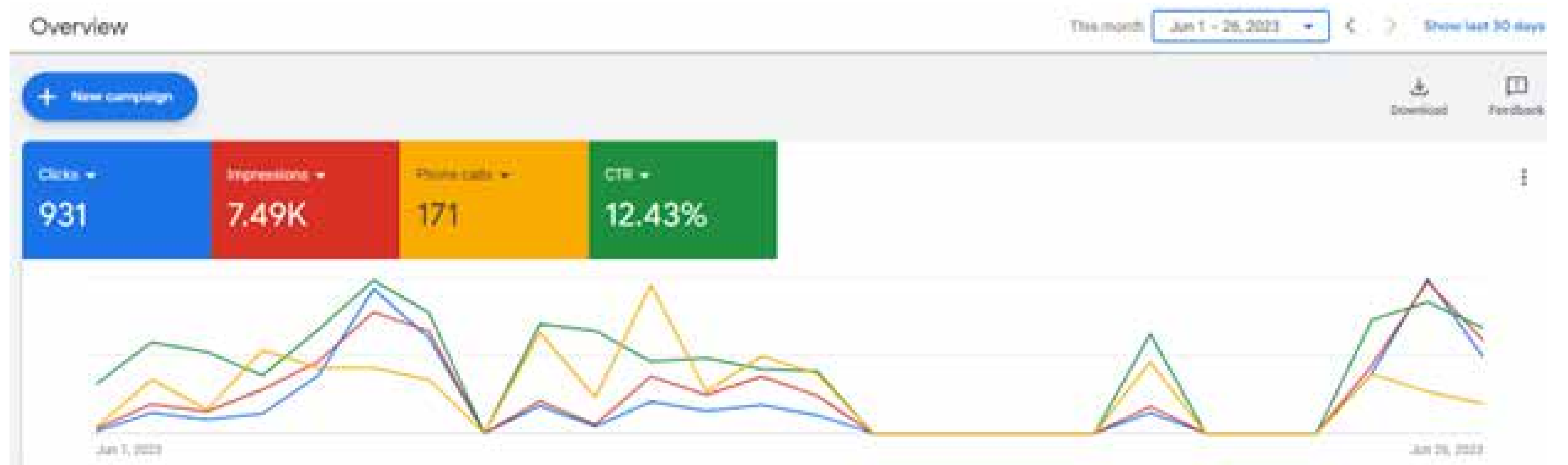
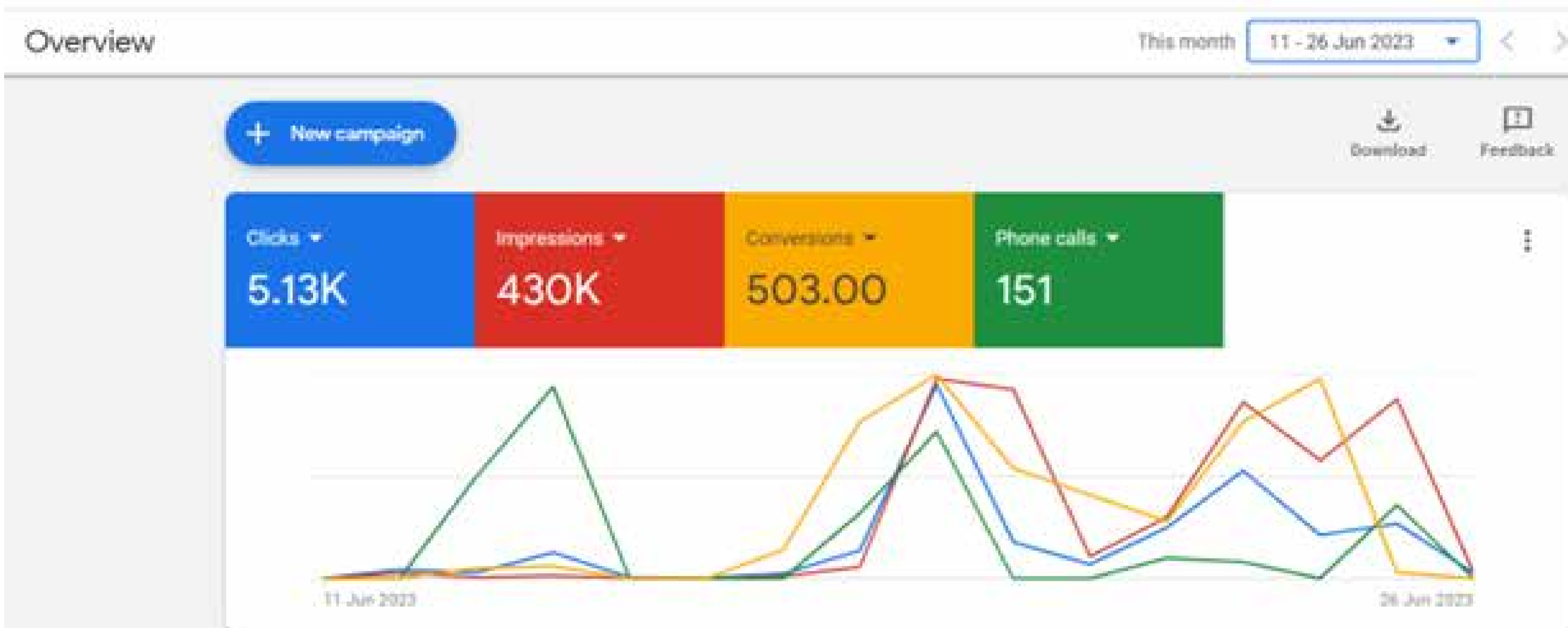
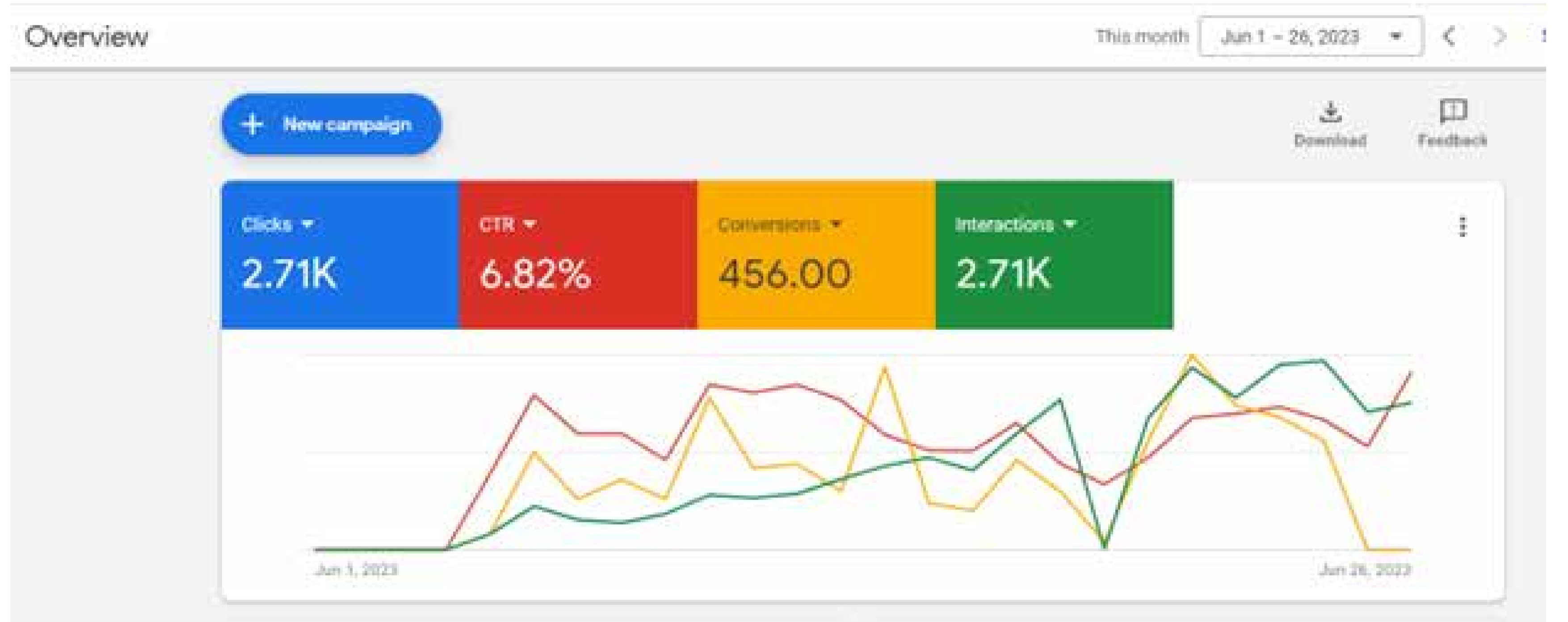
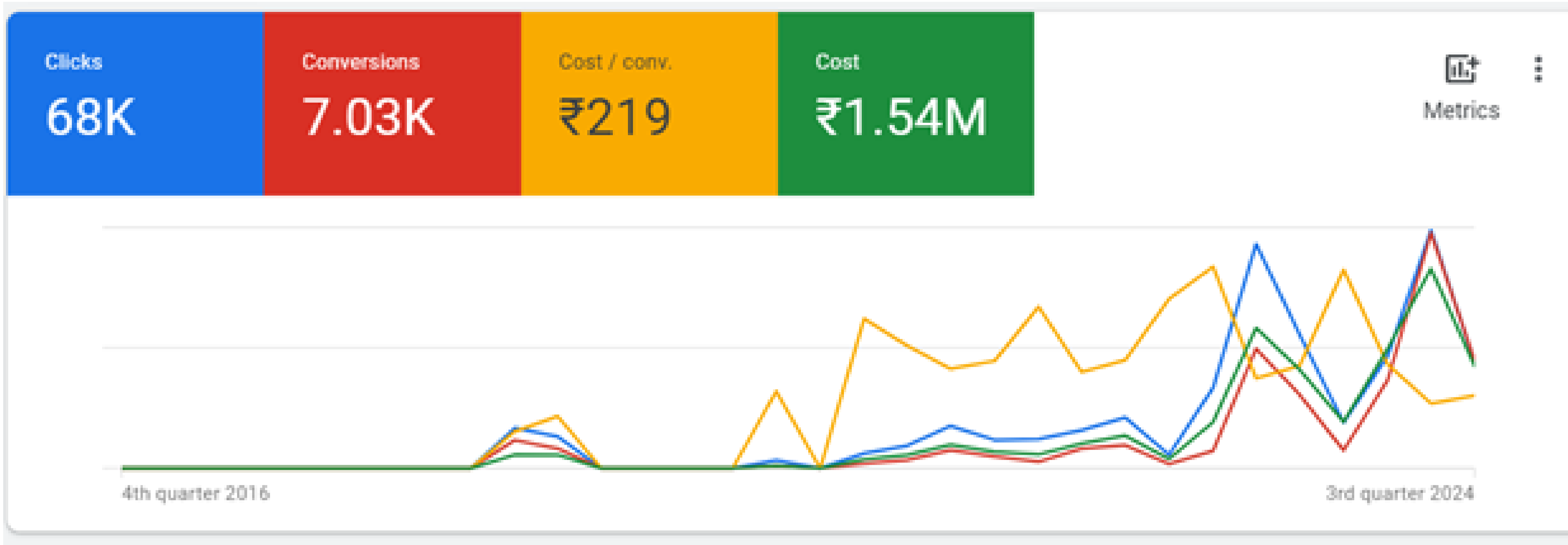




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PPC PORTFOLIO



PPC PORTFOLIO

MIETA ADS PORTFOLIO

Attribution	Results	Reach	Impressions	Cost per result	Amount spent	Ends
By click or 1...	417	97,008	178,513	₹74.71	₹31,152.24	Ongoing
By click or 1...	174	71,247	121,713	₹55.13	₹9,592.15	Ongoing
By click or 1...	302	75,473	150,151	₹32.62	₹9,852.31	Ongoing
By click or 1...	114	35,556	68,491	₹46.78	₹5,332.58	Ongoing
By click or 1...	235	92,354	200,364	₹59.15	₹13,901.35	Ongoing
By click or 1...	256	139,519	300,569	₹64.44	₹16,496.77	Ongoing
By click or 1...	17,984	3,264,087	6,451,007	₹1.96	₹35,233.58	Ongoing
Multiple attrib...	-	8,495,711	21,181,269	-	₹909,028.46	Windows

Attribution	Results	Reach	Impressions	Cost per result	Amount spent	Ends
By click or 1...	1	211	255	₹15.05	₹15.05	Ongoing
By click or 1...	164	126,184	250,539	₹53.03	₹8,697.11	Ongoing
By click or 1...	1,504	183,224	400,886	₹14.08	₹21,169.09	Ongoing
By click or 1...	988	302,808	960,007	₹48.40	₹47,816.24	Ongoing
By click or 1...	1,231	199,110	422,144	₹19.57	₹24,093.47	Ongoing
By click or 1...	907	287,389	605,726	₹38.19	₹34,639.08	Ongoing
By click or 1...	1,864	423,534	963,697	₹27.82	₹51,865.32	Ongoing
By click or 1...	2,644	231,534	584,010	₹6.93	₹18,313.33	Ongoing
By click or 1...	5,153	605,269	1,521,541	₹26.11	₹134,519.29	Ongoing
Multiple attrib...	-	29,883,633	63,516,611	-	₹1,678,372.29	Windows

Off/On	Campaign	Attribution	Results	Reach	Impressions	Cost per result	Amount spent	Ends
On	Master Research new 1	By click or ...	667	57,235	86,378	₹32.28	₹21,529.86	Ongoing
Off	Master research - Copy	By click or ...	91	19,805	22,006	₹34.13	₹3,105.79	Ongoing
Off	Master research	By click or ...	128	20,372	22,690	₹26.13	₹3,344.24	Ongoing
Results from 3 campaigns		By click or ...	886	97,420	131,374	₹31.58	₹27,979.89	

Off/On	Campaign	Attribution	Results	Reach	Impressions	Cost per result	Amount spent	Ends
On	Karnal Chemicals For Distributors	By click or ...	466	79,558	152,333	₹14.13	₹6,562.35	Ongoing
On	New Choice 1	By click or ...	90	18,253	21,278	₹53.60	₹4,824.18	Ongoing
Off	Crazy Digital World	By click or ...	2	5,400	5,990	₹127.32	₹254.24	Ongoing
Off	Book My Collage KYC	By click or ...	1	1,713	1,944	₹203.88	₹203.88	Ongoing
Off	Global Events Academy	By click or ...	19	3,694	3,914	₹13.38	₹254.24	Ongoing
Off	Choice 1 - Copy	By click or ...	349	39,260	54,465	₹33.43	₹11,668.71	Ongoing
Off	Choice 1	By click or ...	39	7,112	7,641	₹41.96	₹1,638.56	Ongoing
Off	lit	By click or ...	-	-	-	-	₹0.00	Ongoing
Results from 13 campaigns		By click or ...	-	153,602	247,529	-	₹25,424.16	

Off/On	Campaign	Attribution	Results	Reach	Impressions	Cost per result	Amount spent	Ends
On	Algo Trading	By click or ...	32	2,621	3,437	₹52.97	₹1,694.91	Ongoing
Off	R R Spa	By click or ...	82	17,275	22,267	₹28.97	₹2,457.63	Ongoing
Off	lead gen	By click or ...	3	575	604	₹70.31	₹210.92	Ongoing
Off	Infinity Events	By click or ...	10	4,240	7,752	₹130.26	₹1,302.64	1 Feb 2023
Off	Leads for lit	By click or ...	33	6,042	7,083	₹74.83	₹2,469.52	Ongoing
Results from 5 campaigns		By click or ...	-	59,169	102,522	-	₹5,406.80	

Off/On	Campaign	Attribution	Results	Reach	Impressions	Cost per result	Amount spent	Ends
Off	Chapter 1 (22 to 30)	By click or ...	74,374	74,374	74,374	₹4.55	₹338.71	Ongoing
Off	1st Biz Talk	By click or ...	38,192	38,192	41,821	₹4.09	₹156.19	Ongoing
Off	3rd Biz Talk	By click or ...	106	11,728	15,253	₹38.06	₹854.63	Ongoing
Off	3rd Biz Talk	By click or ...	81,487	81,487	90,321	₹6.40	₹521.76	Ongoing
Off	2nd Biz Talk Whatsapp	By click or ...	10	8,928	15,807	₹73.20	₹736.97	Ongoing
Off	3rd Biz Talk	By click or ...	109,057	109,057	123,650	₹6.45	₹703.70	Ongoing
Off	LVB Meetup Whatsapp	By click or ...	-	-	-	-	₹0.00	Ongoing
Off	LVB Meetup	By click or ...	-	-	-	-	₹0.00	Discontinued
Results from 8 campaigns		By click or ...	-	329,857	460,214	-	₹4,745.82	

Off/On	Campaign	Attribution	Link clicks	CPC (all)	Attribution setting	Results	Cost per result	Ends
Off	Whatsapp2023	By click or ...	105	₹6.87	7-day click or ...	18	₹21.54	Ongoing
Off	2023 New 2	By click or ...	3	₹2.69	7-day click or ...	19,200	₹0.12	Ongoing
Off	2023 New 1	By click or ...	-	₹2.85	7-day click or ...	17,000	₹0.14	Ongoing
Off	Insta engagement	By click or ...	-	₹32.47	7-day click or ...	8,717	₹0.19	Ongoing
Off	Facebook Engagement - Unpublished edits	By click or ...	23	₹2.41	7-day click or ...	232	₹7.82	Ongoing
Off	Food Fantasy Whatsapp - Copy	By click or ...	2	₹4.86	7-day click or ...	-	-	Ongoing
Results from 6 campaigns		By click or ...	154	₹3.59	Multiple attrib...	-	-	

Case Study Project

Performance Marketing for an Ecommerce Brand

MOBILE PHONE ACCESSORIES BRAND

OBJECTIVE

Accessories brand growth and drive online sales through performance marketing.

APPROACH

1.

COMPREHENSIVE WEBSITE AND ONLINE PLATFORM ANALYSIS:

- ✓ Thoroughly reviewed the client's website and all online platforms to identify areas for improvement.
- ✓ Analyzed user experience, product information, and overall online presence.
- ✓ Implemented necessary changes to enhance the website's effectiveness and user engagement.

2.

COMPETITOR ANALYSIS FOR META AD CAMPAIGNS:

- ✓ Conducted a deep dive into the competitor's Meta (Facebook and Instagram) ad campaigns.
- ✓ Analyzed their ad creative, messaging, targeting, and website features to understand what resonates with the target audience.
- ✓ Leveraged these insights to develop a competitive and effective ad strategy.

3.

AWARENESS AD CAMPAIGN EXECUTION:

- ✓ Launched a brand awareness ad campaign on Meta with a daily budget of ₹200.
- ✓ The goal was to introduce the products to the target audience and build a user base.
- ✓ Closely monitored the campaign performance and made necessary optimizations.

4.

SALES AD CAMPAIGN OPTIMIZATION:

- ✓ Created two sales-focused ad campaigns with a daily budget of ₹1,000 each to test and identify the better-performing ad.
- ✓ Analyzed the campaign data to determine the more effective ad in terms of engagement, conversions, and cost-per-acquisition.
- ✓ Scaled the successful ad campaign to drive online sales.

5.

LEAD GENERATION AND AUTOMATION:

- ✓ Identified abandoned carts (customers who left without completing their orders) and implemented automated follow-up processes.
- ✓ Leveraged these leads to nurture and convert them into successful sales.

RESULT



The awareness ad campaign helped establish the brand's presence and built a qualified user base.



The optimized sales ad campaign led to a significant increase in online orders and revenue for the client.



The automated lead follow-up process resulted in a higher conversion rate from abandoned carts.



The overall performance marketing approach, including website optimization, competitor analysis, and campaign management, contributed to the client's ecommerce business acceleration.

KEY TAKEAWAYS

Performance marketing is not solely about running ad campaigns; it requires a holistic approach involving comprehensive analysis, optimization, and an experimental mindset.

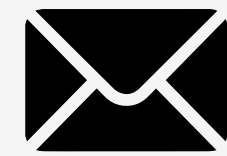
Competitor analysis and understanding the target audience's preferences are crucial for developing effective ad strategies. Continuous monitoring, testing, and optimization of campaigns are essential to maximize the return on investment.

Leveraging automation and lead nurturing can significantly enhance the conversion rates and drive sustainable growth.

GET IN TOUCH WITH US



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