurance

Functional Testing Usability Testing Security Testing

Performance Testing Database Testing A/B Testing

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Automation & Reporting Solutions

Automation Platforms

HubSpot ZOHO Marketo An Adobe Company eloqua salesforce pardot

ActiveCampaign mailchimp SharpSpring Constant Contact

Analytics & Reporting

Clarity Google Analytics mixpanel Heap Adobe Analytics

Amplitude Looker PostHog kissmetrics

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Mind Map

Marketing Strategy

Branding
- Visual Elements
- Brand Positioning
- Brand Identity
- Voice & Tone
- Target Audience

Sales Funnels
- Funnel Design & Mapping
- Lead Generation Tactics
- Conversion Rate Optimization
- Customer Lifetime Value
- Funnel Analytics & KPIs
- A/B Testing Strategies

Content Marketing
- Video Content
- Infographics
- Email Campaigns

Email Marketing
- Newsletter
- Targeted Campaigns
- List Segmentation

SEO
- Keyword Research
- On-Page SEO
- Link Building
- Local SEO
- Analytics & Monitoring

Social Media
- Influencer cooperation
- Performance Analysis
- Platform Selection
- Engagement Strategies
- Content Calendar
- Paid Advertising

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Weekly Content Calendar

Week: _____ **Month:** _____ **Year:** _____

Day	Platform / Time	Image	Visual	Caption	Hashtags	Engagement Goal
Monday	PLATFORM A 12:00 PM		Quote Image	Embrace the journey ahead with optimism!	#NewWeek #Positivity	Increase Engagement
Tuesday	PLATFORM B 3:00 PM		Product Video	Unveiling our latest innovation - check it out now!	#Innovation #NewRelease	Drive Sales
Wednesday	PLATFORM C 1:00 PM		Story	Explore the heart of our workspace. Where the magic happens!	#WorkspaceMagic #Exclusive	Boost Transparency
Thursday	PLATFORM D 4:30 PM		UGC Carousel	Planning the perfect weekend! What's your ideal Friday night activity?	#UserAppreciation #Featured	Foster Community
Friday	PLATFORM E 2:00 PM		Poll	Weekend vibes: cozy, calm, and collected. How's your weekend shaping up?	#WeekendPlans #Interactive	Enhance Interactivity
Saturday	PLATFORM F 11:00 AM		Lifestyle	A week of milestones and memories. Swipe left to relive the journey!	#Relaxation #CozyWeekend	Build Brand Lifestyle

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Customer Journey Map

Awareness	Consideration	Decision	Service	Loyalty
Phase #1	**Phase #2**	**Phase #3**	**Phase #4**	**Phase #5**

Customer Action

Discovering the brand through various channels such as social media, search engines, online ads, or word-of-mouth.

Touchpoints

Social media platforms (Facebook, Instagram, Twitter), search engine results (Google, Bing), online advertisements (Google Ads, Facebook Ads), influencer endorsements, blog posts, and online forums.

Emotions

Curiosity, interest, excitement, and sometimes skepticism.

Pain Points

Information overload, difficulty in finding relevant products, and skepticism about the brand's credibility.

Solutions

Implement targeted advertising strategies to reach the right audience, create engaging and informative content, optimize SEO to improve search engine rankings, and leverage influencer partnerships to build trust.

Customer Action

Researching products, comparing different options, reading customer reviews, and seeking recommendations.

Touchpoints

Product pages, comparison charts, customer reviews, FAQs, email newsletters, and live chat support.

Emotions

Hopeful, cautious, analytical, and sometimes overwhelmed.

Pain Points

Confusing or incomplete product descriptions, distrust in the authenticity of reviews, difficulty in comparing products, and lack of personalized recommendations.

Solutions

Provide detailed and accurate product descriptions, ensure customer reviews are verified and authentic, offer comparison tools, and use AI-driven personalized recommendation engines.

Customer Action

Adding products to the cart, reviewing the cart, and proceeding to checkout.

Touchpoints

Shopping cart, checkout page, payment gateways, promotional codes, and customer support.

Emotions

Excitement, anxiety, anticipation, and sometimes frustration.

Pain Points

Complicated checkout process, hidden costs (shipping, taxes), limited payment options, and concerns about payment security.

Solutions

Simplify the checkout process with a user-friendly interface, provide transparent pricing, offer multiple secure payment options, and ensure customer support is readily available to assist with any issues.

Customer Action

Receiving the product, unboxing, and potentially seeking post-purchase support.

Touchpoints

Order confirmation emails, delivery tracking, unboxing experience, customer support (phone, email, live chat), and return/exchange processes.

Emotions

Satisfaction, relief, excitement, and potential frustration if issues arise.

Pain Points

Delayed delivery, damaged or incorrect products, complicated return/exchange processes, and unresponsive customer support.

Solutions

Partner with reliable shipping services, ensure products are well-packaged, streamline the return/exchange process, and provide responsive and helpful customer support.

Customer Action

Making repeat purchases, participating in loyalty programs, and recommending the brand to others.

Touchpoints

Loyalty programs, personalized email newsletters, social media engagement, customer surveys, and referral programs.

Emotions

Trust, satisfaction, loyalty, and a sense of being valued.

Pain Points

Lack of incentives for repeat purchases, feeling undervalued, and inconsistent customer experience.

Solutions

Offer exclusive discounts and rewards for repeat customers, personalize communication and offers, maintain a consistent and high-quality customer experience, and implement a referral program to encourage word-of-mouth marketing.

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Competition Analysis

Digital Marketing Competitor Analysis

- Understand competitors' strategies and campaigns.
- Learn how they attract Customers.
- Essential for marketing success.

If you want to outperform your competition, you need to know what strategies they use, the campaigns they run, and how they attract leads to their business. A digital marketing competitor analysis is fundamental to your marketing success.

Identifying Competition Strategies

- Perform a SWOT analysis
- Gather keyword data
- Generate content marketing ideas
- Analyze SEO & PPC activities
- Find additional competitors and partners

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Predictive Analysis

using Artificial Intelligence

Predictive Analysis

- Uses big data to forecast future events or results Integrates data
- mining, statistics, modeling, machine learning, and AI

Predictive analysis is a branch of advanced analytics that harnesses all that big data to predict future events or results. It integrates various techniques from data mining, statistics, modeling, machine learning, and artificial intelligence to process and analyze various data sets for the purpose of developing predictions.

Problem Identification and Formulation

- Identify/Formulate problem

Data Handling

- Data preparation & data exploration
- Transform & select data

Evaluation and Improvement

- Evaluate / Monitor results
- Improve Compliance and Safety
- Accuracy

Sentimental Analysis

using Artificial Intelligence

Key Analytical Approaches

- Emotion detection
- Intent analysis
- Aspect-based analysis
- Fine-grained analysis

Applications

- Customer feedback to improve service
- Influencer marketing

Sentiment Analysis

- Utilizes natural language processing, text analytics, and computational linguistics
- Extracts subjective information to understand attitudes and emotions
- Aims to provide better service based on recognized sentiments

Sentiment Analysis uses a mix of natural language processing, text analytics, and computational linguistics to understand and extract subjective information to recognize the attitude and emotions of different people and give them a better service.

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Search Engine Optimization

SEO Strategy for Brand Visibility

- Rank for relevant keywords with a holistic SEO approach.
- Utilize technical SEO, content creation, and link-building.
- Achieve up to a 400% increase in traffic and visibility.

Get ranked for the most relevant keywords for your brand with a holistic technical seo, content and link-building strategy. See upto a 400% * increase in traffic and visibility.

Website Audit Strategy Development

- Technical SEO
- SEO Optimized Content Writing
- Link Building & Link Analysis

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Social Media Marketing

Marketing Strategy

- Build brand awareness
- Engage with customers
- Reach new audiences with strategy and high-quality content

Visitor Behaviour Research

- Manage ad spending
- Implement pixels
- Display brand experiences using augmented reality

Build brand awareness, engage with customers and reach out to new audiences with insightful strategy and high-quality content.

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Content Marketing

Content Strategy

- Content is crucial for success.
- A clear strategy and understanding of the target customer are essential.
- Effective strategy leads to tangible results.

Custom Developed Content

- Social Posting and Management
- Content Strategy and Goals
- Infographic Copy and Design

Content really is king, but you need a clear strategy and understanding of the desired customer to develop a strategy that produces real results.

CONTENT MARKETING

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Email Marketing

Email Marketing Strategies & Automation

- Increase sales through email marketing
- Full-service strategy and implementation
- Consistent and reliable ROI

Email marketing strategies & automation to increase sales from your list. Get full-service email marketing strategy and implementation that consistently and reliably churns out ROI.

Email Services

- Promotional and transactional email service
- Sender reputation management

Campaign Development

- Email campaign creation
- Strategic campaign development
- Marketing automation

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Pay Per Click

CPC

Pay Per Click (PPC) Marketing

- Online strategy for instant website traffic
- Specialized campaigns for maximum ROI
- Cost-effective approach

Pay Per Click (PPC) is an online marketing strategy that fetches instant traffic for a website. Our PPC experts design specialized advertising campaigns that aim to bring the maximum ROI in a cost- effective manner.

Marketing Strategy Components

- Define Customer Journey Stages
- Create Custom Audiences
- Ad Sequence Creation
- Create Dynamic Ads
- Dynamic Product Ads (DPA)
- Sequential Retargeting
- Cross-Channel Remarketing Ads
- Dynamic Remarketing Ads
- Canvas Ads

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Social Media Ads Management

Social Media Advertising

- Integral to business social strategies across industries
- Allows diversification of strategies to reach target audiences effectively
- Adapts to changing algorithms

Social media advertising services have become an integral part of social strategy for businesses across industries. As algorithms change, businesses can diversify strategies to reach the right people at just the right time with social advertising.

Advertising Services

- Facebook, Instagram, Twitter, Youtube, LinkedIn, etc.
- Advanced Ad Targeting and creation
- Bid Management, Optimization, Audit, Analysis, and Advanced Reporting

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Product & Service Launch

Launching a New Product or Service

- Challenging prospect for businesses
- Comprehensive digital strategies provided
- Helps overcome challenges and create hype

Research and Analysis Process

- Customer Identification
- Launch Strategy
- Campaign Launch

Post-Launch Activities

- Monitoring and Review
- Customer Retention

Launching a new product or service is a challenging prospect for a business. With our comprehensive digital strategies, we help you overcome these challenges and create hype for your new products and services.

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Online Reputation Management

Online Reputation Management

- Vital for customer trust and business success
- Services include building, mending, monitoring, and maintaining online reputation
- Aims to create a positive brand impression

Online reputation is a vital parameter of customer trust and business success. We enable your website to build, mend, monitor, and maintain its online reputation so that your business brand creates a positive impression.

Reputation and Brand Management

- Reputation and brand analysis
- Strategy development
- Online branding
- Online reputation
- Monitoring & Reporting

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Google ads Case Study

ECOMMERCE- Toys Brand

Challenges:
1. High Cost: There was a noticeable increase in advertising costs around early August.
2. Conversion Fluctuations: Conversions peaked around mid-July but showed variability throughout the period.
3. CTR Variability: Maintaining a consistent click-through rate (CTR) across different campaigns was challenging.

Solutions:
1. Budget Reallocation: Shifted budget towards high-performing campaigns with better cost efficiency and higher conversion rates.
2. Targeted Promotions: Implemented targeted promotions during periods of lower conversions to boost engagement and conversions.
3. A/B Testing: Conducted A/B testing on ad creatives and landing pages to identify the most effective combinations and improve CTR.

Results:
1. Cost Efficiency: Maintained an average CPC of A$1.30, ensuring budget efficiency while achieving high conversion rates.
2. Increased Conversions: Achieved a total of 926.60 conversions, demonstrating the effectiveness of the implemented strategies.
3. Strong Engagement: Achieved a CTR of 2.07%, indicating strong ad engagement and relevance.

ECOMMERCE- Fashion Brand

Challenges
1. Low Click-Through Rate (CTR): The table shows a relatively low CTR for some campaigns, indicating that ads might not be engaging enough for the audience.
2. High Cost Per Click (CPC): Some campaigns have a high CPC, which can quickly deplete the budget without yielding significant returns.
3. Underperforming Campaigns: Certain campaigns have lower click and impression counts, suggesting they are not reaching or resonating with the target audience effectively.

Solutions
1. Ad Copy Optimization: Improve the ad copy to make it more compelling and relevant to the target audience. This can help increase the CTR.
2. Bid Strategy Adjustment: Implement automated bid strategies like "Maximize Conversions" to optimize the budget and reduce CPC.
3. Targeting Refinement: Refine audience targeting to ensure ads are shown to the most relevant users, potentially increasing engagement and reducing wasted spend.
4. A/B Testing: Conduct A/B tests on different ad creatives and landing pages to identify what resonates best with the audience.

Results
1. Improved CTR: By optimizing ad copy and refining targeting, the CTR can be improved, leading to more clicks and potential conversions.
2. Reduced CPC: Adjusting bid strategies and targeting can help lower the CPC, making the campaigns more cost-effective.
3. Better Campaign Performance: With continuous optimization and testing, underperforming campaigns can be turned around, leading to better overall performance and higher ROAS.

ECOMMERCE- Pet products

Challenges
1. Low Conversion Rate: The highlighted metric shows a conversion rate of 20%, indicating that only a small portion of clicks are converting into desired actions.
2. High Cost Per Conversion: The cost per conversion appears to be high, which can impact the overall return on investment (ROI).
3. Underperforming Campaigns: Some campaigns have low impressions and clicks, suggesting they are not effectively reaching the target audience.

Solutions
1. Optimize Ad Copy and Creatives: Enhance the ad copy and visuals to make them more appealing and relevant to the target audience, which can help improve the conversion rate.
2. Implement Automated Bidding Strategies: Use automated bidding strategies like "Maximize Conversions" to optimize the budget and reduce the cost per conversion. 3. Refine Targeting: Adjust targeting parameters to ensure ads are shown to the most relevant audience, potentially increasing engagement and conversions.
4. A/B Testing: Conduct A/B tests on different ad variations and landing pages to identify the most effective combinations.

Results
1. Improved Conversion Rate: By optimizing ad copy and targeting, the conversion rate can be increased, leading to more successful outcomes from the same number of clicks.
2. Reduced Cost Per Conversion: Automated bidding and better targeting can help lower the cost per conversion, making the campaigns more cost-effective.
3. Enhanced Campaign Performance: Continuous optimization and testing can turn underperforming campaigns around, leading to better overall performance and higher ROI.

Jul 22, 2024

0.00

Aug 22, 2024

Add filter

Search | Segment | Columns | Reports | Download | Expand | More

Campaign	Impr. <>	Clicks <>	Avg. CPC <>	CTR <>	↓ Cost <>	Cost / conv. <>	Conversions <>	Conv. value (by conv. time) <>	Conv. rate <>	ROAS (Time) <>	AOV <>	Avg. target ROAS <>	New customer lifetime value <>
	491,024 (+69.50%)	8,663 (+35.85%)	£1.16 (-17.57%)	1.76% (-19.85%)	£10,028.74 (+11.98%)	£501.44 (+0.78%)	20.00 (+11.11%)	41,743.96 (+9.27%)	0.21% (-15.95%)	4.16 (-2.41%)	1,897.45 (+4.30%)	754.47% (+∞)	0.00 (0.00%)
	452,756 (+42.35%)	3,831 (+24.30%)	£0.45 (+0.09%)	0.85% (-12.68%)	£1,725.29 (+24.42%)	£862.64 (-37.79%)	2.00 (+100.00%)	3,499.98 (-29.79%)	0.05% (+60.90%)	2.03 (-43.57%)	1,749.99 (-29.79%)	—	0.00 (0.00%)
	225,247 (+7.37%)	876 (-26.08%)	£1.57 (+76.60%)	0.39% (-31.15%)	£1,377.53 (+30.55%)	£1,377.53 (+30.55%)	1.00 (0.00%)	2,250.00 (-51.61%)	0.08% (+81.49%)	1.63 (-62.94%)	2,250.00 (-3.23%)	—	0.00 (0.00%)
	3,139 (+∞)	300 (+∞)	£2.76 (+∞)	9.56% (+∞)	£828.86 (+∞)	£828.86 (+∞)	1.00 (+∞)	1,999.99 (+∞)	0.33% (+∞)	2.41 (+∞)	1,999.99 (+∞)	—	0.00 (0.00%)
	8,269 (+316.36%)	866 (+322.44%)	£0.70 (+42.93%)	10.47% (+1.46%)	£609.35 (+503.80%)	£304.68 (+805.69%)	2.00 (-33.33%)	4,849.98 (-0.37%)	0.23% (-84.22%)	7.96 (-83.50%)	2,424.99 (+49.44%)	—	0.00 (0.00%)
	938 (+3.65%)	565 (+6.60%)	£0.25 (-37.30%)	60.23% (+2.85%)	£143.59 (-33.16%)	£11.97 (-44.30%)	12.00 (+20.00%)	23,156.24 (+28.58%)	2.12% (+12.57%)	161.27 (+92.36%)	1,929.69 (+7.15%)	—	0.00 (0.00%)
Total: All enabled cam... ⓘ	1,181,373 (+43.99%)	15,101 (+32.71%)	£0.97 (-5.35%)	1.28% (-7.84%)	£14,713.36 (+25.61%)	£387.19 (+9.08%)	38.00 (+15.15%)	77,500.15 (+9.60%)	0.23% (-6.82%)	5.27 (-12.75%)	1,937.50 (+4.12%)	—	0.00 (0.00%)
Total: Account ⓘ	1,192,037 (+42.85%)	15,867 (+26.82%)	£0.96 (-2.27%)	1.33% (-11.22%)	£15,154.00 (+23.95%)	£398.79 (+7.64%)	38.00 (+15.15%)	77,500.15 (+9.60%)	0.22% (-3.35%)	5.11 (-11.58%)	1,937.50 (+4.12%)	—	0.00 (0.00%)

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fully automated bid strategy

Recommended because our simulations show your campaigns may benefit from Maximize conversions bidding ⓘ

Apply View   < 1/2 >

2,000.00

0.00

Jun 1, 2023   Jun 7, 2023

🔍 Search | ≡ Segment | ▥ Columns | ▦ Reports | ⬇ Download | ⤢ Expand | ⋮ More

●	Campaign	Optimization score	Campaign type	Cost	Impr.	Clicks	Avg. CPC	CTR	Cost / conv.	Conv. rate	Click share	Search impr. share	Search lost IS (rank)	Conv. value (by conv. time) ↓	ROAS
🟠 🔍		—	Search												0.00
🟢 🔍		86.3%	Search	£296.67	1,477	799	£0.37	54.10%	£10.60	3.50%	70.62%	69.18%	2.19%	8,240.57	27.78
🟢 📈		97.2%	Performance Max	£256.34	57,530	848	£0.30	1.47%	£18.31	1.65%	21.37%	—	—	2,372.82	9.26
🟢 📈		75.6%	Performance Max	£69.33	13,303	173	£0.40	1.30%	£13.87	2.89%	15.28%	—	—	827.97	11.94
🟢 🏷		97.2%	Shopping	£7.73	3,416	88	£0.09	2.58%	£0.00	0.00%	16.15%	26.90%	71.32%	173.99	22.51
🟢 📈		82.2%	Performance Max	£5.17	1,679	17	£0.30	1.01%	£0.00	0.00%	15.81%	—	—	170.9	33.09
	Total: All enabled ca... ⓘ	—		£635.24	77,405	1,925	£0.33	2.49%	£13.52	2.44%	29.02%	36.42%	55.76%	11,786.34	18.55
∨	Total: Account ⓘ	—		£635.24	77,405	1,925	£0.33	2.49%	£13.52	2.44%	29.02%	36.42%	55.76%	11,786.34	18.55

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Campaigns

Cost ▼   Conv. value ▼   Char

$500.00

$250.00

$0.00

Mar 7, 2024
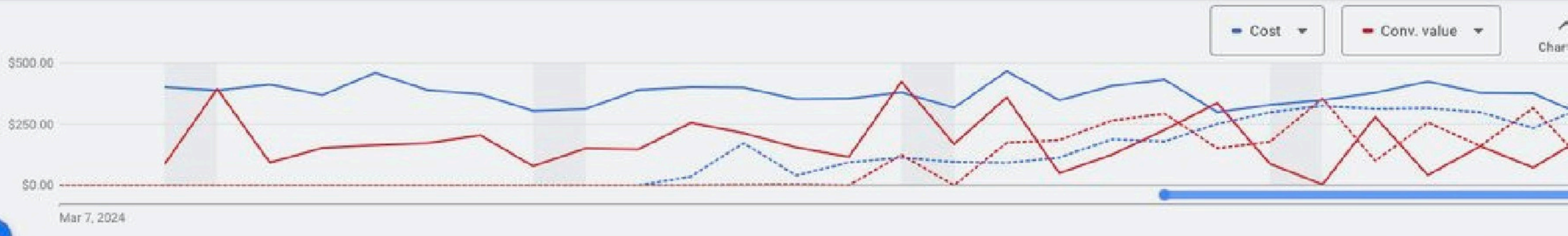
Add filter

Search   Segment   Columns   Reports   Download

		Campaign	↓ Impr. ⟨⟩	Clicks ⟨⟩	Avg. CPC ⟨⟩	CTR ⟨⟩	Cost ⟨⟩	Cost / conv. ⟨⟩	Conversions ⟨⟩	Conv. value (by conv. time) ⟨⟩	Conv. rate ⟨⟩	Search impr. share ⟨⟩	ROAS (Time) ⟨⟩
☐	●	[YM] PMax	General	1,691,756 (+197.83%)	25,584 (+166.17%)	$0.40 (+9.79%)	1.51% (-10.63%)	$10,168.42 (+192.22%)	$104.58 (+40.84%)	97.23 (+107.48%)	84,254.73 (+124.55%)	0.38% (-22.38%)	—	8.29 (-23.16%)
☐	●	[YM] Search	120,264 (+∞)	1,376 (+∞)	$0.57 (+∞)	1.14% (+∞)	$789.19 (+∞)	$202.00 (+∞)	3.91 (+∞)	2,777.28 (+∞)	0.28% (+∞)	< 10% (+∞)	3.52 (+∞)
☐	●	[YM] Shopping	Catch All	8,184 (+11,426.76%)	94 (+4,600.00%)	$0.40 (+188.07%)	1.15% (-59.23%)	$37.91 (+13,439.29%)	$37.91 (+∞)	1.00 (+∞)	466.11 (+∞)	1.06% (+∞)	50.62% (-7.97%)	12.30 (+∞)
		Total: All enabled campaigns in your curr... ⓘ	1,820,204 (+220.41%)	27,054 (+181.40%)	$0.41 (+12.28%)	1.49% (-12.17%)	$10,995.52 (+215.96%)	$107.65 (+44.97%)	102.14 (+117.95%)	87,498.12 (+133.19%)	0.37% (-22.83%)	< 10% (-81.84%)	7.96 (-26.20%)
∨		Total: Account ⓘ	1,820,204 (+187.03%)	27,054 (+98.27%)	$0.41 (-26.46%)	1.49% (-30.92%)	$10,995.52 (+45.80%)	$107.65 (-31.57%)	102.14 (+113.40%)	87,498.12 (+124.38%)	0.37% (+6.99%)	< 10% (0.00%)	7.96 (+53.89%)

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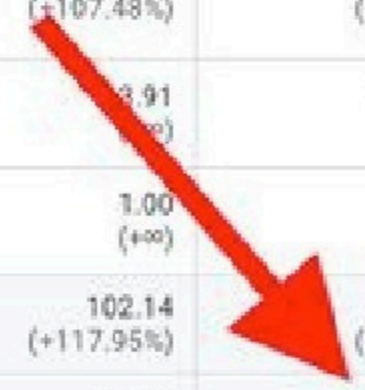
Facebook ads Case Study

ECOMMERCE- Home decor

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3. Enhanced Campaign Performance: Continuous optimization and testing can turn underperforming campaigns around, leading to better overall performance and higher ROI.

ECOMMERCE- Beauty products

Challenges
1. High Bounce Rate: The campaigns might be experiencing a high bounce rate, where users click on the ad but leave the landing page quickly without taking any action.
2. Low Engagement: Some campaigns show low engagement metrics, such as few clicks or interactions, indicating that the ads are not capturing the audience's interest.
3. Budget Utilization: Certain campaigns may not be utilizing their allocated budget effectively, either overspending without results or underspending and missing potential opportunities.

Solutions
1. Landing Page Optimization: Improve the landing pages to ensure they are user-friendly, relevant, and engaging. This can help reduce the bounce rate and encourage users to stay and take action.
2. Creative Refresh: Update the ad creatives regularly to keep them fresh and appealing. This can help increase engagement and prevent ad fatigue.
3. Budget Reallocation: Analyze the performance of each campaign and reallocate the budget to the best-performing ones. This ensures that the budget is used efficiently to maximize returns.

Results
1. Reduced Bounce Rate: By optimizing landing pages, the bounce rate can be reduced, leading to higher user retention and more conversions.
2. Increased Engagement: Regularly refreshing ad creatives can boost engagement metrics, resulting in more clicks and interactions.
3. Optimized Budget Usage: Effective budget reallocation can lead to better utilization of resources, ensuring that the most successful campaigns receive adequate funding for maximum impact.

ECOMMERCE- Jewelry

Challenges
1. Ad Fatigue: Users may be seeing the same ads repeatedly, leading to decreased effectiveness and engagement over time.
2. Inefficient Keyword Targeting: Some campaigns might be targeting broad or irrelevant keywords, resulting in low-quality traffic and wasted spend.
3. Poor Mobile Experience: If the landing pages are not optimized for mobile devices, it can lead to a high bounce rate and low conversion rates from mobile users.

Solutions
1. Rotate Ad Creatives: Regularly update and rotate ad creatives to keep the content fresh and engaging for the audience, reducing ad fatigue.
2. Keyword Optimization: Conduct thorough keyword research to identify and target high-intent, relevant keywords. Use negative keywords to filter out irrelevant traffic.
3. Mobile Optimization: Ensure that landing pages are fully optimized for mobile devices, providing a seamless and user-friendly experience for mobile users.

Results
1. Increased Engagement: By rotating ad creatives, you can maintain user interest and increase engagement metrics such as clicks and interactions.
2. Higher Quality Traffic: Optimizing keywords can attract more relevant and high-intent traffic, leading to better conversion rates and lower cost per acquisition.
3. Improved Mobile Conversions: Optimizing for mobile can enhance the user experience, leading to higher conversion rates from mobile users and overall better campaign performance.

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Search and filter

| | Campaigns | | Ad sets | | Ads | 1-20 |

+ Create   Duplicate   Edit   A/B test   More ▾

Columns: Custom ▾   Breakdown ▾   Reports ▾

	Off/On	Campaign	Amount spent ▾	Impressions ▾	Purchase ROAS (return on ad spend) ▾	CPM (cost per 1,000 impressions) ▾	Purchases conversion value ▾	Purchases ▾	Adds to
☐	⬤		₹1,524.45	7,451	0.98 [2]	₹204.60	₹1,487.00 [2]	2 [2]	
☐	⬤		₹9,499.73	124,295	5.02 [2]	₹76.43	₹47,659.00 [2]	21 [2]	
☐	⬤		₹4,142.61	76,562	5.71 [2]	₹54.11	₹23,673.00 [2]	9 [2]	
☐	⬤		₹14,985.09	210,698	4.48 [2]	₹71.12	₹67,158.05 [2]	26 [2]	
☐	⬤		₹73,690.38	1,163,046	4.82 [2]	₹63.36	₹355,184.15 [2]	119 [2]	
☐	⬤		₹97,145.69	2,930,682	4.45 [2]	₹33.15	₹432,449.05 [2]	143 [2]	
☐	⬤		₹95,425.56	2,105,154	4.66 [2]	₹45.33	₹445,158.95 [2]	154 [2]	
☐	⬤		₹7,509.00	973,103	—	₹7.72	₹0.00	—	
☐	⬤		₹2.98	24	—	₹124.17	₹0.00	—	
		Results from 470 campaigns ⓘ Excludes deleted items	₹591,449.43 Total Spent	13,193,315 Total	4.22 Average	₹44.83 Per 1,000 Impressions	₹2,495,583.50 Total	923 Total	

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| | Active ads | Had delivery | Had delivery | + | | | Last 30 days: 10 Jul 2024 – 8 Aug |

| Ad sets | Ads |

Duplicate   Edit   A/B test   More ▼   Columns: Custom ▼   Breakdown ▼   Reports ▼   Expor

Campaign ▼	Amount spent ▼	Impressions ▼	Purchase ROAS (return on ad spend) ▼	CPM (cost per 1,000 impressions) ▼	Purchases conversion value ▼	Purchases ▼	Adds to cart
	₹10,593.10	78,655	13.08 [2]	₹134.68	₹138,567.00 [2]	131 [2]	3
	—	—	—	—	₹0.00	—	
	₹61,547.75	582,712	6.55 [2]	₹105.62	₹402,948.76 [2]	426 [2]	122
	—	—	—	—	₹0.00	—	
	—	—	—	—	₹0.00	—	
	—	—	—	—	₹0.00	—	
	—	—	—	—	₹0.00	—	
	—	—	—	—	₹0.00	—	
Results from 28 campaigns ● Excludes deleted items	₹77,676.15 Total Spent	697,558 Total	6.97 Average	₹111.35 Per 1,000 Impressions	₹541,515.76 Total	557 Total	T To

TECKDUKAN

| Ad sets | | Ads |

Edit ▾ | A/B test | Rules ▾ | View Setup ⬤ | Columns: Custom ▾ | Breakdown ▾ | Reports ▾ | Export

Campaign ▾	Amount spent ▾	Impressions ▾	Purchase ROAS (return on ad spend) ▾	CPM (cost per 1,000 impressions) ▾	Purchases conversion value ▾	Purchases ▾	Adds to cart ▾
	₹8,602.42	280,318	26.45 [2]	₹30.69	₹227,528.09 [2]	966 [2]	2,815 [2]
	₹8,277.57	293,346	30.13 [2]	₹28.22	₹249,431.72 [2]	1,056 [2]	3,187 [2]
	₹5,704.59	87,319	4.49 [2]	₹65.33	₹25,608.35 [2]	112 [2]	410 [2]
	₹6,094.48	70,359	0.60 [2]	₹86.62	₹3,664.55 [2]	6 [2]	89 [2]
	₹0.00	—	—	—	₹0.00	—	—
	₹0.00	—	—	—	₹0.00	—	—
	₹0.00	—	—	—	₹0.00	—	—
	₹0.00	—	—	—	₹0.00	—	—
	₹0.00	—	—	—	₹0.00	—	—
Results from 18 campaigns ⓘ Excludes deleted items	₹28,679.06 Total Spent	731,342 Total	17.65 [2] Average	₹39.21 Per 1,000 Impressions	₹506,232.71 [2] Total	2,140 [2] Total	6,501 [2] Total

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Amazon ads Case Study

ECOMMERCE- Smart home devices

Challenges
1. Fluctuating Spend and Sales: The graph shows significant variations in both spend and sales over the period from March 2022 to May 2023. This inconsistency can make it difficult to predict future performance and allocate budgets effectively.
2. Maintaining High ROAS: Achieving a high Return on Advertising Spend (ROAS) consistently is challenging, especially when there are fluctuations in spend and sales.
3. Controlling ACOS: The Advertising Cost of Sale (ACOS) also shows variability, indicating challenges in maintaining a cost-effective advertising strategy.

Solutions
1. Data-Driven Budget Allocation: By analyzing the periods of high and low performance, budgets can be allocated more effectively to maximize returns during peak times and minimize losses during low-performance periods.
2. Optimizing Ad Campaigns: Regularly reviewing and optimizing ad campaigns based on performance data can help maintain a high ROAS. This includes adjusting targeting, creatives, and bidding strategies.
3. Cost Management Strategies: Implementing strategies to control ACOS, such as focusing on high-converting keywords and reducing spend on underperforming ads, can help maintain a cost-effective advertising approach.

Results
1. Improved Predictability: With a more data-driven approach, the predictability of spend and sales can improve, leading to more stable performance over time.
2. Higher ROAS: By continuously optimizing ad campaigns, the ROAS can be maintained at a high level, ensuring better returns on advertising investments.
3. Controlled ACOS: Effective cost management strategies can lead to a more controlled ACOS, ensuring that advertising remains profitable.

ECOMMERCE- Kitchenware

Challenges
1. Seasonal Variations: The graph indicates potential seasonal trends affecting spend and sales, which can complicate planning and forecasting.
2. Balancing Growth and Efficiency: Striking a balance between aggressive growth (increasing spend) and maintaining efficiency (high ROAS and low ACOS) can be challenging.
3. Market Competition: Fluctuations in performance might also be influenced by competitive actions in the market, making it harder to sustain consistent results.

Solutions
1. Seasonal Campaign Planning: Develop tailored campaigns for different seasons, leveraging historical data to anticipate and capitalize on peak periods.
2. Incremental Testing: Implement incremental changes and A/B testing to find the optimal balance between spend and efficiency, ensuring sustainable growth.
3. Competitive Analysis: Regularly analyze competitor strategies and market trends to stay ahead and adjust campaigns proactively.

Results
1. Enhanced Seasonal Performance: By aligning campaigns with seasonal trends, performance during peak periods can be maximized, leading to higher overall sales.
2. Sustainable Growth: Incremental testing and optimization can lead to a more sustainable growth trajectory, balancing spend and returns effectively.
3. Competitive Edge: Staying informed about market dynamics and competitor actions can provide a competitive edge, helping to maintain or improve market position.

ECOMMERCE- Apparel

Challenges
1. Inconsistent Performance Metrics: The graph shows variability in key performance metrics (Spend, Sales, ROAS, ACOS), making it difficult to maintain consistent performance.
2. Budget Constraints: Managing advertising spend within a fixed budget while trying to achieve high sales and ROAS can be challenging.
3. Data Interpretation: Accurately interpreting the data to make informed decisions can be complex, especially with multiple metrics to consider.

Solutions
1. Performance Monitoring Tools: Implement advanced performance monitoring tools to track and analyze metrics in real-time, allowing for quicker adjustments.
2. Flexible Budgeting: Adopt a flexible budgeting approach that allows for reallocating funds based on performance trends and opportunities.
3. Data Analytics Training: Provide training for the team on data analytics and interpretation to enhance their ability to make data-driven decisions.
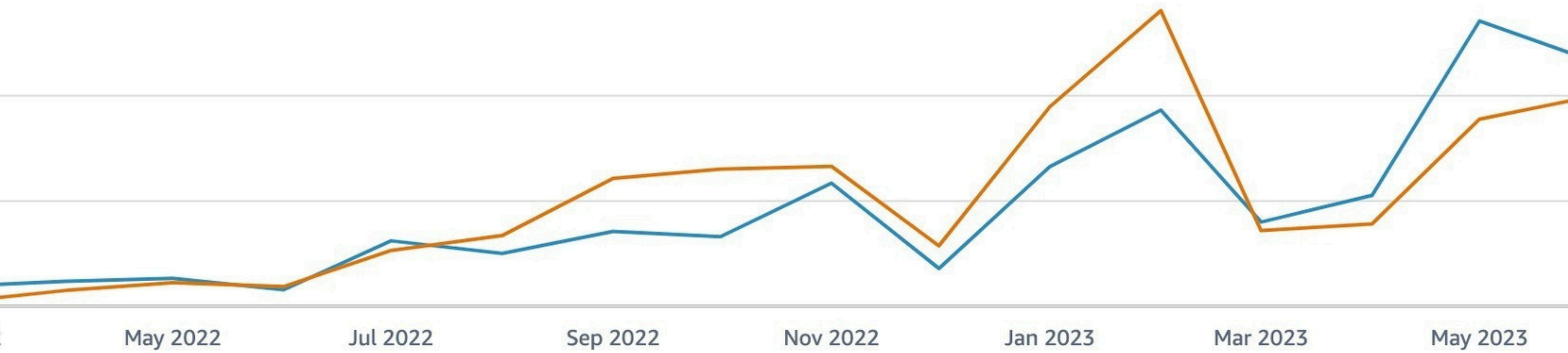
Results
1. Real-Time Adjustments: With advanced monitoring tools, adjustments can be made in real-time, leading to more consistent performance.
2. Optimized Budget Utilization: A flexible budgeting approach ensures that funds are used where they are most effective, maximizing returns.
3. Enhanced Decision-Making: Improved data interpretation skills lead to better decision-making, resulting in more effective campaigns and higher overall performance.

Sales ⌄ ⓘ	ROAS ⌄ ⓘ	ACOS ⌄ ⓘ
AED 1,61,923.93	5.41	18.48%

May 2022   Jul 2022   Sep 2022   Nov 2022   Jan 2023   Mar 2023   May 2023

Shiva

LANGUAGE
English (India) ⌄   Change

Communication settings

Sign out

Portfolios
Campaigns
Drafts
Budgets Beta
Products Beta
Targeting
Settings
History

Spend ⌄	Sales ⌄	ACOS ⌄	ROAS ⌄
₹4,49,958.27	₹25,55,290.06	17.61%	5.68

Filter   Active status: Enabled ✕   Remove all

Select rows to enable bulk actions. ✕

Create campaign   Find a campaign   Filter by ⌄   Bulk actions ⌄   Columns ⌄   Date range: Jul 1 - Jul 31, 2023 ⌄

	⚠	Active	Campaigns		s	Top-of-search IS	Spend	Orders	Sales	ACOS ↑	ROAS	Viewable impressions	VCPM	Detail Page Views (DPV) New	Video first quartile	Video midpoint
☐		⬤		⋮	5,096	5.59%	₹49.91	2	₹633.90	7.87%	12.70	—	—	—	—	—
☐		⬤		⋮	7,574	7.91%	₹1,243.32	25	₹15,773.39	7.88%	12.69	—	—	—	—	—
☐		⬤		⋮	1,213	27.86%	₹366.96	6	₹4,654.24	7.88%	12.68	—	—	—	—	—
☐		⬤		⋮	4,804	<5%	₹1,081.96	22	₹15,118.16	8.25%	12.12	—	—	—	—	—
☐		⬤		⋮	8,147	<5%	₹141.31	2	₹1,605.36	8.80%	11.36	—	—	—	—	—
☐		⬤		⋮	6,570	<5%	₹474.13	5	₹5,241.52	9.05%	11.06	—	—	—	—	—
☐		⬤		⋮	1,251	78.17%	₹2,885.34	35	₹31,226.63	9.24%	10.82	—	—	—	—	—
☐		⬤		⋮	5,080	14.76%	₹10,814.19	109	₹1,04,212....	10.38%	9.64	—	—	—	—	—
☐		⬤		⋮	4,194	<5%	₹15,608.03	295	₹1,50,366....	10.38%	9.63	—	—	—	—	—
☐		⬤		⋮	3,091	37.21%	₹1,990.99	21	₹18,937.66	10.51%	9.51	—	—	—	—	—
			Totals for 139 Campaigns		6,926		₹4,49,958.27	5,578	₹25,55,290.06	17.61%	5.68	5,52,640		—	—	—

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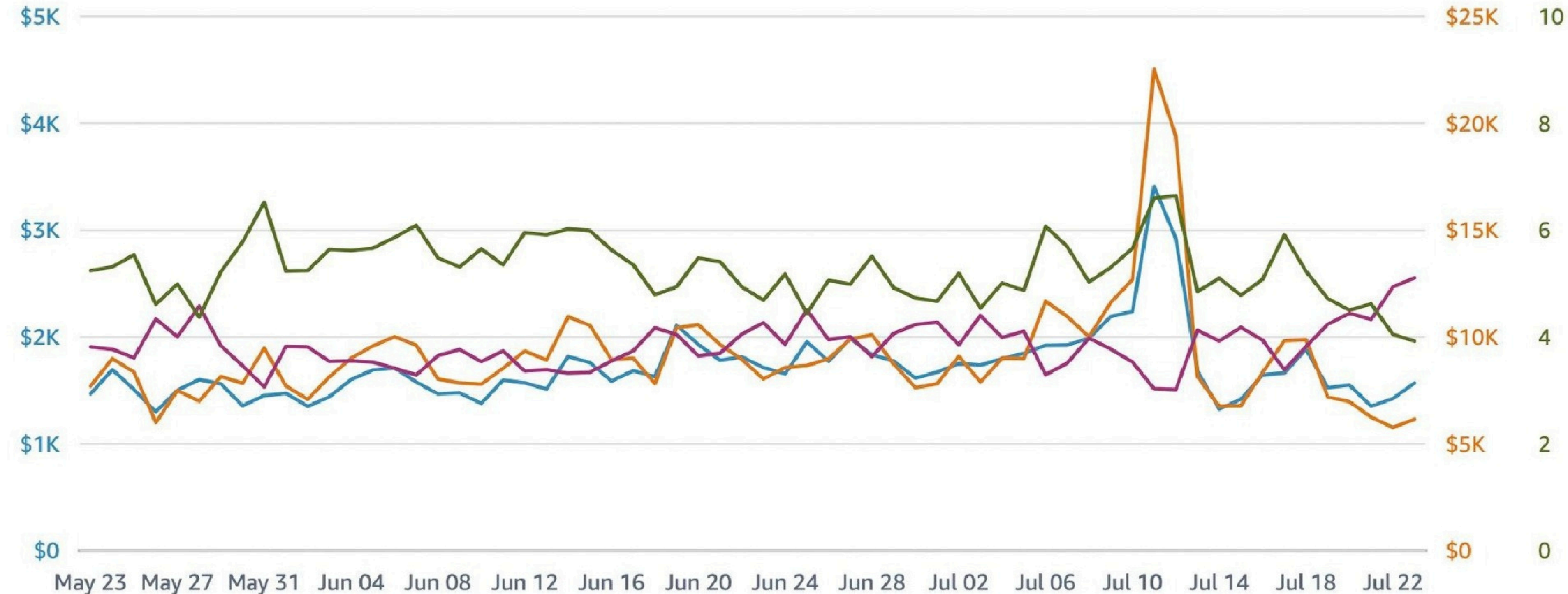
Walmart ads Case Study

ECOMMERCE- Apparel

Challenges

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Solutions

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Results

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3. Controlled ACOS: Effective cost management strategies can lead to a more controlled ACOS, ensuring that advertising remains profitable.

ECOMMERCE- Health and wellness products

Challenges

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2. Balancing Growth and Efficiency: Striking a balance between aggressive growth (increasing spend) and maintaining efficiency (high ROAS and low ACOS) can be challenging.
3. Market Competition: Fluctuations in performance might also be influenced by competitive actions in the market, making it harder to sustain consistent results.

Solutions

1. Seasonal Campaign Planning: Develop tailored campaigns for different seasons, leveraging historical data to anticipate and capitalize on peak periods.
2. Incremental Testing: Implement incremental changes and A/B testing to find the optimal balance between spend and efficiency, ensuring sustainable growth.
3. Competitive Analysis: Regularly analyze competitor strategies and market trends to stay ahead and adjust campaigns proactively.

Results

1. Enhanced Seasonal Performance: By aligning campaigns with seasonal trends, performance during peak periods can be maximized, leading to higher overall sales.
2. Sustainable Growth: Incremental testing and optimization can lead to a more sustainable growth trajectory, balancing spend and returns effectively.
3. Competitive Edge: Staying informed about market dynamics and competitor actions can provide a competitive edge, helping to maintain or improve market position.

ECOMMERCE- Baby products

Challenges

1. Inconsistent Performance Metrics: The graph shows variability in key performance metrics (Spend, Sales, ROAS, ACOS), making it difficult to maintain consistent performance.
2. Budget Constraints: Managing advertising spend within a fixed budget while trying to achieve high sales and ROAS can be challenging.
3. Data Interpretation: Accurately interpreting the data to make informed decisions can be complex, especially with multiple metrics to consider.

Solutions

1. Performance Monitoring Tools: Implement advanced performance monitoring tools to track and analyze metrics in real-time, allowing for quicker adjustments.
2. Flexible Budgeting: Adopt a flexible budgeting approach that allows for reallocating funds based on performance trends and opportunities.
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Results

1. Real-Time Adjustments: With advanced monitoring tools, adjustments can be made in real-time, leading to more consistent performance.
2. Optimized Budget Utilization: A flexible budgeting approach ensures that funds are used where they are most effective, maximizing returns.
3. Enhanced Decision-Making: Improved data interpretation skills lead to better decision-making, resulting in more effective campaigns and higher overall performance.

Walmart Seller Center

Overview

Refine by   Last 7 Days ⌄   Account ⌄   All Departments ⌄   All Brands ⌄

Gross Merchandise Value (GMV)	Units Sold	Orders	Avg. Unit Retail (AUR)
$10,576.82	371	333	$28.51

— Current GMV   — Last Year GMV

Financial Summary

Total Authorized Sales	$11,401.96
Cancelled Sales (17 units)	-$463.52
Refunded Sales (7 units)	-$361.62

Top Departments by GMV

Skincare	$2,269.46
Wellness	$2,190.37
Prestige Beauty	$1,903.42
Health Care	$1,197.10
Action Figures And Construction	$544.80

Lowest Departments by GMV

Shave And Grooming
Feeding And Nursing
Decorative Accessories
Activities Supplies
Musical T

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Home

Product Catalog ⌄

Items

Items on Hold

Activity Feed

Price

Order Management ⌄

Orders

Returns & Refunds

Adjustments

Disputes

Analytics ⌄

Overview

Performance

Growth Opportunities

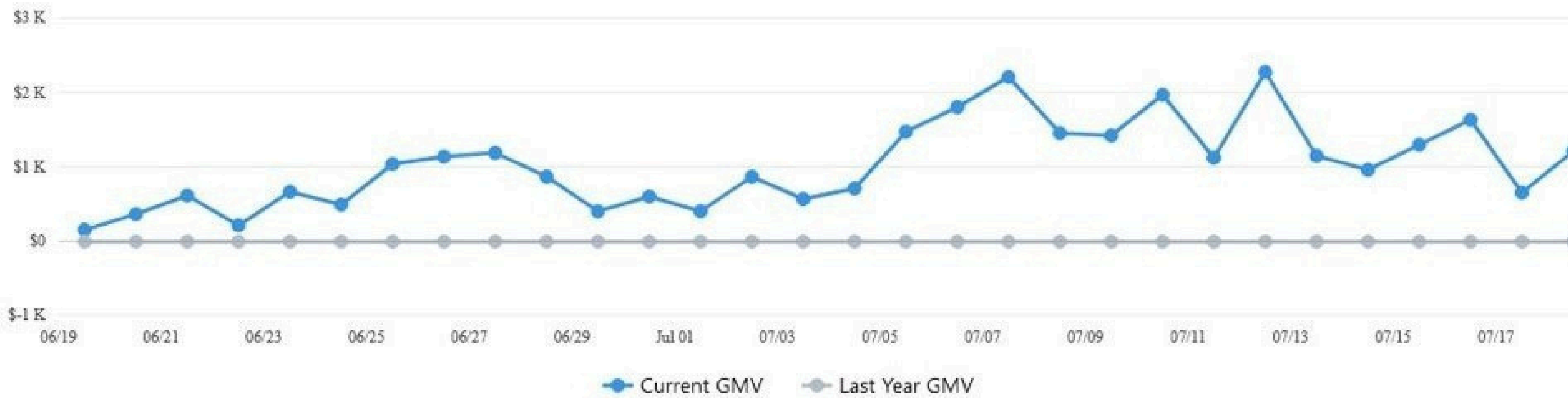| Gross Merchandise Value (GMV)	Units Sold	Orders	Avg. Unit Retail (AUR)
$31,162.41	586	515	$53.18

- Current GMV   - Last Year GMV

Financial Summary

Total Authorized Sales	$34,304.22
Cancelled Sales (24 units)	-$1,306.68
Refunded Sales (39 units)	-$1,835.14
Gross Merchandise Value (GMV)	**$31,162.41**

Top Departments by GMV

Intimate Health	$17,256.93
Diapers And Wipes	$13,794.16
Convenient Cleaning Group	$71.94
Prep Sauces Dressing Condiments	$39.38

Lowest Departments by GMV

Prep Sauces Dressing Condiments	$39
Convenient Cleaning Group	$71
Diapers And Wipes	$13,794
Intimate Health	$17,256

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Gross Merchandise Value (GMV)	Units Sold	Orders	Avg. Unit Retail (AUR)
$31,162.41	**586**	**515**	**$53.18**

— Current GMV   — Last Year GMV

Financial Summary

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Lowest Departments by GMV

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Convenient Cleaning Group	$71.94
Diapers And Wipes	$13,794.16
Intimate Health	$17,256.93

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Flipkart Case Study

ECOMMERCE- Jewelry

Challenges

1. Ad Set Management: Handling multiple ad sets with varying performance metrics.
2. Cost Efficiency: Balancing ad spend while improving key metrics like CTR and reducing CPC.
3. Data Overload: Analyzing large volumes of data to make informed decisions.

Solutions

1. Real-Time Monitoring: Use the analytics dashboard for real-time performance tracking.
2. Targeting Adjustments: Modify targeting based on performance metrics like Impressions, Clicks, and CTR.
3. A/B Testing: Conduct A/B tests to identify the best-performing ad sets.

Results

1. Enhanced Performance: Data-driven optimizations led to better campaign performance.
2. Cost-Effective Campaigns: Achieved lower CPC while maintaining or increasing CTR.
3. Better Audience Insights: Improved understanding of target audience behavior, leading to more effective ad placements.

ECOMMERCE- Kitchenware

Challenges

1. Data Overload: Managing and interpreting large volumes of data across various metrics like impressions, clicks, and CTR% for different geographic placements.
2. Geographic Targeting: Understanding the geographic distribution of ad performance to optimize targeting and improve ad effectiveness.

Solutions

1. Detailed Performance Assessment: Utilize the detailed breakdown in the dashboard to assess performance by location. This helps in identifying which geographic areas are performing well and which are not.
2. KPI Comparison: Compare key performance indicators (KPIs) such as Click Through Rate (CTR%) across different placements to identify trends and areas for improvement. This can guide adjustments in ad strategies.

Results

1. Informed Decision-Making: By interpreting the data, you can make informed decisions about future ad placements, focusing on high-performing areas and adjusting strategies in underperforming locations.
2. Optimized Ad Spend: Allocate budget more effectively by concentrating on geographic areas that yield higher returns, thereby improving overall campaign efficiency.

ECOMMERCE- Baby products

Challenges

1. Data Overload: Managing and interpreting large volumes of data across multiple ad placements.
2. Identifying Key Metrics: Determining which performance indicators (KPIs) accurately reflect the success of the campaigns.
3. Comparative Analysis: Effectively comparing the performance of different types of ad placements (e.g., brand vs. generic).

Solutions

1. Utilizing Analytics Dashboard: Leveraging a comprehensive analytics dashboard like "Targeting 360" to aggregate and visualize data efficiently.
2. Focusing on Key Metrics: Concentrating on crucial metrics such as Impressions (Imps), Click-through Rate (CTR%), and Cost Per Click (CPC) to gauge ad performance.
3. Implementing Filters and Tags: Using filters and tags to streamline the comparison between different ad placements, making it easier to identify trends and insights.

Results

1. Informed Decision-Making: The ability to make data-driven decisions based on real-time analysis.
2. Enhanced Understanding: Gaining a deeper understanding of which ad placements yield higher engagement and better ROI.
3. Optimized Campaigns: Developing more effective optimization strategies for future campaigns based on past performance insights.

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argeting 360

Last 7 Days : 07 Aug, 2024 - 13 Aug, 2024

Role: Admin

arch and filter

...al ROAS	↓ 16.55%	Direct ROAS	↓ 12.29%	In Direct ROAS	↑ 30.36%	Total ACOS	↑ 21.17%	Direct ACOS	↑ 16.67%
		4		1		17		21	

Placement Types	Spend	Revenue	Orders	Imp	Clicks	ROAS	AOV	CTR %	CPC	CR%
Search Placement	₹34,52,393	₹1,98,03,571	20,394	7,88,09,804	9,57,626	5.74	₹971	1.22 %	₹3.61	2.13 %
Product Page Placement	₹17,52,898	₹97,33,553	10,270	2,23,48,000	5,32,342	5.55	₹948	2.38 %	₹3.29	1.93 %
Browse Placement	₹10,14,603	₹76,46,422	8,483	4,12,31,684	6,26,800	7.54	₹901	1.52 %	₹1.62	1.35 %
Home Page Placement	₹1,36,569	₹6,70,746	719	56,24,170	1,00,779	4.91	₹933	1.79 %	₹1.36	0.71 %
Grand Total Count (4)	₹63,56,465	₹3,78,54,292	39,866	14,80,13,658	22,17,547	5.96	₹950	1.50 %	₹2.87	1.80 %

Placements	Spend	Revenue	Orders	Imp	Clicks	ROAS	AOV	CTR %	CPC	CR%
Rest of Search Listings Page	₹15,76,135	₹66,45,782	6,287	3,01,64,780	4,52,872	4.22	₹1,057	1.50 %	₹3.48	1.39 %
Product Page	₹13,69,598	₹70,82,247	7,464	1,61,40,807	4,18,329	5.17	₹949	2.59 %	₹3.27	1.78 %
SEARCH_PAGE	₹8,94,894	₹68,46,096	7,355	3,64,12,873	2,69,628	7.65	₹931	0.74 %	₹3.32	2.73 %
Top of Search Listings Page	₹5,65,438	₹27,36,664	2,820	38,74,955	1,29,464	4.84	₹970	3.34 %	₹4.37	2.18 %
SEARCH_PAGE_TOP_SLOT	₹4,15,925	₹35,75,029	3,932	83,57,196	1,05,662	8.60	₹909	1.26 %	₹3.94	3.72 %
Grand Total Count (12)	₹63,56,465	₹3,78,54,292	39,866	14,80,13,658	22,17,547	5.96	₹950	1.50 %	₹2.87	1.80 %

TECKDUKAN

ng 360

er

		Direct ROAS ∨		In Direct ROAS ∨		Total ACOS ∨		Direct ACOS ∨	
	↓ 16.55%	4	↓ 12.29%	1	↓ 30.36%	17	↑ 21.17%	21	↑ 16.67%

oup Name		Spend	Revenue	Orders	Imp	Clicks	ROAS	AOV	CTR %	CPC	CR%
		₹21,54,201	₹1,32,32,104	13,530	3,54,24,248	7,61,937	6.14	₹978	2.15 %	₹2.83	
		₹9,06,828	₹32,59,879	3,073	1,76,14,982	2,70,638	3.59	₹1,061	1.54 %	₹3.35	
		₹7,62,523	₹16,38,477	1,238	97,18,333	1,87,785	2.15	₹1,323	1.93 %	₹4.06	
		₹2,91,331	₹6,31,350	629	1,32,81,673	86,709	2.17	₹1,004	0.65 %	₹3.36	
		₹1,27,747	₹7,07,042	972	20,98,446	48,765	5.53	₹727	2.32 %	₹2.62	
Total Count (251)		₹63,56,465	₹3,78,34,032	39,846	14,80,13,658	22,17,547	5.95	₹950	1.50 %	₹2.87	

ting	Spend	Revenue	Orders	Imp	Clicks	ROAS	AOV	CTR %	CPC	CR%
argeting	₹58,56,621	₹3,29,51,255	34,730	13,89,31,549	20,79,606	5.63	₹949	1.50 %	₹2.82	
rd targeting	₹4,99,843	₹48,82,777	5,116	90,82,109	1,37,941	9.77	₹954	1.52 %	₹3.62	
Total Count (2)	₹63,56,465	₹3,78,34,032	39,846	14,80,13,658	22,17,547	5.95	₹950	1.50 %	₹2.87	

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360

Last 7 Days : 07 Aug. 2024 - 13 Aug. 2024

Role: Admin

		Direct ROAS		In Direct ROAS		Total ACOS		Direct ACOS	
↓ 16.55%			↓ 12.29%		↓ 30.36%		↑ 21.17%		↑ 16.67%
		4		1		17		21	

n Type		Spend	Revenue	Orders	Imp	Clicks	ROAS	AOV	CTR %	CPC
		₹40,79,893	₹1,94,58,065	19,839	6,76,43,585	13,17,788	4.77	₹981	1.95 %	₹3.10
		₹22,76,572	₹1,83,75,967	20,007	8,03,70,073	8,99,759	8.07	₹918	1.12 %	₹2.53
tal Count (2)		₹63,56,465	₹3,78,34,032	39,846	14,80,13,658	22,17,547	5.95	₹950	1.50 %	₹2.87

n Names		Spend	Revenue	Orders	Imp	Clicks	ROAS	AOV	CTR %	CPC
		₹1,89,928	₹4,46,471	330	22,17,308	38,512	2.35	₹1,353	1.74 %	₹4.93
		₹1,57,235	₹17,99,061	2,128	22,47,099	56,713	11.44	₹845	2.52 %	₹2.77
		₹1,30,903	₹2,66,099	186	13,88,521	26,421	2.03	₹1,431	1.90 %	₹4.95
		₹1,20,871	₹11,86,550	1,443	15,69,864	45,737	9.82	₹822	2.91 %	₹2.64
		₹1,17,501	₹10,37,036	1,173	28,74,759	57,556	8.83	₹884	2.00 %	₹2.04
tal Count (510)		₹63,56,465	₹3,78,34,032	39,846	14,80,13,658	22,17,547	5.95	₹950	1.50 %	₹2.87

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Email Marketing Case Study

ECOMMERCE- Beauty products

Challenges
1. Data Fragmentation: Managing and interpreting diverse data points across multiple email campaigns.
2. Identifying Key Metrics: Determining which performance indicators (KPIs) accurately reflect the success of email marketing efforts.
3. Segmentation and Personalization: Effectively segmenting the audience and personalizing content to maximize engagement and revenue.

Solutions
1. Utilizing Analytics Dashboard: Leveraging a comprehensive analytics dashboard like "Listrak" to aggregate and visualize data efficiently.
2. Focusing on Key Metrics: Concentrating on crucial metrics such as Total Revenue, Average Daily Order Value, and Revenue by Campaign to gauge email performance.
3. Implementing Segmentation: Using lists and segments to tailor email content to specific audience groups, enhancing relevance and engagement.

Results
1. Informed Decision-Making: The ability to make data-driven decisions based on real-time analysis.
2. Enhanced Understanding: Gaining a deeper understanding of which email campaigns yield higher engagement and better ROI.
3. Optimized Campaigns: Developing more effective optimization strategies for future email marketing campaigns based on past performance insights.

ECOMMERCE- Kitchenware

Challenges
1. High Competition: Competing with numerous other e-commerce businesses for ad space.
2. Budget Constraints: Managing a limited budget while aiming for maximum ROI.
3. Targeting Accuracy: Ensuring ads reach the most relevant audience to drive conversions.

Solutions
1. Keyword Research: Conducting thorough keyword research to identify high-performing, cost-effective keywords.
2. Ad Copy Optimization: Crafting compelling ad copy that highlights unique selling points and includes strong calls to action.
3. Audience Segmentation: Utilizing advanced targeting options to segment the audience based on demographics, interests, and behaviors.

Results
1. Increased Click-Through Rate (CTR): Improved ad relevance led to a higher CTR.
2. Better ROI: Optimized budget allocation and targeting resulted in a better return on investment.
3. Higher Conversion Rates: More precise targeting and compelling ad copy increased conversion rates.

ECOMMERCE- Apparel

Challenges
1. Low Customer Retention: Difficulty in retaining customers and encouraging repeat purchases.
2. Lack of Engagement: Customers not engaging with the brand beyond initial purchases.
3. Competitive Market: Standing out in a market with numerous competitors offering similar products.

Solutions
1. Implementing a Loyalty Program: Introducing a points-based loyalty program to reward repeat purchases and customer engagement.
2. Personalized Offers: Providing personalized discounts and offers based on customer purchase history and preferences.
3. Exclusive Benefits: Offering exclusive benefits such as early access to sales, special events, and members-only products.

Results
1. Increased Customer Retention: The loyalty program led to a significant increase in repeat purchases and customer retention rates.
2. Higher Engagement: Personalized offers and exclusive benefits resulted in higher customer engagement and satisfaction.
3. Competitive Advantage: The loyalty program helped the brand stand out in a competitive market, attracting new customers and retaining existing ones.

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Select month...   LAST 7 DAYS   LAST 30 DAYS   LAST 90 DAYS   **LAST YEAR**   TODAY
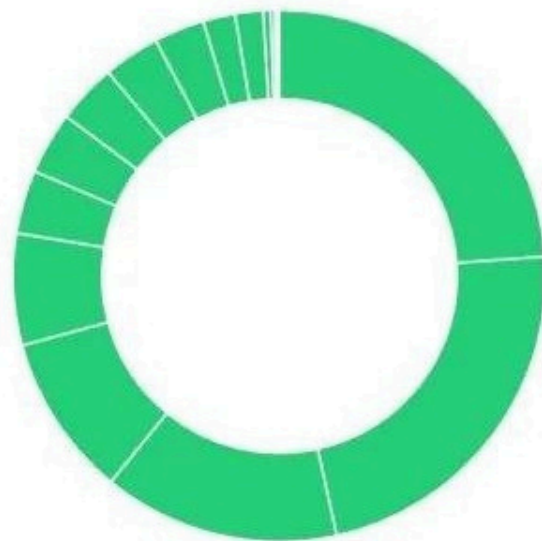
Placed Order

3/15 - 3/15   Total Revenue: **$9,762,075**   Revenue from Klaviyo: **$4,589,952** (47%)   Flows: **$1,915,994** (20%)   Campaigns: **$2,673,959** (27%) $ / Recipient: **$0.97**

Email: **$4,434,394** (45%)   SMS: **$155,559** (2%)   Push: **$0** (0%)

Flows Only showing flows with a live or manual message.

Flow	Revenue	$ / Recipient
[BRYN]	$456,687	$4.32
[BRYN]	$435,299	$3.18
[BRYN] Review Request Okendo	$275,035	$1.07
[BRYN]	$189,340	$0.99
[BRYN]	$130,166	$3.24
[BRYN]	$73,962	$7.25
[BRYN] Review Submission Okendo	$72,811	$27.09
[BRYN]	$69,879	$1.04
[BRYN]	$65,631	$1.29
[BRYN]	$58,709	$2.79
[BRYN]	$37,095	$3.32
[BRYN]	$32,703	$1.24
[BRYN]	$8,496	$1.15
[BRYN]	$4,619	

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Sidebar Navigation

- Campaigns
- Flows
- Email Templates
- Lists & Segments
- Profiles
- Analytics
- Integrations
- Data Feeds
- Coupons
- Signup Forms
- Preference Pages
- Asset Library
- Tags

Promotional Cards

Recover lost sales. ✕
The average open rate for an Abandoned Cart email is 63%!
Turn on Abandoned Cart

Engage new subscribers. ✕
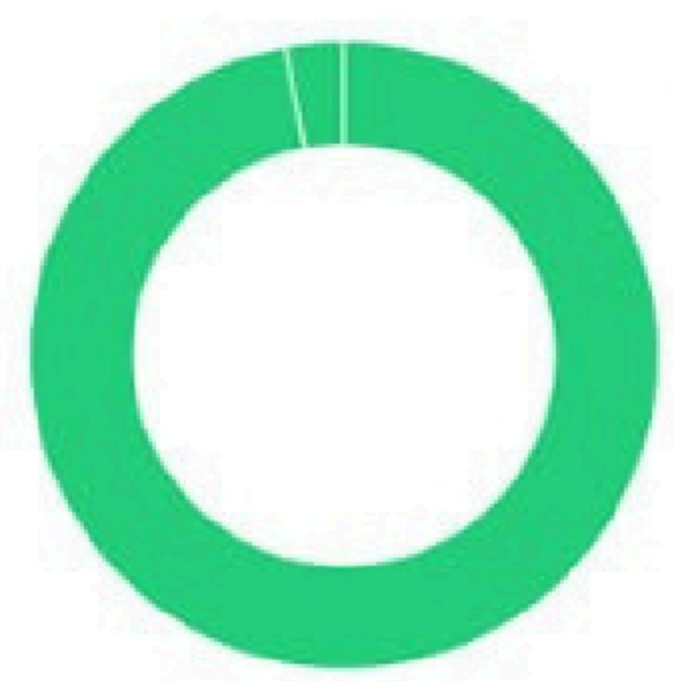Awesome! Your Welcome Series flow is live.

Grow your email list. ✕
Popup forms can be 400% more effective than embedded forms!
Create a Signup Form

Date Filters

Select month... | LAST 7 DAYS | **LAST 30 DAYS** | LAST 90 DAYS | LAST YEAR | TODAY

Placed Order

Revenue Summary

10/20 - 11/19 Total Revenue: **$128,982**   Revenue from Klaviyo: **$64,799** (50%)   Flows: **$5,202** (4%)   Campaigns: **$59,597** (46%) $ / Recipient: **$0.32**

Flows

Only showing flows with a live or manual message.

Flow	Revenue	$ / Recipient
Welcome Series Flow - TUC	$5,048	$1.19
Post-Purchase Nurture Flow	$154	$0.20

Campaigns

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Total Revenue: **$870,982** | Revenue from Klaviyo: **$256,639** (29%) | Flows: **$82,250** (9%) | Campaigns: **$174,390** (20%) | $ / Recipient: **$0.19**

1/26 - 2/25 | Email: **$231,377** (27%) SMS: **$25,262** (3%) Push: **$0** (0%)

Flows Only showing flows with a live or manual message.

Flow	Revenue	$ / Recipient
Abandoned Checkout (Segment Trigger)	$25,347	$3.65
Post Opt In (Newsletter)	$21,642	$7.35
Post Opt-in (SMS Subscribers)	$12,267	$2.07
MH Browse Abandonment	$6,632	$0.66
MH Cart Abandonment	$5,548	$1.18
Order Confirmation (Segment Trigger)	$4,695	$0.33
Shipping Confirmation (Full Orders - Segment Trigger)	$2,240	$0.13
Order Delivered	$2,142	$0.12
Order Out for Delivery	$877	$0.05
Back In Stock	$0	$0.00
Post Opt In (Affiliate)	$0	$0.00
Post Opt In (Free Trimmings Giveaway)	$0	$0.00
Shipping Confirmation (Partial Orders - Segment Trigger)	$0	$0.00
Product Review Request (Segment Triggered)		Start Sending
Browse Abandonment (Segment Trigger)		Start Sending
Browse Abandonment (Shopify Trigger)		Start Sending
Product Review Request (Shopify Trigger)		Start Sending
Purchase Anniversary		Start Sending
Purchase Anniversary (4 Weeks Prior < > 1 Week After)		Start Sending
x_archive Abandoned Checkout (Shopify Trigger)		Start Sending
x_archive Order Confirmation (Shopify Trigger)		Start Sending

Campaigns Only showing the most recent eight campaigns for this period.

Sent At	Campaign		Revenue	$ / Recipient

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Our Digital Marketing Process

1
2
3
4
5

Market Research

We take a holistic look at your competitive landscape, industry trends, and target audience. We conduct market research to understand your brand's potential and make informed decisions.

Collaborate

You're the expert in your business, but we're the digital marketing masters— sounds like the perfect team, right? We work with brands in a hands-on way to outline their objectives as well as their short- and long-term goals. Then, we bring them to life.

Strategy

Seamlessly combining research, data, and a human-first approach, we mindfully craft multi-channel marketing strategies that keep your goals, your audience, and your objectives in mind.

Execute

From content creation to ad management, we execute campaigns that capture your audience's attention and connect your brand with those who matter most— your customers.

Optimize

Digital marketing is constantly evolving. That's why we take an agile approach - adjusting our strategy, optimizing campaigns, and implementing new findings to improve your ROI.

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Thank You.

Contact:

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