



# blusteak

*Driven by Strategy, Data and Creativity*

---

Having a clear Digital Marketing Strategy can help your brand to thrive in this mobile-first world. Yes, you can trust us to build and run your digital media campaigns.

---

# WE ARE GROWING EVERYDAY

**120+**

CLIENTS

**17CR+**

(2 MILLION USD)

TOTAL  
AD SPEND

**400+**

MARKETING  
COLLATERALS  
PER WEEK

**2018**

THE YEAR  
WE STARTED

## FEATURED IN



## AWARDS AND RECOGNITIONS



blusteak



**MEET THE TEAM**



## PAID CAMPAIGNS

1. Meta Ads : Copywriting, targeting & Designing
2. Google ads: Keyword research, Copywriting, target-ing & Designing
3. Youtube Ads: Video creation & targeting
4. Google shopping ads
5. Native & paid content promotion
6. LinkedIn ads, Snapchat ads, Sharechat ads
7. Ott platforms: Hotstar
8. Music streaming apps: Spotify, Saavn etc

## SOCIAL MEDIA MANAGEMENT

1. Content bucket strategy
2. Content calendar creation
3. Brand identity designing
4. Moment Marketing
5. Photoshoots
6. Instagram Reels strategy & execution.
7. LinkedIn Company Pages
8. X
9. Facebook Management
10. YouTube

## INFLUENCER MARKETING

1. Influencer submissions
2. Influencer content strategy

## VIDEO PRODUCTION

1. Social Media Reels
2. UGC video Ads
3. Ad shoots

## WEBSITE DEVELOPMENT

1. Wordpress
2. Shopify
3. CRO Landing pages
4. HTML & PHP

## MARKETING AUTOMATION

1. Design
2. Content & Optimisation
3. Email,WhatsApp, Push notification, SMS

## SEO

1. Keyword research (On Page SEO)
2. Website optimisation (Core web vitals - consultation)
3. Blog strategy
4. Non-blog strategy
5. Backlinking strategy (Off-page SEO)
6. Reporting
7. Content writing
8. Technical SEO
9. YouTube Optimisation
10. App SEO

## MARKETPLACE

1. Amazon, Flipkart, Myntra, Meesho etc
2. Product page optimization
3. Review management
4. Optimizing ads
5. Video Ads



## MAJOR CLIENTS

**DUNKIN'**

**VIACOM 18**

**MANAPPURAM  
FINANCE LIMITED**  
Make Life Easy

**dormakaba**

**RED  
CROSS**

**GEOJIT**

**COINSWITCH**

**JENBURKT  
ZIXA**

**Amrut  
Veni**

**OXYGEN**  
THE DIGITAL EXPERT

**Nandilath G-Mart**  
GOPI NANDILATH GROUP

**aisle**

**DCB** **DC BOOKS**  
Everyone has a good book

**Pulimoottil**  
SILKS

**LOGIC**  
...it's simple logic

**Chavara  
Matrimony.com**  
Connecting Hearts

**كيرن كيور  
care n cure  
PHARMACY**  
صيدلية

**fundfolio.**

**Bipha Ayurveda**

**VKC**

**BOBY CHEMMANUR  
INTERNATIONAL GROUP**  
SINCE 1863

**Kelachandra**  
www.kelachandra.in

**KUCOIN**

**TALROP**

**The Muthoot Group**

**COMPLIANCEQUEST**  
Complete Quality Transformed

**UBON**  
BORN TO BE FREE

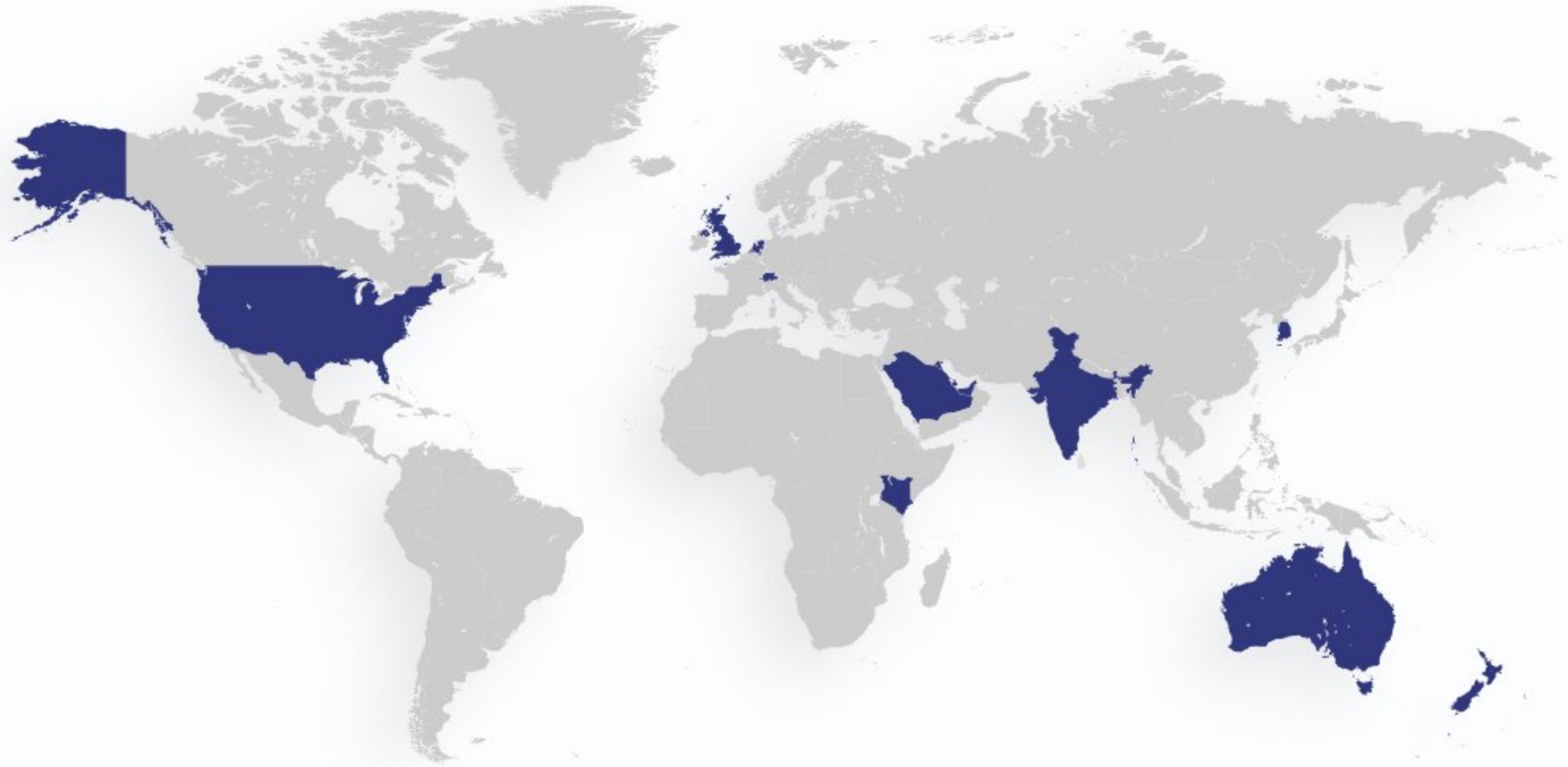
**MINELAB**

**Zajil**  
Telecom للاتصالات

**saai.**

# CLIENT BASE

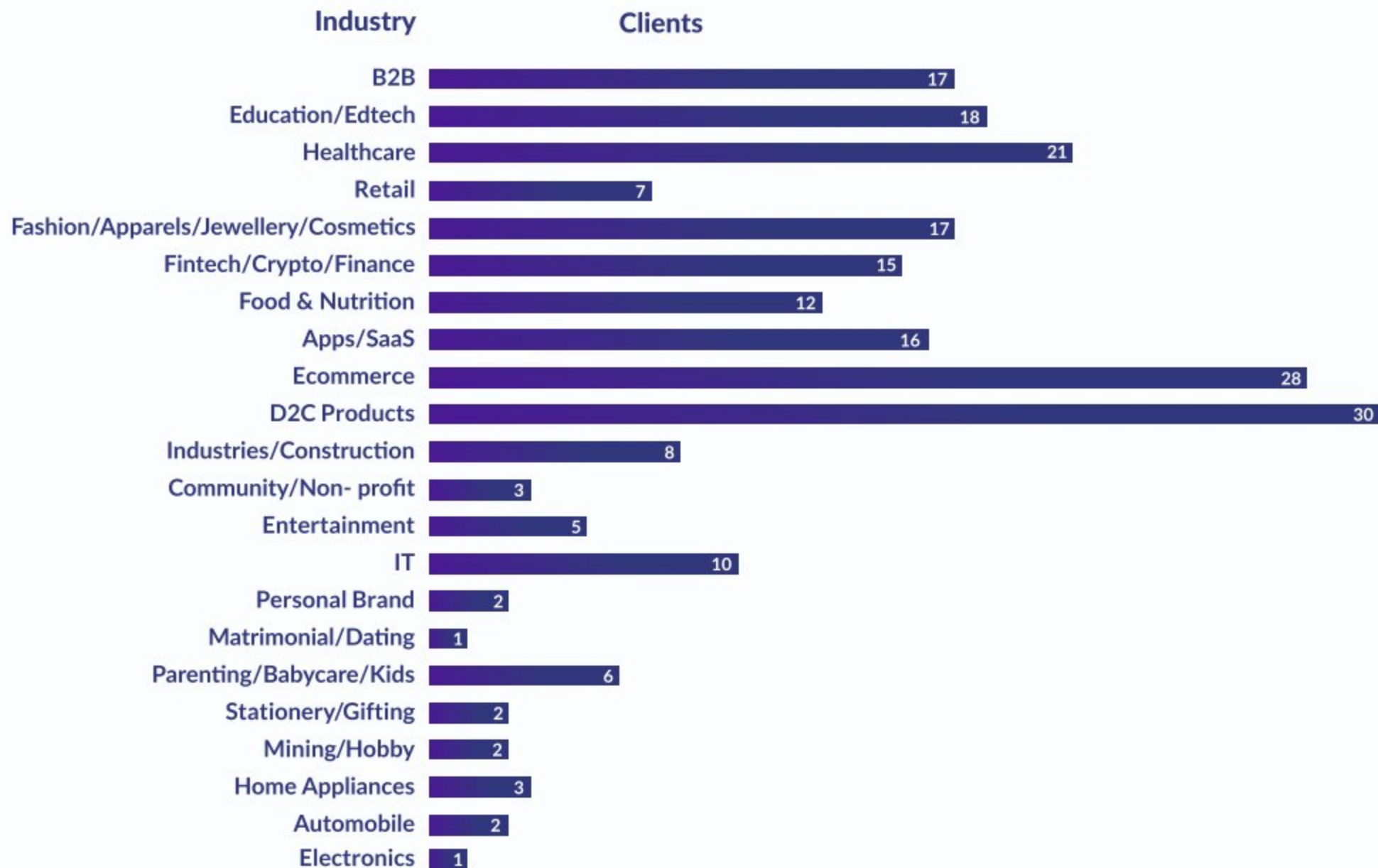
blusteak



- USA
- U.K.
- NETHERLANDS
- SWITZERLAND
- SAUDI ARABIA
- KUWAIT
- QATAR
- UAE
- INDIA
- SOUTH KOREA
- AUSTRALIA
- NEW ZEALAND
- KENYA

# INDUSTRIES

blusteak







blusteak

WORKS

**SOCIAL MEDIA  
MANAGEMENT**



# COINSWITCH KUBER

India's top Cryptoexchange

**KEY STAT** 3K TO 40K  
ON INSTAGRAM

**PLATFORMS HANDLED**  
INSTAGRAM & TWITTER

COIN**SWITCH**  
KUBER





# DORMAKABA

One of the top 3 companies worldwide for smart and secure access solutions

**KEY STAT** 82k FOLLOWERS ON LINKEDIN

**PLATFORMS HANDLED**

LINKEDIN



**Master**

*/ma-stər* (M)

**Meaning -**

- access solutions
- A skilled practitioner of a particular art or activity.
- your uncompromising security
- master key systems from dormakaba

As a leader in the access solutions space, you get to be friends with some **awesome landmarks!**

Our sole focus at dormakaba service? To ensure that you are always open for business.





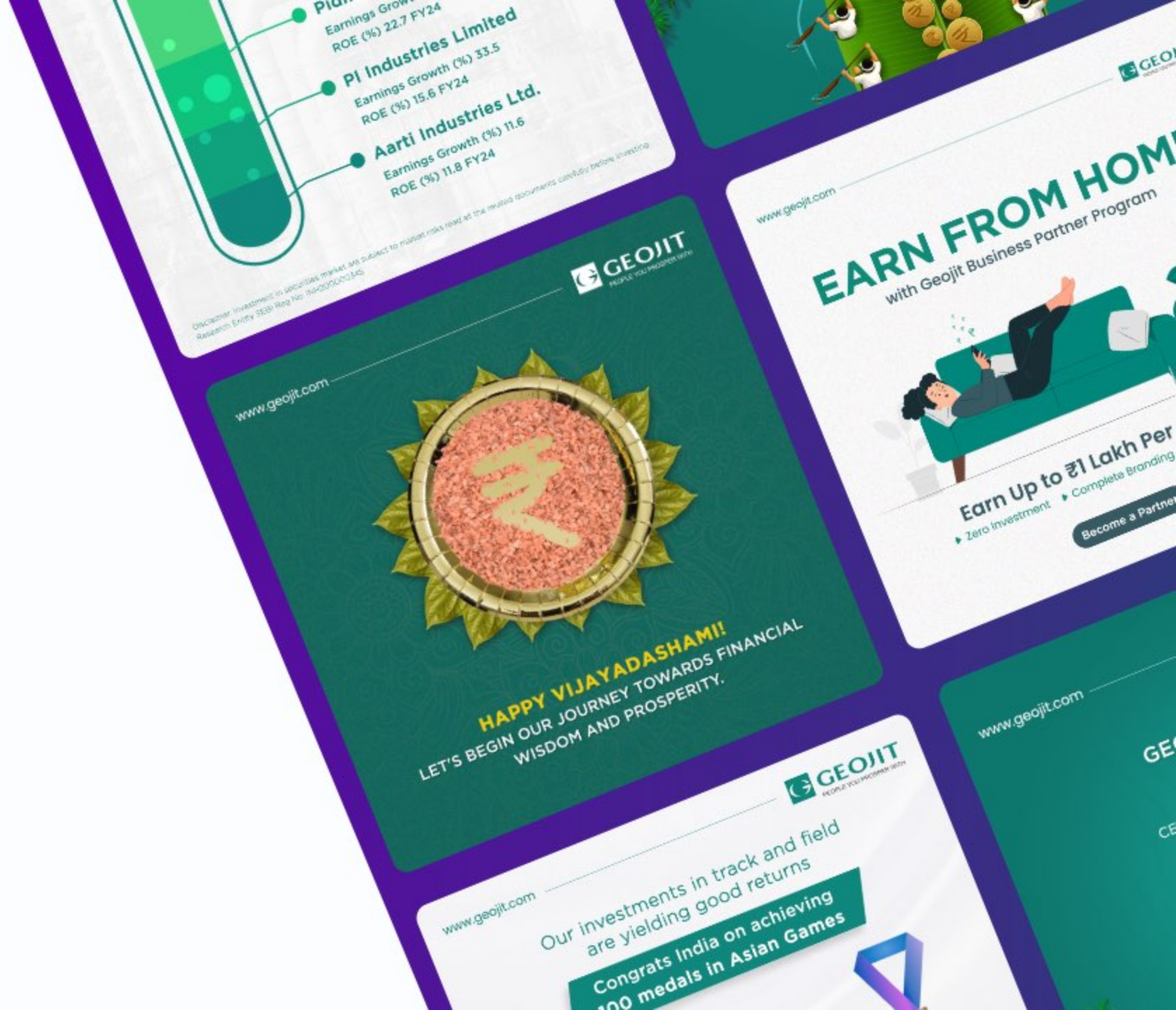
# GEOJIT

## KEY STAT

FACEBOOK - 195K FOLLOWERS  
INSTAGRAM - 6.1K FOLLOWERS  
X - 9K FOLLOWERS  
LINKEDIN- 14K FOLLOWERS

## PLATFORMS HANDLED

LINKEDIN, INSTAGRAM,  
FACEBOOK, X





# OXYGEN DIGITAL SHOP

## KEY STAT

0 TO 10K FOLLOWERS  
ON INSTAGRAM IN  
2 MONTHS

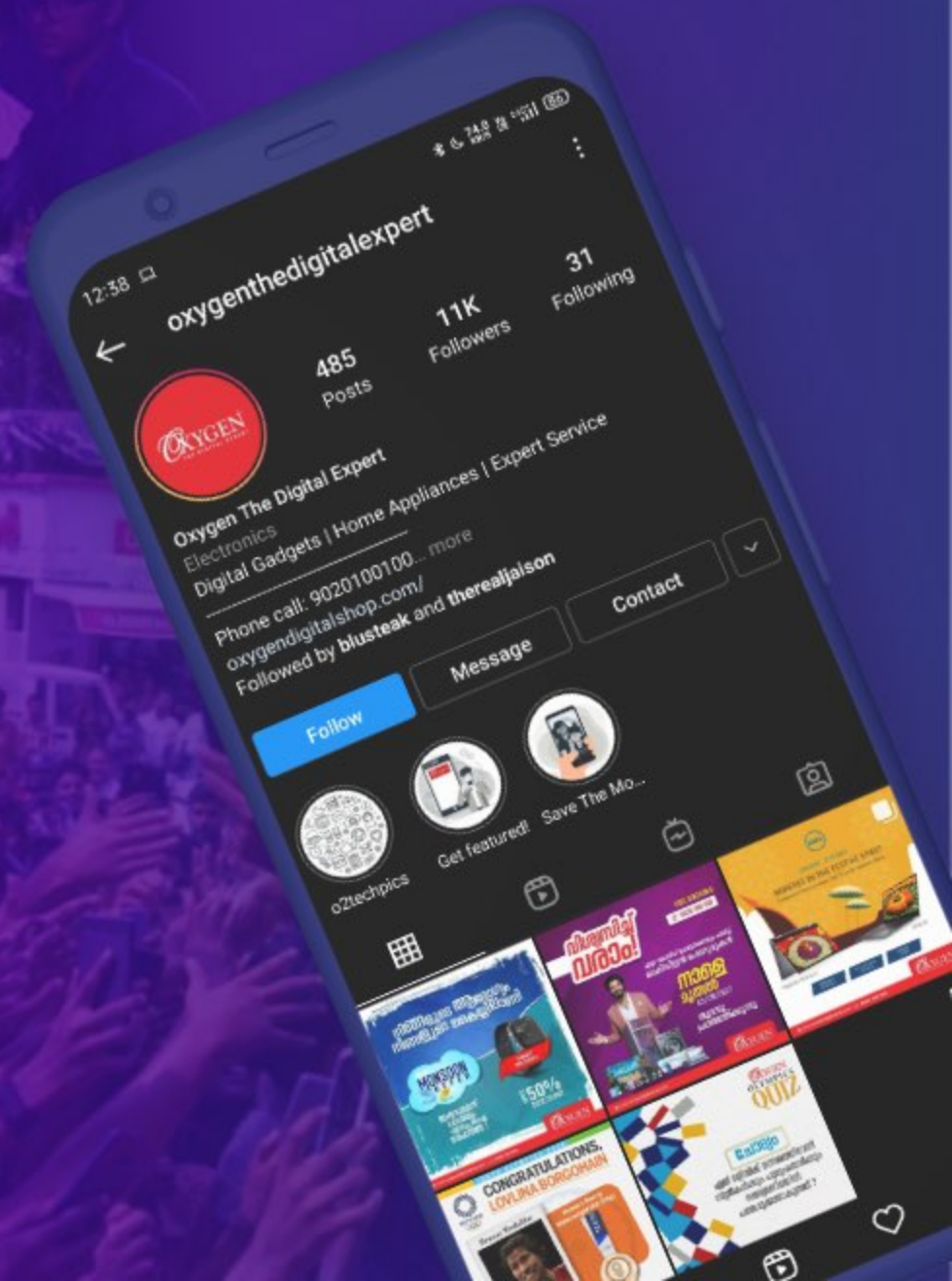
## KEY STAT

19K TO 120K LIKES  
ON FACEBOOK

- CONDUCTED KERALA'S  
BIGGEST PUBG MEETUP

## PLATFORMS HANDLED

INSTAGRAM & FACEBOOK





# KLF

## KEY STAT

INSTAGRAM - 22K FOLLOWERS  
FACEBOOK - 27K FOLLOWERS

## PLATFORMS HANDLED

INSTAGRAM, FACEBOOK





# MUTHOOT HEALTHCARE

**KEY STAT** 19K LIKES ON FACEBOOK

**PLATFORMS HANDLED**  
FACEBOOK & YOUTUBE





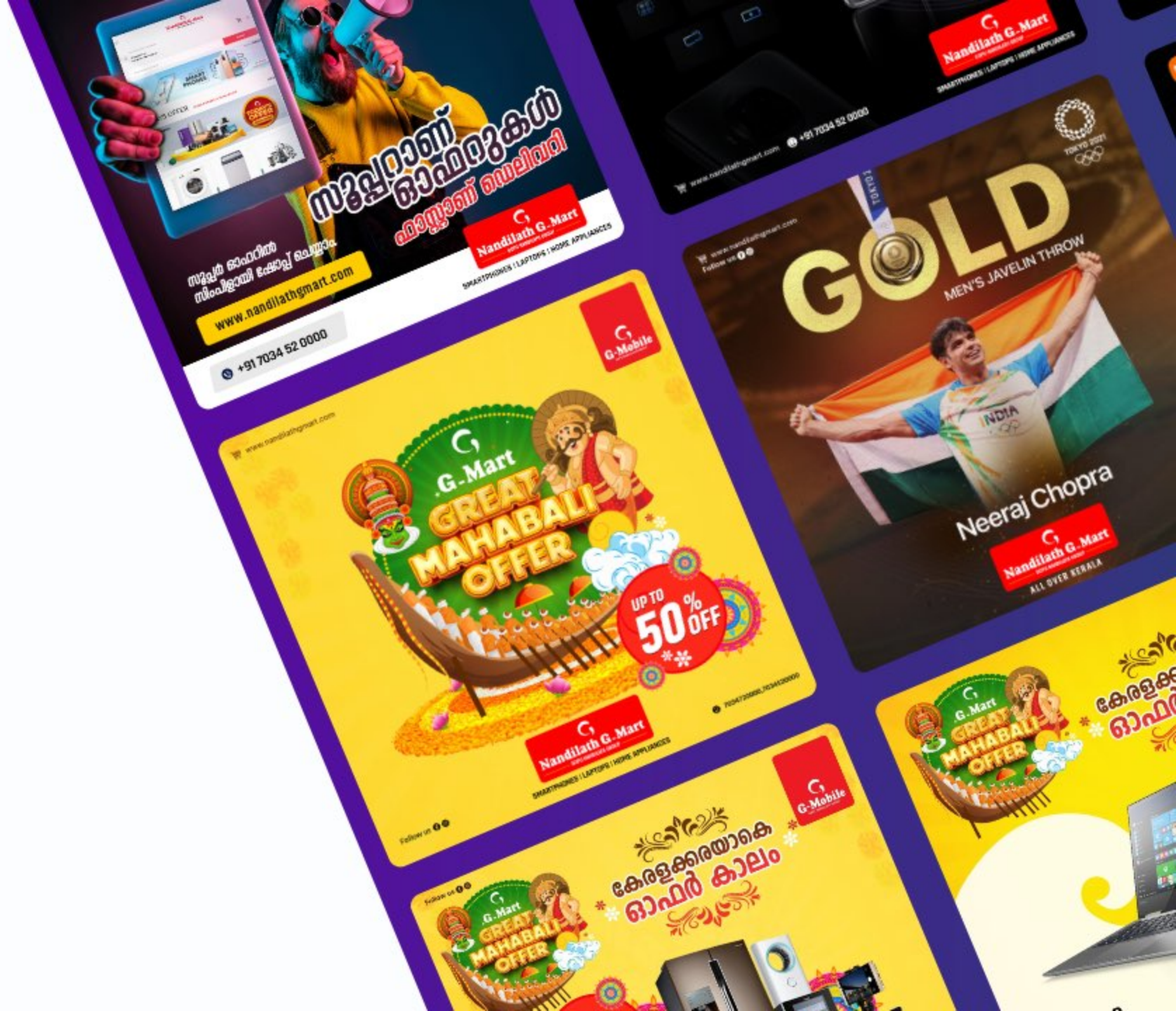
# NANDILATH G MART

KEY STAT

31K LIKES  
ON FACEBOOK

PLATFORMS HANDLED

FACEBOOK & INSTAGRAM





# MANAPPURAM

## KEY STAT

FACEBOOK - 633.8K FOLLOWERS

INSTAGRAM - 43.8K FOLLOWERS

X - 14.7K FOLLOWERS

LINKEDIN - 89K FOLLOWERS

## PLATFORMS HANDLED

FACEBOOK, INSTAGRAM, X,  
LINKEDIN, SHARECHAT AND  
YOUTUBE





# KELACHANDRA

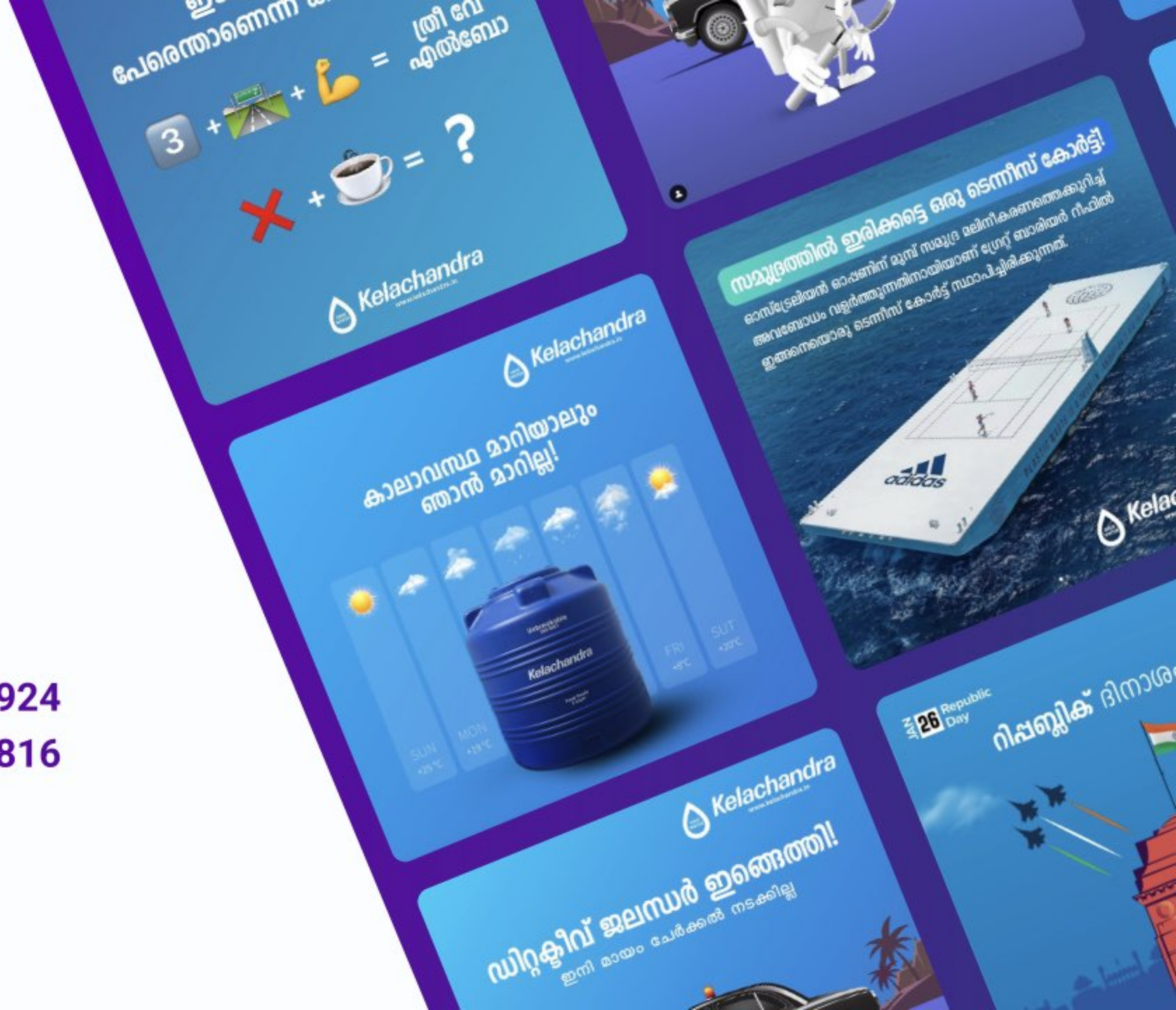
Leading Pipes & Fittings brand from South India

## PLATFORMS HANDLED

INSTAGRAM & FACEBOOK

Instagram Post Engagements: 36,924

Facebook Post Engagements: 44,816





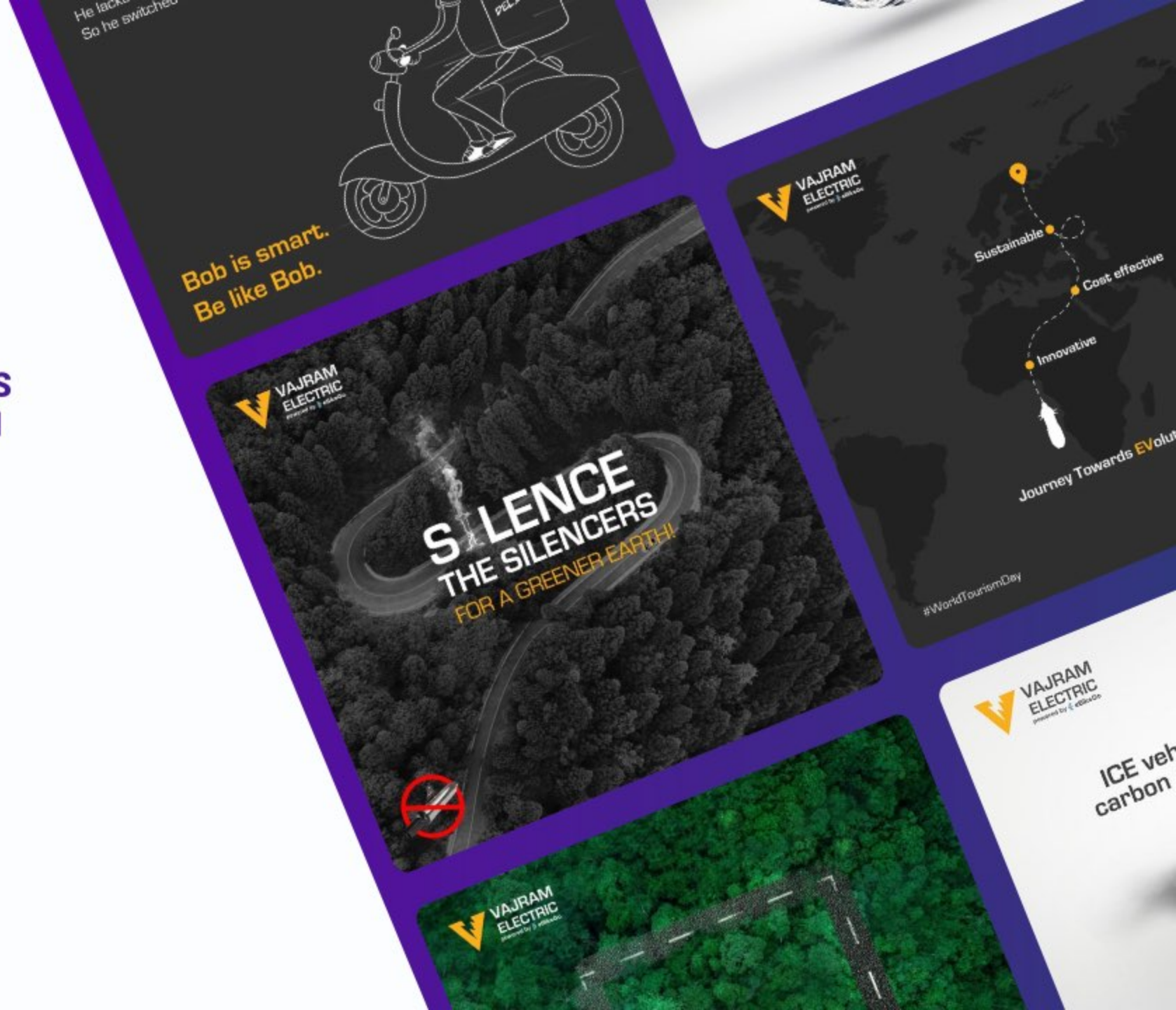
# VAJRAM ELECTRIC

## KEY STAT

3K+ FOLLOWERS  
ON INSTAGRAM

## PLATFORMS HANDLED

FACEBOOK, INSTAGRAM,  
X, LINKEDIN & MEDIUM





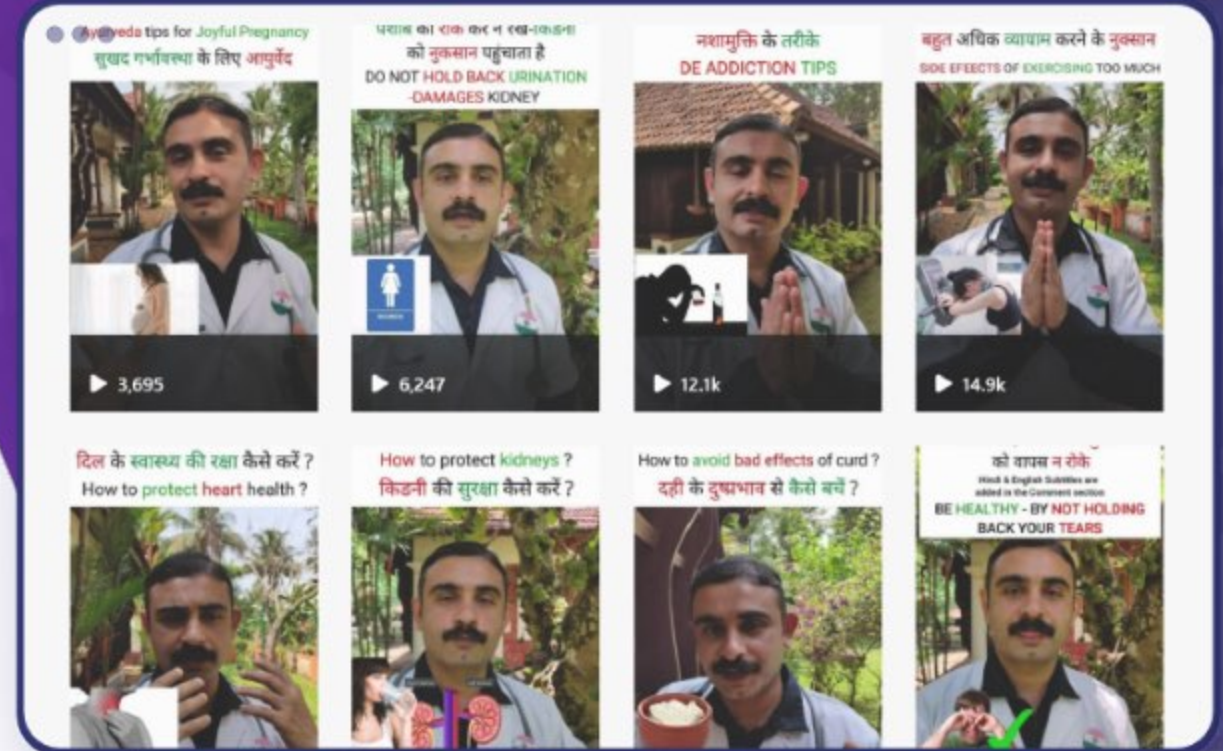
# ATHREYA

## KEY STAT

300 TO 19K FOLLOWERS  
ON INSTAGRAM IN 4  
MONTHS

## PLATFORMS HANDLED

INSTAGRAM



# COGENT UNIVERSITY

| US based University

**KEY STAT**

**4K FOLLOWERS ON LINKEDIN**

**PLATFORMS HANDLED**

**LINKEDIN, INSTAGRAM, FACEBOOK**





# MARKETFEED

**KEY STAT** 70% FOLLOWERS INCREASE ON X

**KEY STAT** 0 - 1K FOLLOWERS ON LINKEDIN

**PLATFORMS HANDLED**  
INSTAGRAM & LINKEDIN





# GOSATS

India's first bitcoin  
reward app

## PLATFORMS HANDLED

FACEBOOK, INSTAGRAM,  
LINKEDIN & X





# TELYPORT

## KEY STAT

Reels views  
grew 3x times

## PLATFORMS HANDLED

INSTAGRAM & X

**TELYPORT**  
YOU REQUEST, WE DELIVER



Download Telyport,  
Spread love!

TELYPORT  
YOU REQUEST, WE DELIVER

TELYPORT  
YOU REQUEST, WE DELIVER

Can Indian parents  
please normalise:



Number of packages  
arriving a day

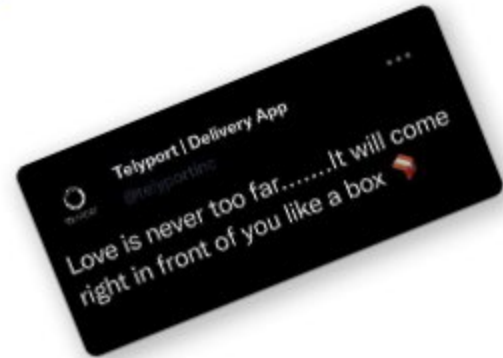


Getting things delivered  
instead of going out



Using old packages  
to build a house  
castle

TELYPORT  
YOU REQUEST, WE DELIVER



TELYPORT  
YOU REQUEST, WE DELIVER

Swap this



Tough delivery



Get

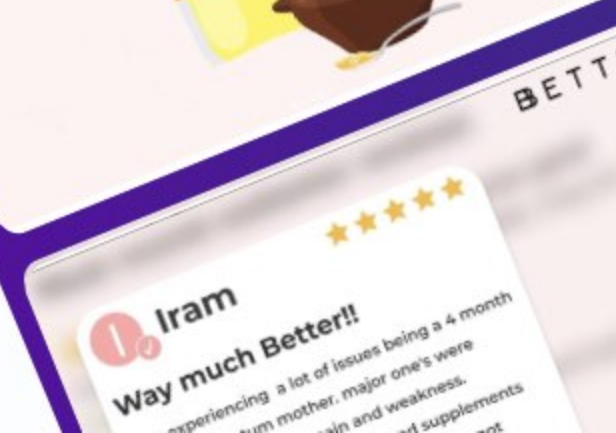
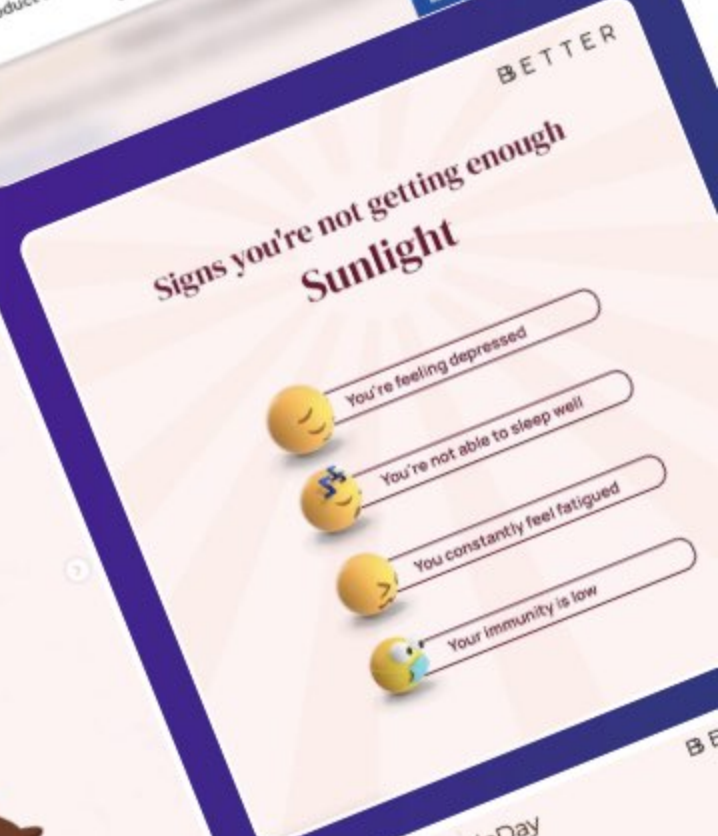
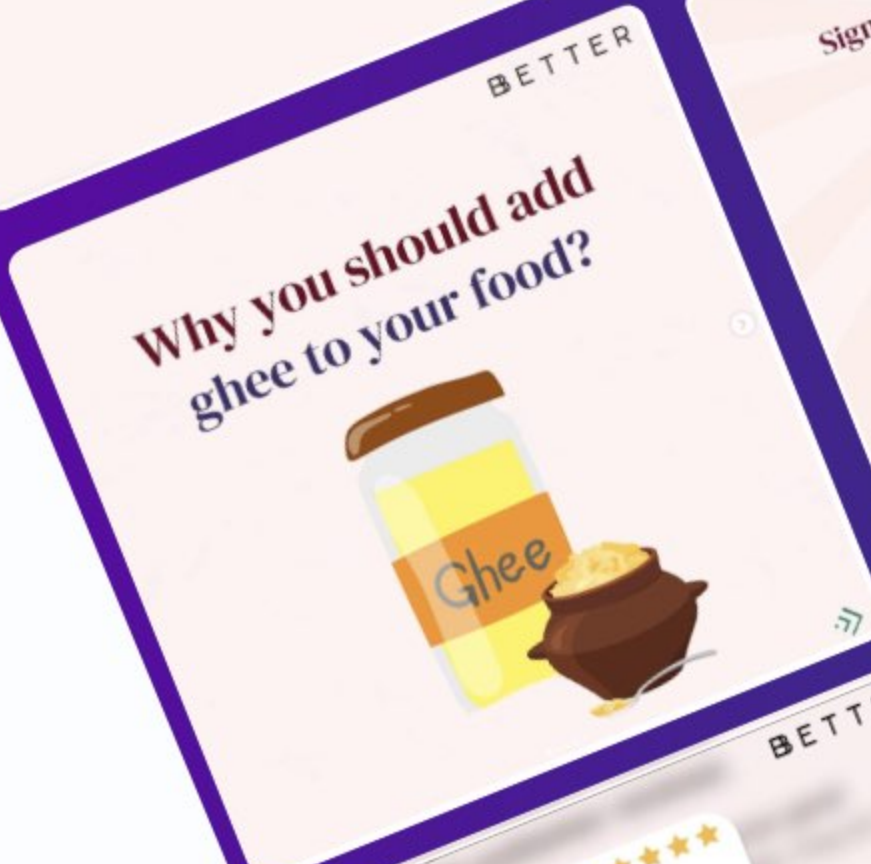
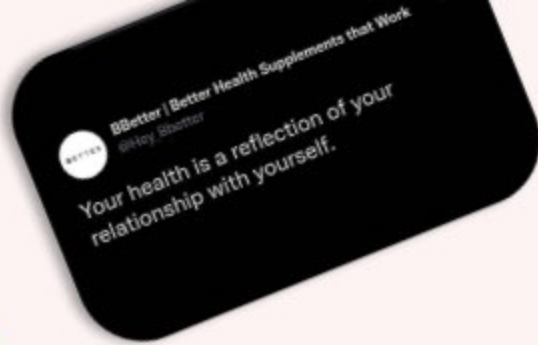
# BETTER

Health Supplements Brand  
(Best Seller on Amazon)

**PLATFORMS HANDLED**

**INSTAGRAM, FACEBOOK,  
LINKEDIN, X**

BETTER™





# STEELMAX

Leading steel manufacturing company from South India

## PLATFORMS HANDLED

INSTAGRAM, FACEBOOK, LINKEDIN





# SAAL

AI and Technology company  
based in Abu Dhabi

## PLATFORMS HANDLED

### LINKEDIN & GLASSDOOR

Analytics	
Last 30 day activity	
2.2K	▲ 9.1%
Search appearances	
Last 7 days	
1.2K	▲ 28.4%
Unique visitors	
1.5K	▲ 107.2%
New followers	
22K	▲ 1,103%
Post impressions	





# ZAJIL TELECOM

Leading Telecom Brand  
in Middle East

## PLATFORMS HANDLED

FACEBOOK, INSTAGRAM,  
LINKEDIN, X

43.5K

▲ 58.8%

Post impressions



Upgrade your  
network to  
handle the  
massive  
traffic  
growth.

Join Zajil today

Respected • Supported • Connected

زاجل  
zajil



Cyber Security Threats barge in  
unannounced, good thing we're up 24x7

SD WAN

Virtualize resources and  
accelerate service delivery

زاجل  
zajil

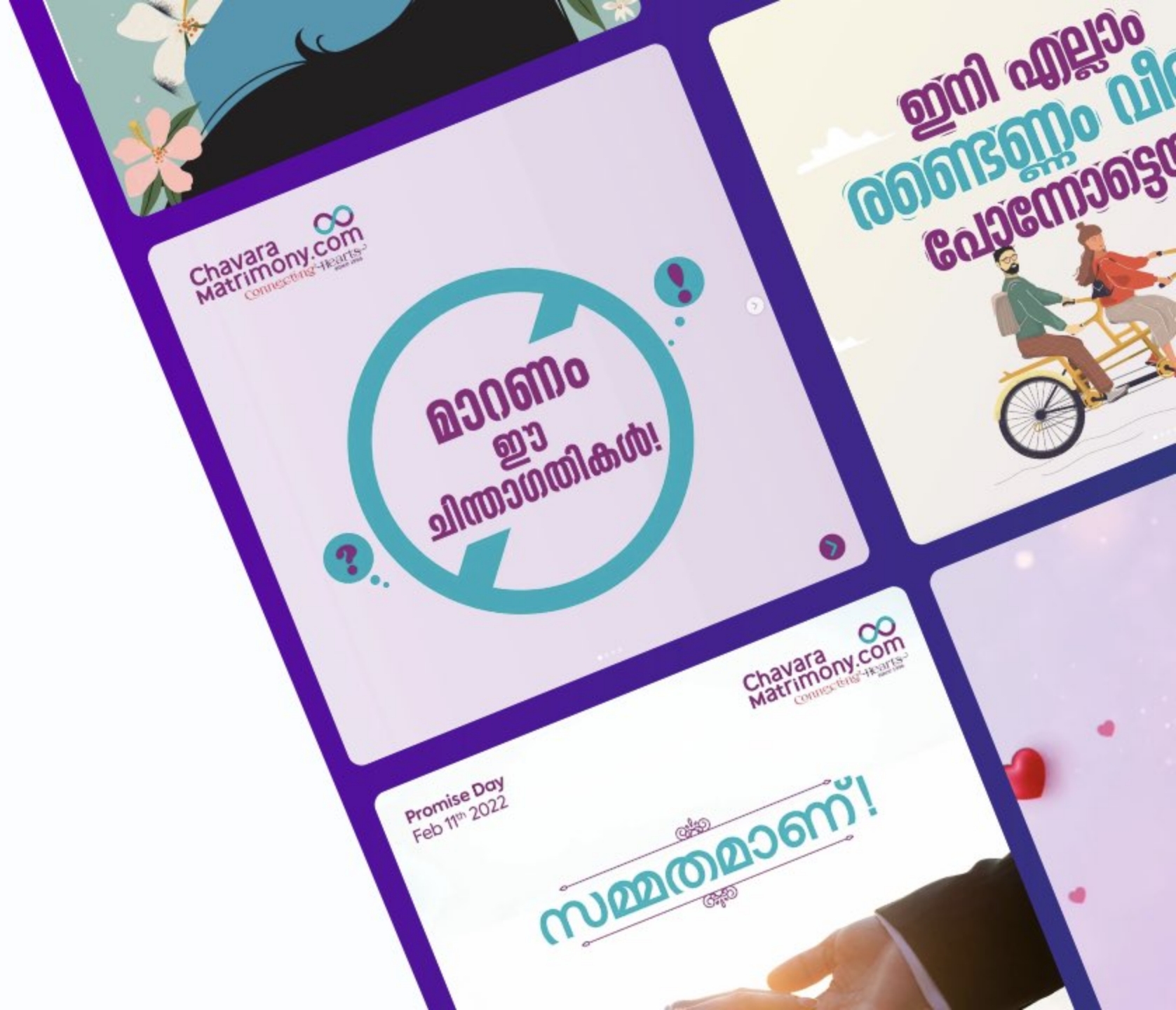


# CHAVARA MATRIMONY

World's no:1 Christian  
Matrimonial site

**PLATFORMS HANDLED**  
**FACEBOOK & INSTAGRAM**

Chavara  
Matrimony.com  
Connecting Hearts





# INNERSENSE

Organic  
Lingerie Brand

PLATFORMS HANDLED

FACEBOOK & INSTAGRAM

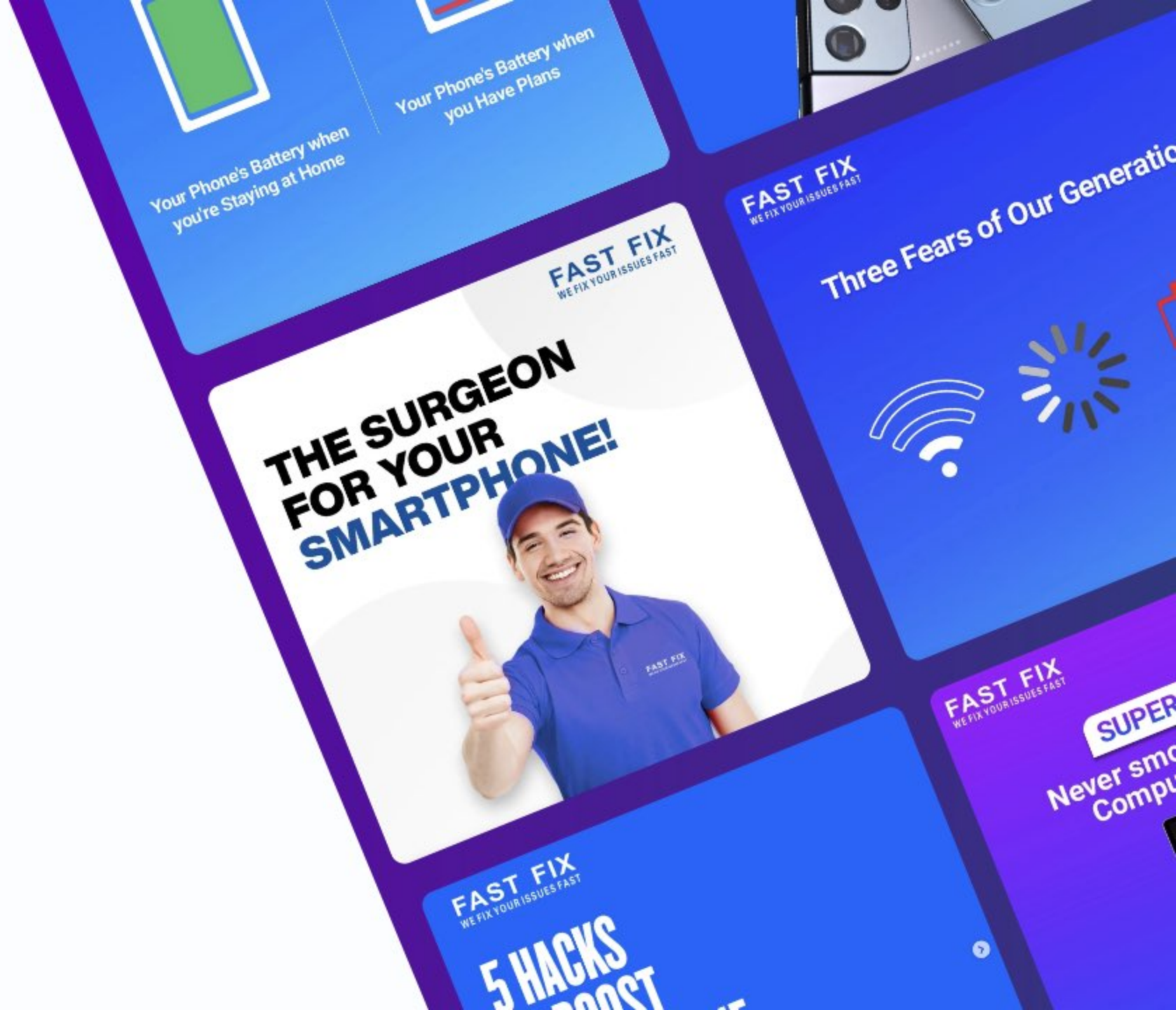


# FASTFIX

Electronics and Repairing  
Firm from New Zealand

## PLATFORMS HANDLED

FACEBOOK, INSTAGRAM &  
TIK TOK





# SHIV MEHTA

Crypto Author &  
Thought Leader

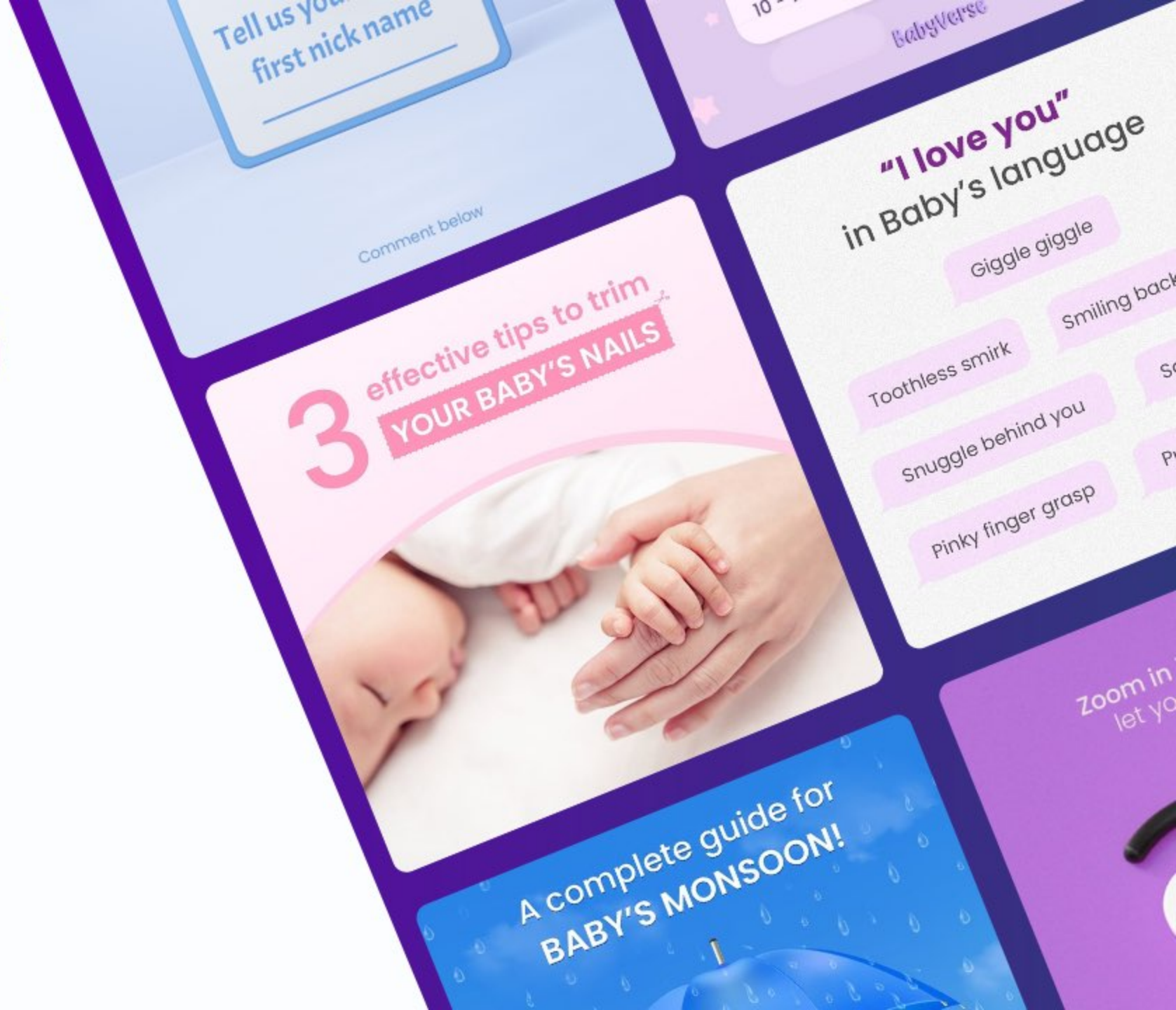
**PLATFORMS HANDLED**  
**INSTAGRAM & YOUTUBE**



# BABYVERSE

**KEY STAT** 4K FOLLOWERS  
ON INSTAGRAM

**PLATFORMS HANDLED**  
INSTAGRAM & FACEBOOK

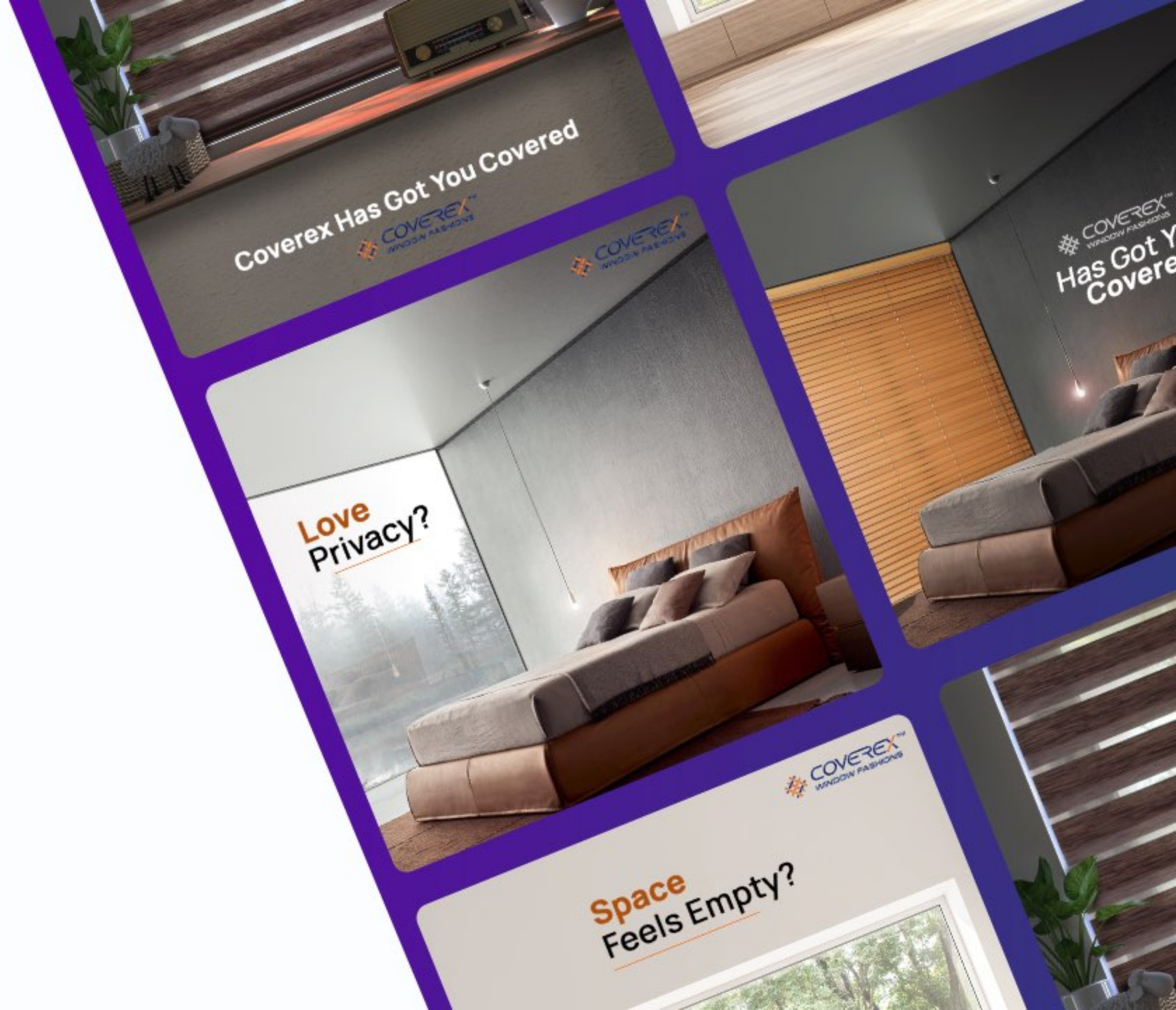




# COVEREX

## PLATFORMS HANDLED

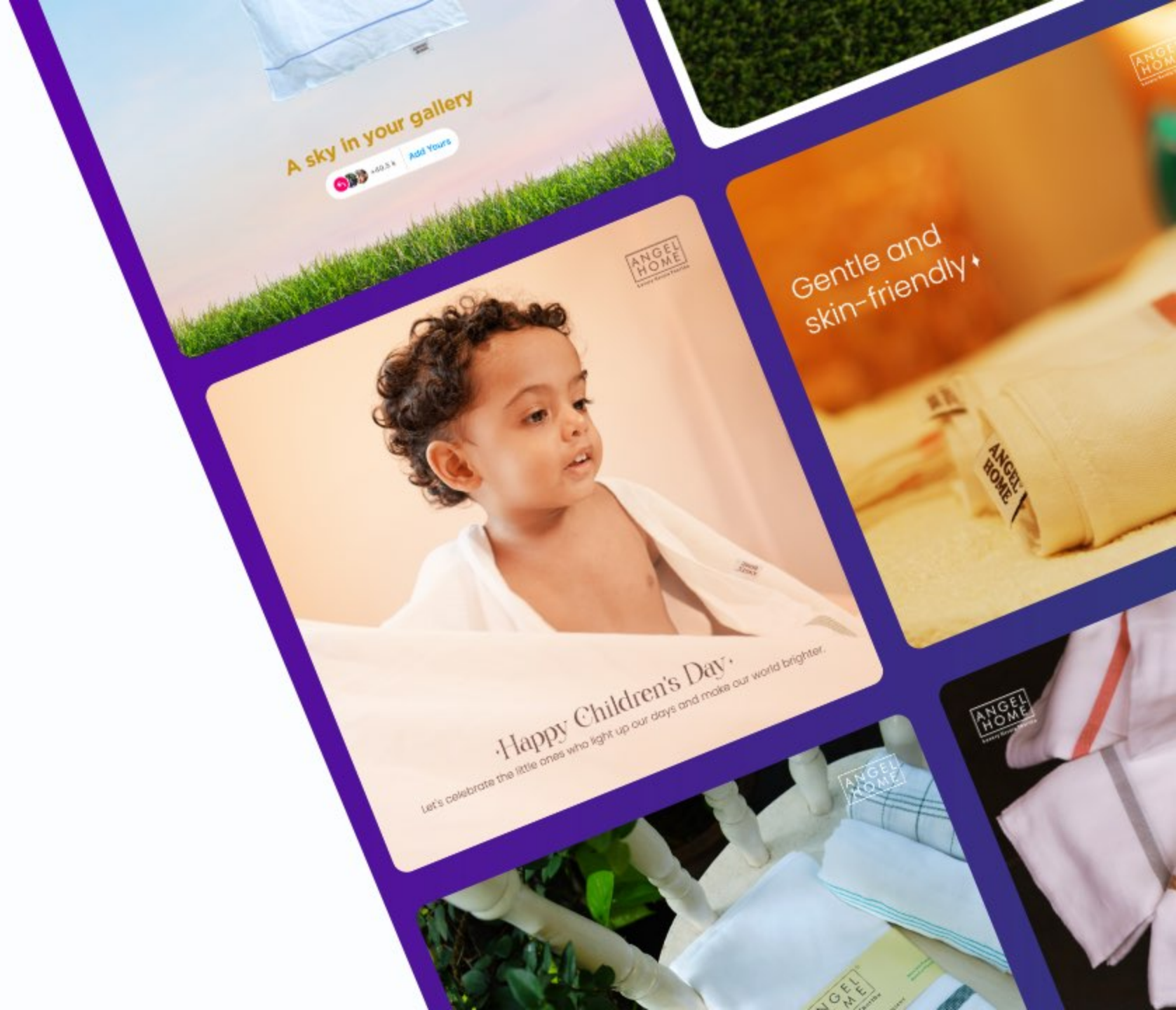
FACEBOOK, INSTAGRAM,  
LINKEDIN



# ANGEL HOME

**PLATFORMS HANDLED**

**FACEBOOK & INSTAGRAM**





# ANGEL LUNGIES

PLATFORMS HANDLED

FACEBOOK & INSTAGRAM

HIDING FROM  
EXTROVERTS



UNCONVENTIONAL  
LUNGIES  
HABITS

HOW TO  
DO THIS





# ALPHA AYURVEDA

## KEY STAT

10K FOLLOWERS ON INSTAGRAM

## PLATFORMS HANDLED

INSTAGRAM, FACEBOOK,  
YOUTUBE

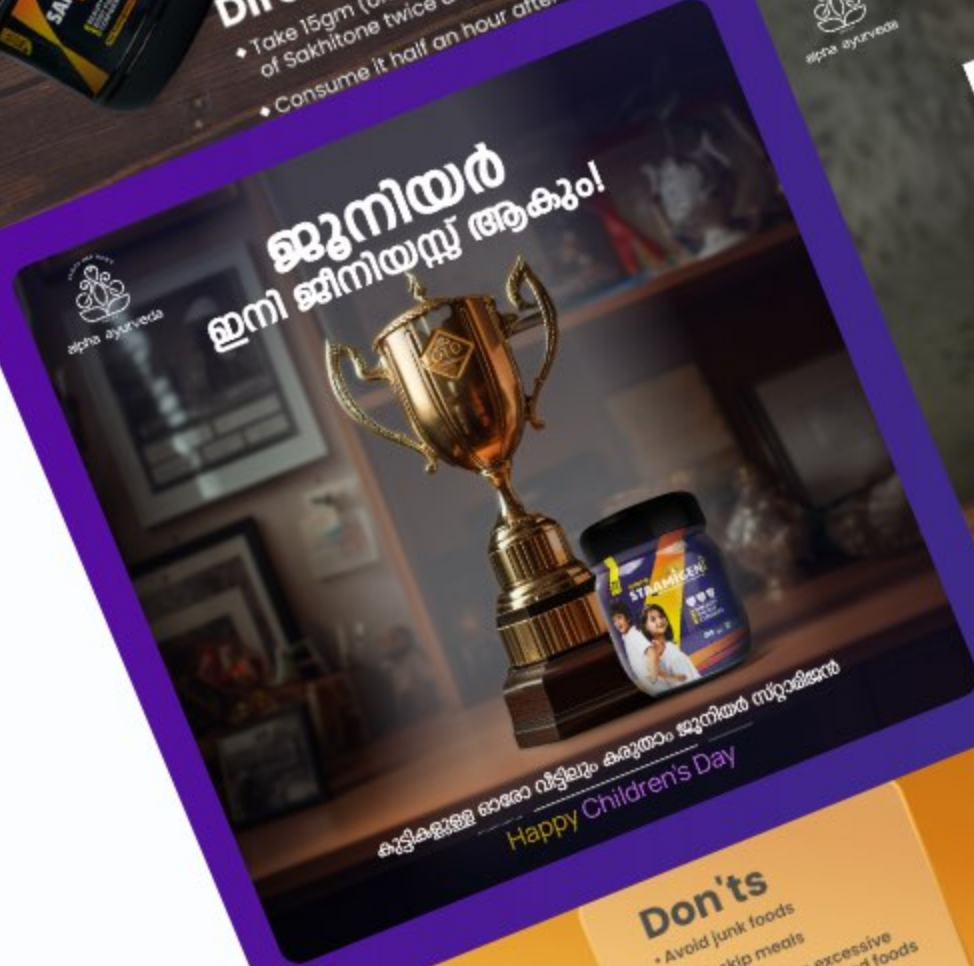


alpha ayurveda



### Direction for use

- Take 15gm (one tablespoon) of Sakhitone twice a day
- Consume it half an hour after



### Don'ts

- Avoid junk foods
- Don't skip meals
- Stay away from excessive sugary and processed foods





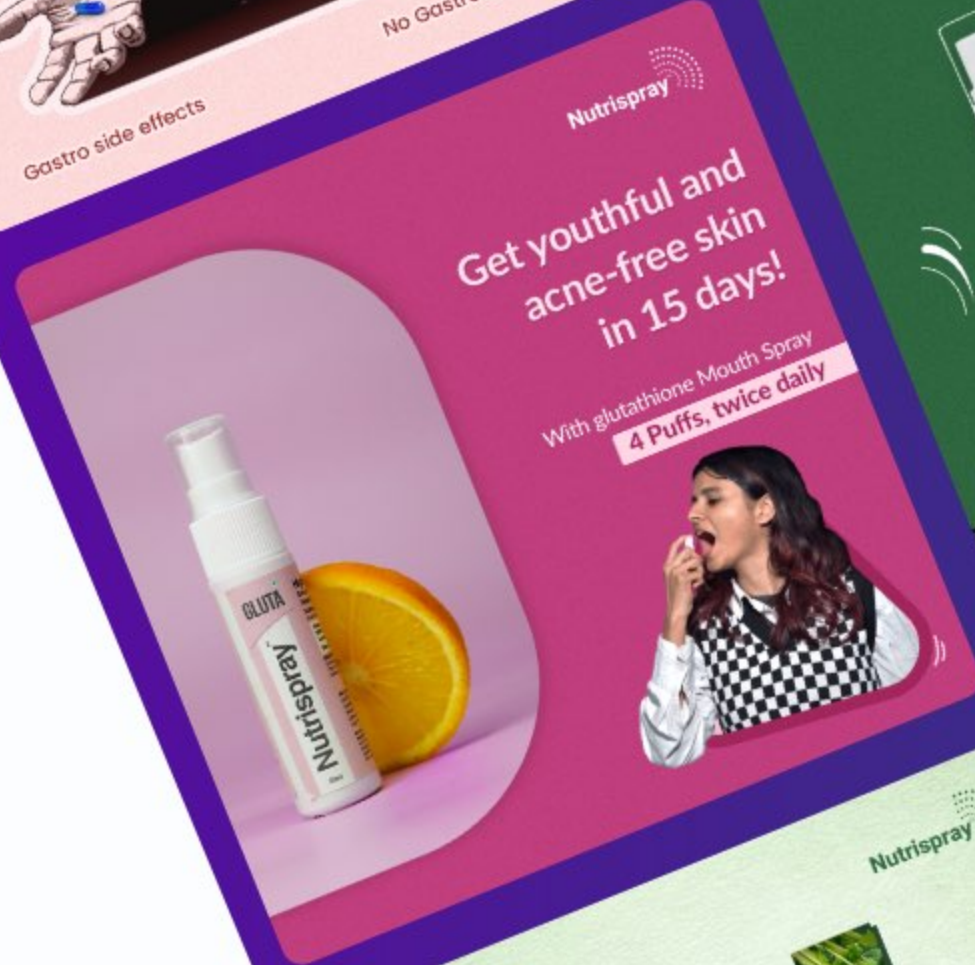
# NUTRISPRAY

## KEY STAT

INSTAGRAM - 5K FOLLOWERS

## PLATFORMS HANDLED

INSTAGRAM, FACEBOOK





**U4iC**

**PLATFORMS HANDLED**

**INSTAGRAM, FACEBOOK**

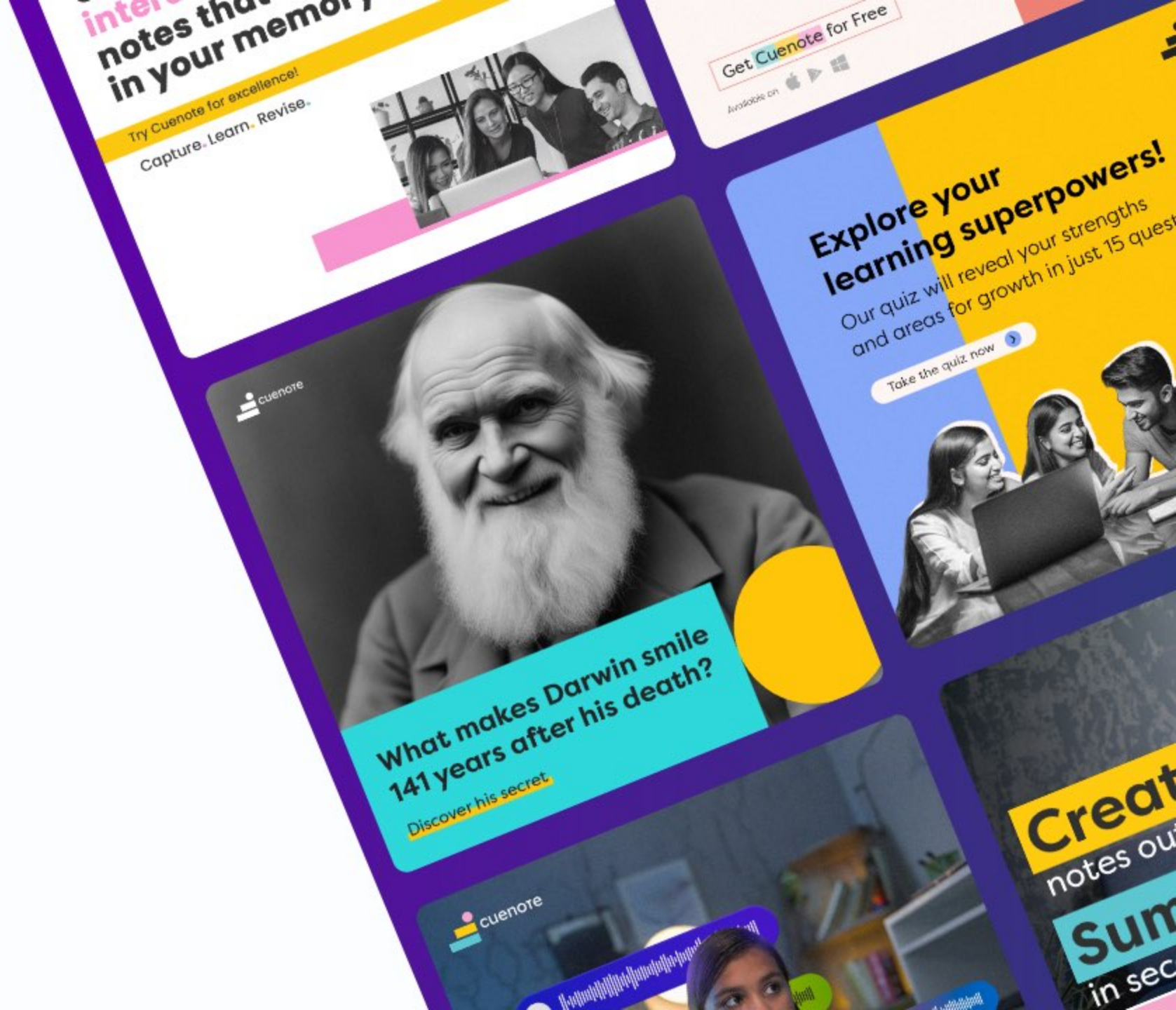
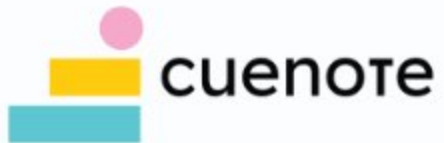




# CUENOTE

## PLATFORMS HANDLED

### INSTAGRAM, FACEBOOK



# PENG ESSENTIALS

PLATFORMS HANDLED

INSTAGRAM, FACEBOOK



in the perfect...



Home Décor Vase with Stand 1 x 1



**Safety first!**

Use mittens when you grill. Always

Silicone grabs to shield your hands from heat up to 235°C



Haden Boston 2-Slice Auto Pop Up Toaster  
₹ 3,799.00





# BHOOMITRA

## PLATFORMS HANDLED

### INSTAGRAM

 **BHOOMITRA**

**Buy**  
Bhoomitra's  
**Hair Ritual Combo**  
and get  
**Rose lip Balm**  
worth **₹399/-**



**BHOOMITRA**

**Buy**  
Bhoomitra's  
**FACE RITUAL COMBO**  
and get  
**Rose lip Balm**  
worth **₹399/-**



**BHOOMITRA**

**WHY EXFOLIATE**  
*with*  
**BHOOMITRA BODY SCRUB THIS WINTER?**



- Brighten skin
- Removes dead skin cells
- Cleans and unclogs pores
- Skincare penetrates and

A Relaxing Therapy to  
**Nourished & Blemish-Free Skin**

**BHOOMITRA**  
**BODY RITUAL COMBO**



**B**

**BUY**

**RO**



A background network diagram consisting of a grid of light blue dots connected by thin grey lines, forming a complex web of interconnected nodes. The dots are arranged in a roughly rectangular pattern, with some nodes having more connections than others, creating a mesh-like structure.

blusteak

WORKS

**PERFORMANCE  
MARKETING**



## E-commerce pharmacy in Middle east

Jan 16, 2020 - Jan 16, 2024

📈 Sales **QAR 12,990,989** (₹29.6 Crore)

📈 Amount Spent **QAR 8,18,854**

📈 ROAS **15.86**

📅 Jan 16, 2020–Jan 16, 2024

Compare: Previous period

Total sales

**QAR 12,990,989.86** –

QAR600K

QAR400K

QAR200K

QAR0

Jan 2020

Feb 2021

Mar 2022

Apr 2023

— Jan 16, 2020–Jan 16, 2024

⋯ Jan 15, 2016–Jan 15, 2020

# Ayurveda Healthcare FMCG

Jan 1, 2019 - Jan 16, 2024

📈 Sales **₹4.92 Crore**

📈 Amount Spent **₹60,83,706**

📈 ROAS **8.09**

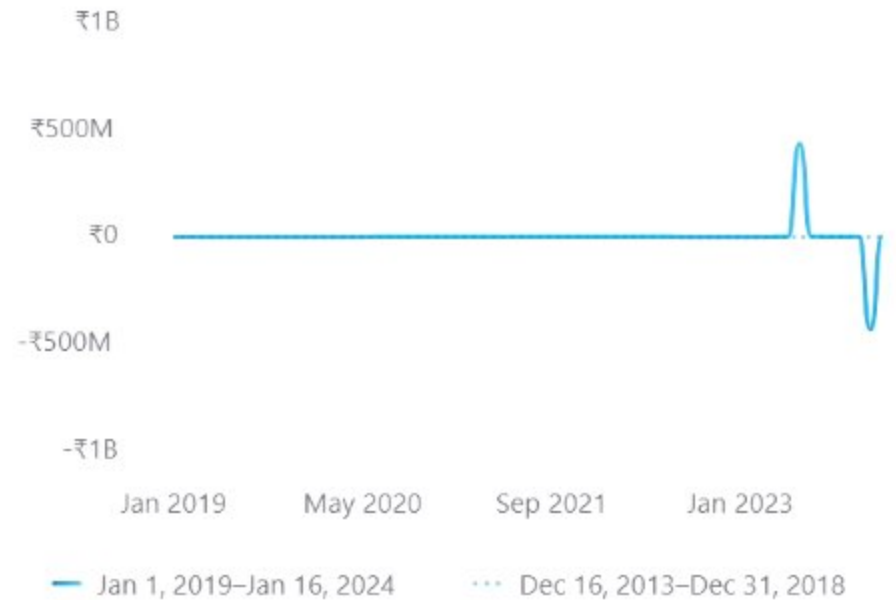
## Analytics

📅 Jan 1, 2019–Jan 16, 2024

🔄 Compare: Previous period

Total sales

**₹49,256,647.99** —





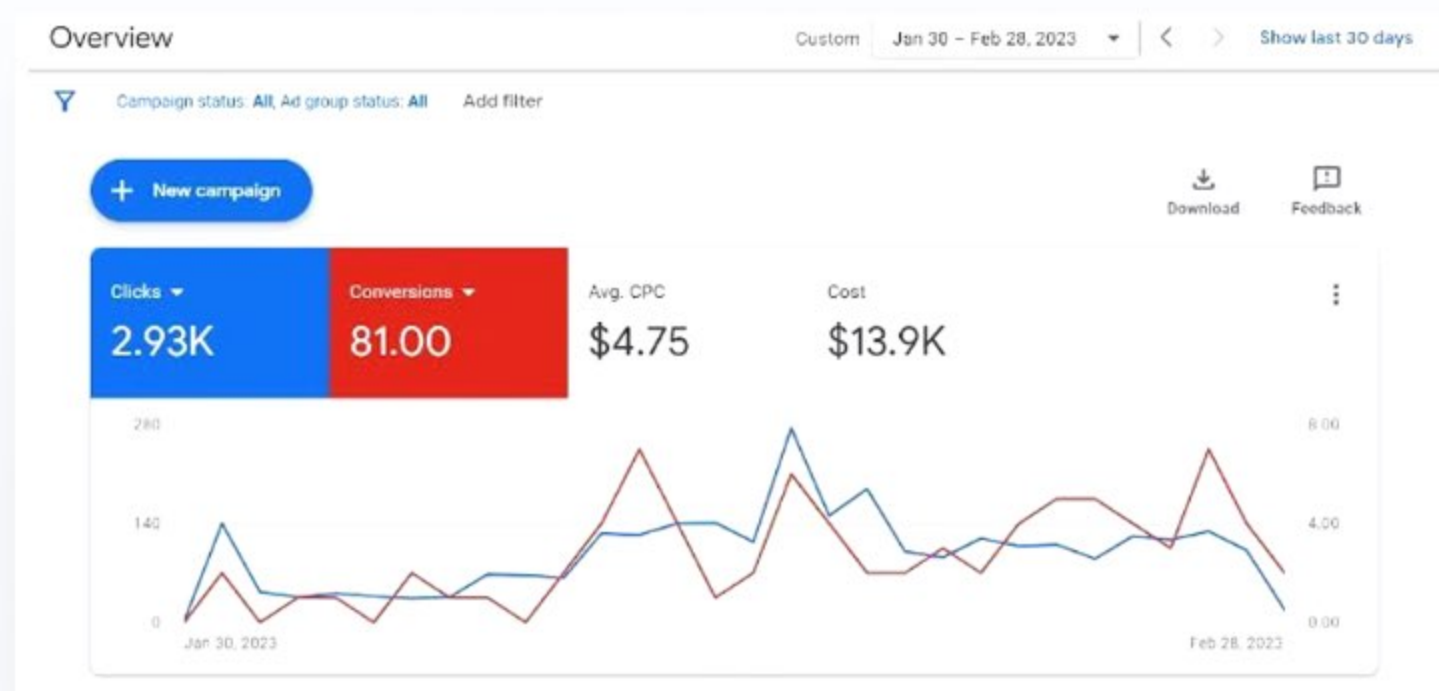
# US Based B2B SAAS

Jan 30, 2023 - Feb 28, 2023

Amount spent **\$13.9K** (₹11.5 Lakhs)

Leads **81**

📈 **20x** growth in Lead count in one month and also **reduced the lead cost by 50%** for B2b SAAS product.



# Food and Nutrition Company

Jan 1, 2022 - Jan 17, 2024

Amount spent **AED 98.4K** (₹22.2 Lakhs)

CPM **AED 9.17**

➤ **Reduced the CPM by 50%**  
for a food and nutrition company  
based in UAE





# India's Leading Gold Loan NBFC

April 1, 2022 - Dec 31, 2023

Amount spent **₹2.8 Crore**

Leads **249K**

CPL **115**

Increased the number of leads and also brought down the CPL for an NBFC



# Parenting App

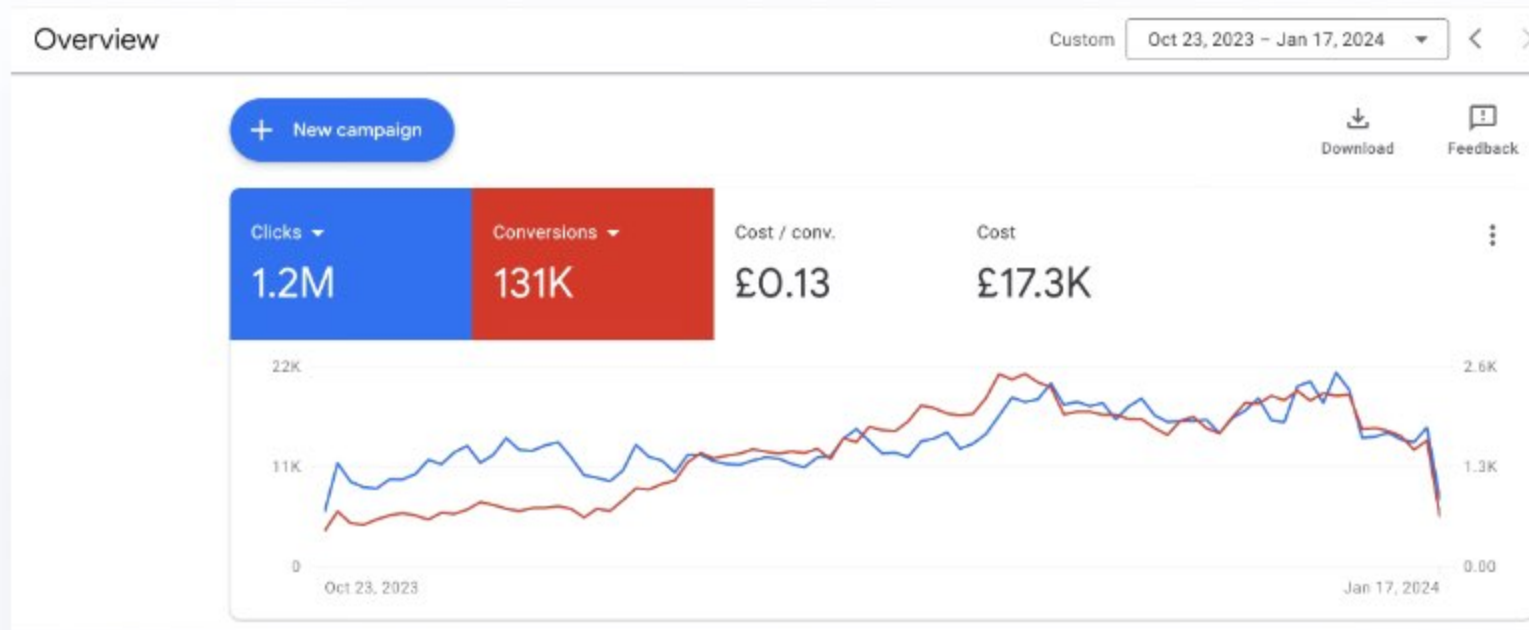
Oct 23, 2023 - Jan 17, 2024

Amount spent **£ 17.3K** (₹18.2 Lakhs)

App Installs **131K**

Cost per Install **£ 0.13**

Reduced the Cost per install and also increased the In App Actions for Google ads App Campaigns





# Edtech App

July 31, 2023 - Jan 5, 2024

Achieved **6000** signups

Amount spent **\$4,800** (₹3.9 Lakhs)

Conversions **6,735**

CPI **\$0.71**

Objectives in Sales Search and Filter Save Clear Maximum: 31 Jul 2023 - 5 Jan 2024

Campaigns Ad sets 1 selected Ads for 1 Ad set

Create Duplicate Edit A/B test Rules View Setup Columns: Custom Breakdown Reports Export

Off/On	Ad set	Results	Cost per result	CPM (cost per 1,000 impressions)	CPC (cost per link click)	Reach	Frequency	Budget	Amount spent
<input type="checkbox"/>	IEL - RCP - Campaign - Desktop - New	190 Complete Reg	\$0.82 Per Complete Reg	\$0.50	\$0.57	131,012	2.40	\$4.72 Daily	\$156.14
<input type="checkbox"/>	IEL - RCP - Campaign - Desktop - New	495 Complete Reg	\$0.55 Per Complete Reg	\$0.53	\$0.67	183,649	2.47	\$5.92 Daily	\$240.51
<input type="checkbox"/>	IEL - RCP - Campaign - Desktop - New	343 Complete Reg	\$1.82 Per Complete Reg	\$0.49	\$0.33	157,086	2.99	\$5.37 Daily	\$231.92
<input type="checkbox"/>	IEL - RCP - Campaign - Desktop - New	1,695 Complete Reg	\$0.61 Per Complete Reg	\$0.30	\$0.29	1,068,055	3.30	\$5.94 Daily	\$1,042.05
<input type="checkbox"/>	IEL - RCP - Campaign - Desktop - New	1,585 Complete Reg	\$0.55 Per Complete Reg	\$0.47	\$0.25	432,082	4.36	\$6.45 Daily	\$877.14
<input type="checkbox"/>	IEL - RCP - Campaign - Desktop - New	11 Complete Reg	\$2.22 Per Complete Reg	\$0.31	\$0.29	28,582	2.78	\$7.00 Daily	\$24.40
<input type="checkbox"/>	IEL - RCP - Campaign - Desktop - New	15 Complete Reg	\$2.21 Per Complete Reg	\$0.39	\$0.47	48,575	1.75	Using campaign ...	\$33.15
<input type="checkbox"/>	IEL - RCP - Campaign - Desktop - New	— Complete Reg	— Per Complete Reg	\$0.87	\$0.40	10,156	1.78	\$10.00 Daily	\$15.79
<input checked="" type="checkbox"/>	IEL - RCP - Campaign - Desktop - New	— Complete Reg	— Per Complete Reg	\$1.70	\$0.26	8,117	1.20	\$10.00 Daily	\$16.65
<input type="checkbox"/>	IEL - RCP - Campaign - Desktop - New	— Complete Reg	— Per Complete Reg	\$0.63	\$0.18	19,888	1.31	\$10.00 Daily	\$16.38
<input type="checkbox"/>	IEL - RCP - Campaign - Desktop - New	— Complete Reg	— Per Complete Reg	\$0.88	\$0.51	15,603	1.23	\$10.00 Daily	\$16.88
<input type="checkbox"/>	IEL - RCP - Campaign - Desktop - New	— Complete Reg	— Per Complete Reg	\$12.95	\$2.43	1,127	1.17	\$10.00 Daily	\$17.01
<b>Results from 21 ad sets</b>		<b>6,197</b> Complete Reg	<b>\$0.72</b> Per Complete Reg	<b>\$0.31</b> Per 1,000 Impressions	<b>\$0.18</b> Per Action	<b>3,660,494</b> Accounts Centre acco...	<b>3.99</b> Per Accounts Centre s...		<b>\$4,453.64</b> Total Spent

# Stationery Brand

Jan 1, 2021 - Jan 17, 2024

📈 Sales **₹4 Crore**

📈 Amount spent **₹42,56,631**

📈 ROAS **10.60**

Total sales

**₹45,139,748.37** ↗ 2.7K%

₹10M

₹5M

₹0

Jan 2021

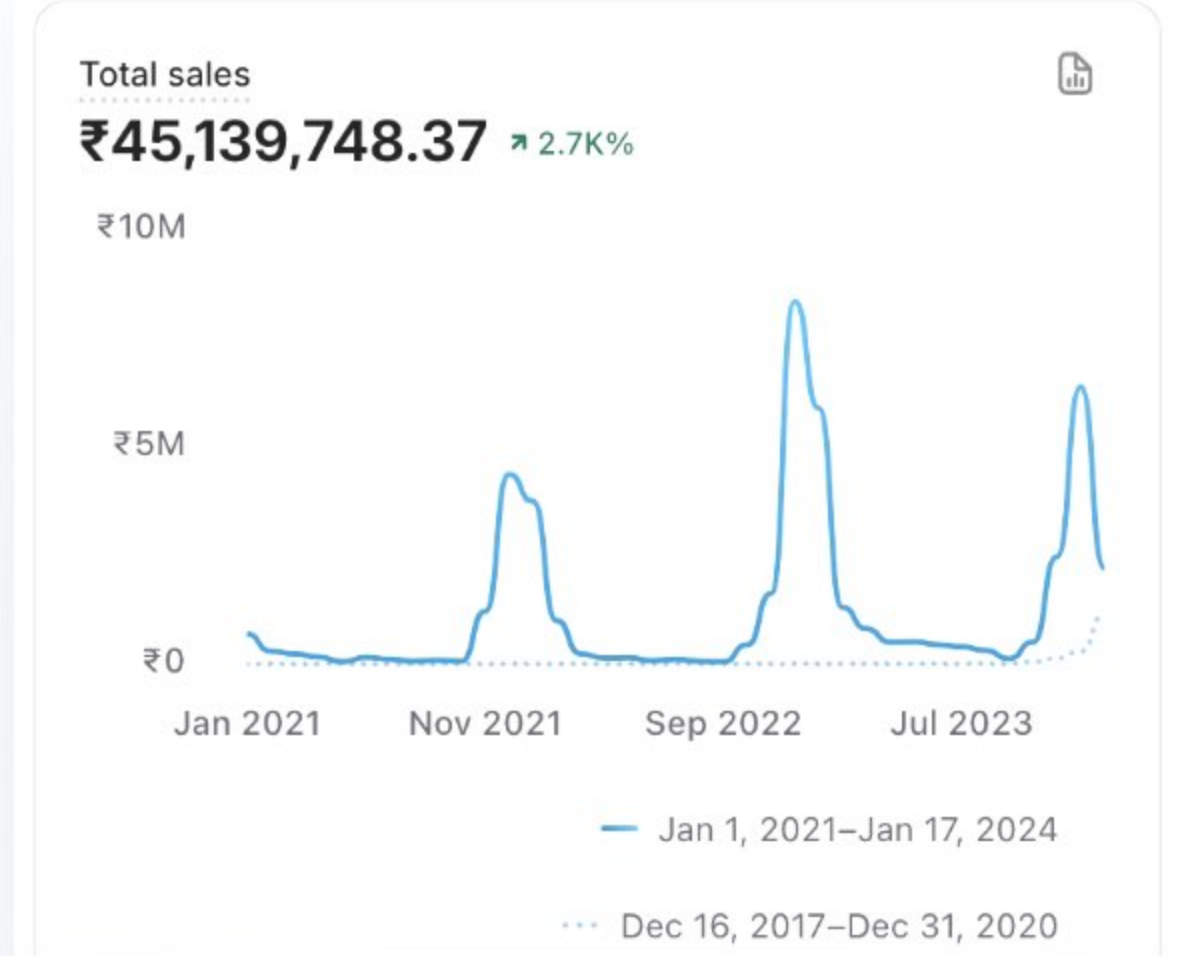
Nov 2021

Sep 2022

Jul 2023

— Jan 1, 2021–Jan 17, 2024

⋯ Dec 16, 2017–Dec 31, 2020







blusteak

WORKS

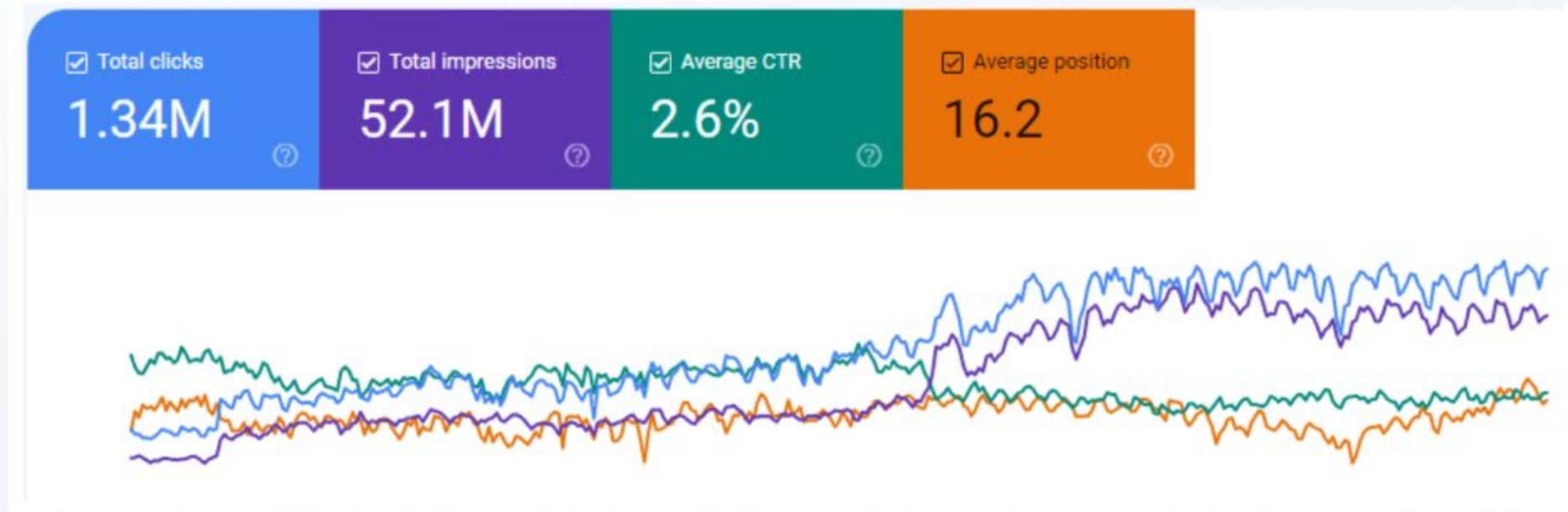
# SEARCH ENGINE OPTIMIZATION



## E-commerce pharmacy in Middle east

➤ Made SEO as the business's top traffic and sales acquisition channel. **26.5k** weekly clicks and **40k** QAR weekly revenue only through SEO

S.NO	Keyword	Avg Monthly Search Volume	Top Ranking
1	online pharmacy Qatar	100-1k	1
2	diclopid	100-1k	1
3	minoxidil qatar	100-1k	1
4	fludrex	1k-10k	1
5	skinoren cream	100-1k	1

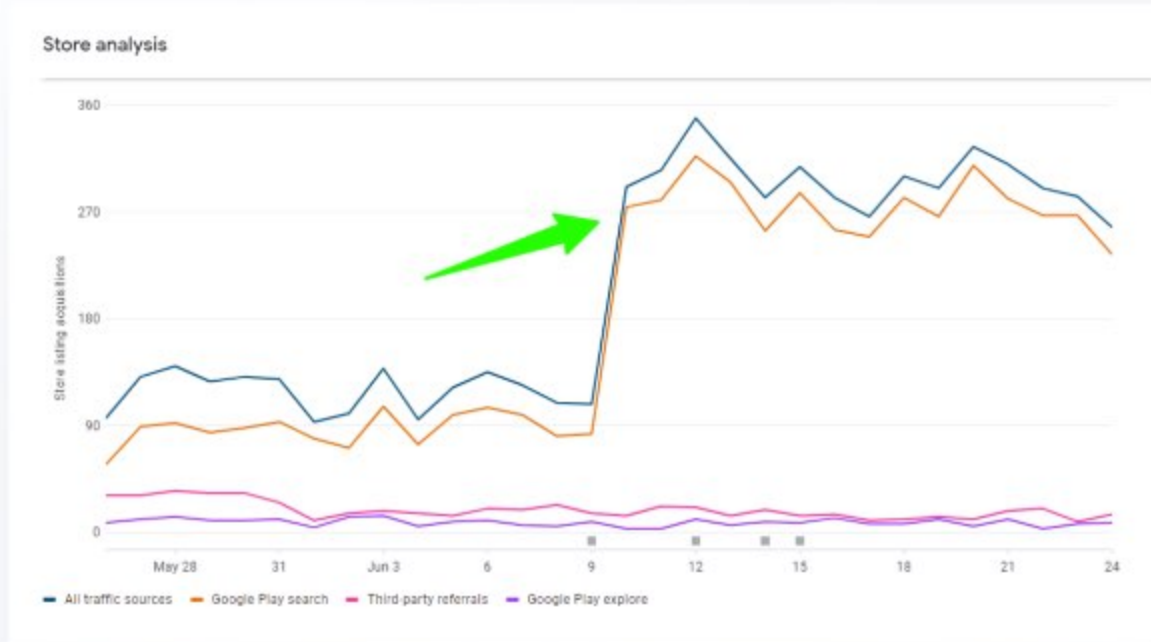




## Matrimonial site in India

↗ Achieved a 3x increase in play store traffic, a **281.93%** increase in store listing acquisition, and a **223%** rise in total traffic organically

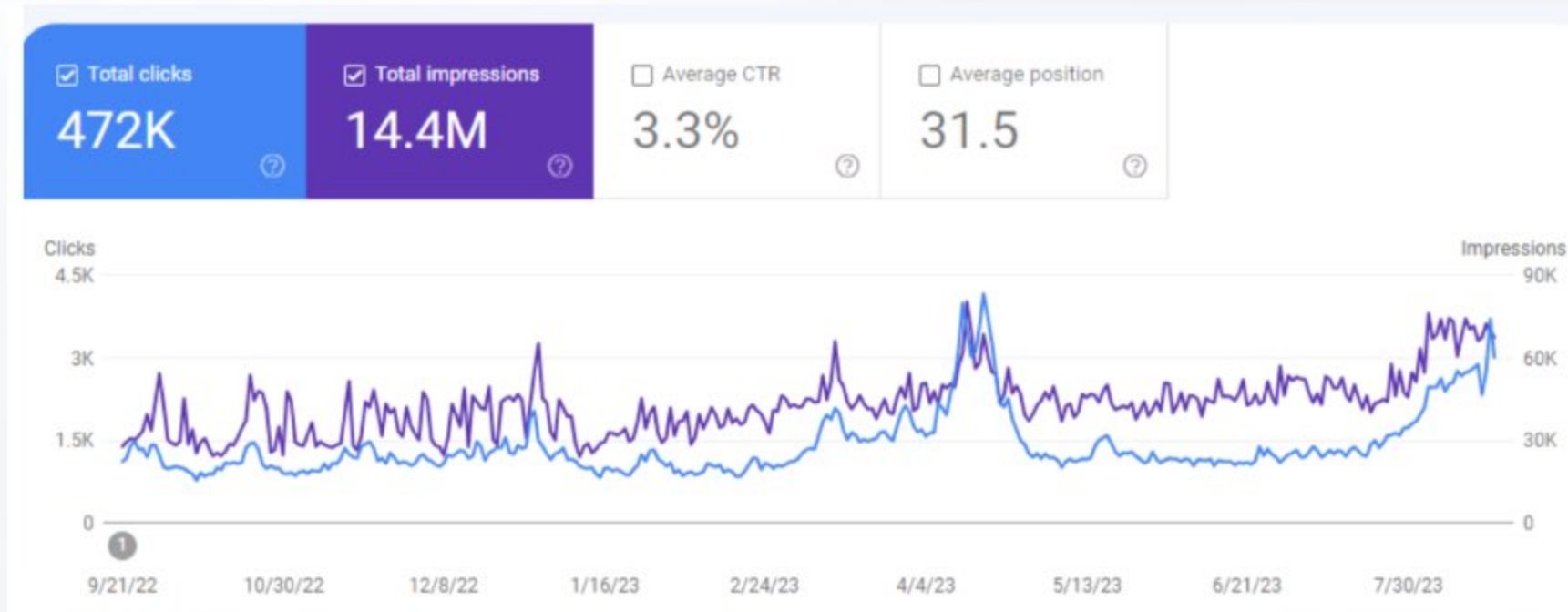
S.NO	Keyword	Avg Monthly Search Volume	Top Ranking
1	Christian matrimony	10k-100k	3
2	Kerala Christian matrimony	1k- 10k	3
3	Christian matrimony brides	100-1k	3
4	Christian second marriage	100-1k	1
5	Knanaya matrimony brides	100-1k	1



## Electronic Retail Chain In India

↗ Significant increase in traffic and **40+** highly competitive keywords ranked on the top position of SERP within 4 months

S.NO	Keyword	Avg Monthly Search Volume	Top Ranking
1	ac price in kerala	1k- 10k	1
2	laptop price in kerala	1k- 10k	2
3	washing machine price kerala	1k- 10k	1
4	laptop in kerala	1k- 10k	2
5	fridge price in kerala	100- 1k	1

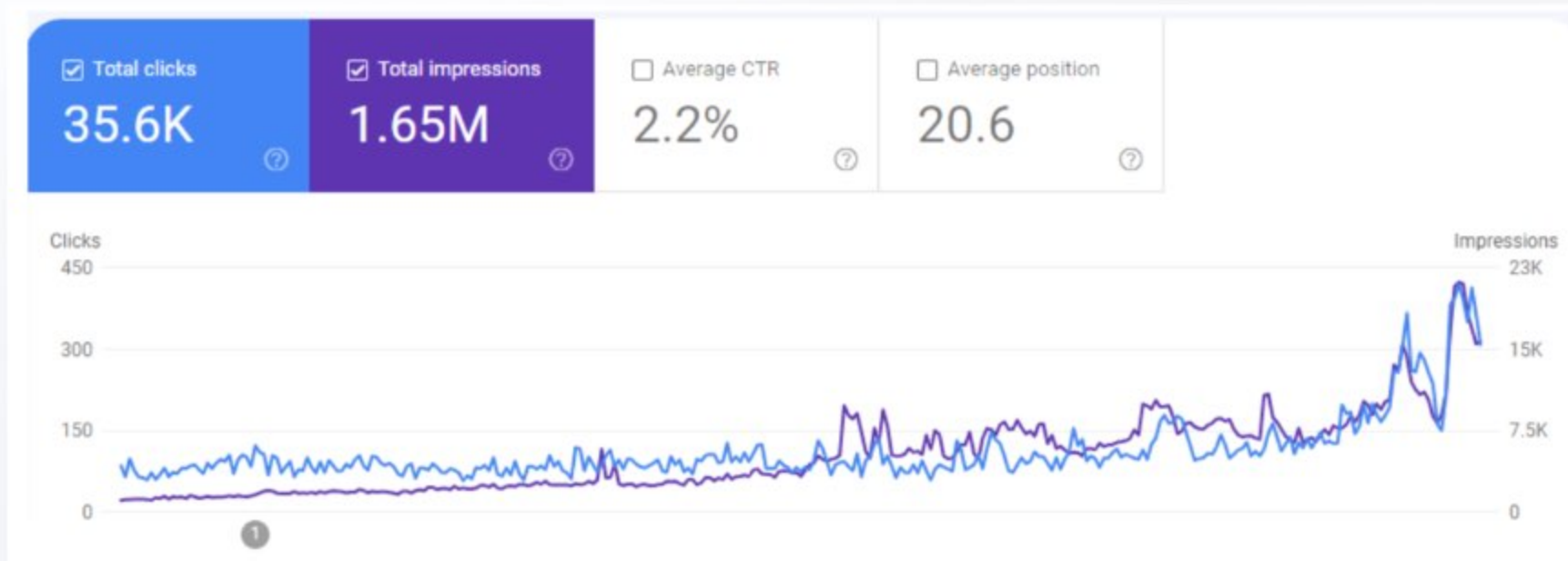




# Apparel Brand in India

↗ **Doubled** Organic Clicks & Sessions of the Online Store in **3 Months**

S.NO	Keyword	Avg Monthly Search Volume	Top Ranking
1	vegan footwear	100- 1k	1
2	vegan shoes	1k- 10k	2
3	monsoon footwear for ladies	1k- 10k	4
4	pvc sole vs rubber sole	1k- 10k	1
5	monsoon sandals mens	100- 1k	5



## Apparel Brand in India

↗ **Doubled** Organic Clicks & Sessions of the Online Store in **3 Months**

S.NO	Keyword	Avg Monthly Search Volume	Top Ranking
1	vegan footwear	100- 1k	1
2	vegan shoes	1k- 10k	2
3	monsoon footwear for ladies	1k- 10k	4
4	pvc sole vs rubber sole	1k- 10k	1
5	monsoon sandals mens	100- 1k	5

Total clicks

**6.31K**

4/1/22 - 6/30/22

**3.6K**

1/1/22 - 3/31/22

—

---



Total impressions

**48.5K**

4/1/22 - 6/30/22

**35.9K**

1/1/22 - 3/31/22

—

---



Average CTR

**13%**

4/1/22 - 6/30/22

**10%**

1/1/22 - 3/31/22

—

---



Average position

**28.2**

4/1/22 - 6/30/22

**31.3**

1/1/22 - 3/31/22

—

---





## Ayurveda Healthcare FMCG

↗ Increased total clicks from 750 to **5.33k** and total impressions from 4k to **54k**, respectively within 3 months

S.NO	Keyword	Avg Monthly Search Volume	Top Ranking
1	how to gain weight	100k- 1M	4
2	ayurvedic medicine for height increase	1k- 10k	5
3	ശരീരം മെലിയാൻ കാരണം	100- 1k	1
4	herbs for skin whitening	100- 1k	2
5	skin whitening herbs in ayurveda	100- 1k	3

Total clicks

**5.33K**

Last 3 months

**751**


Previous 3 months 

Total impressions

**54.3K**

Last 3 months

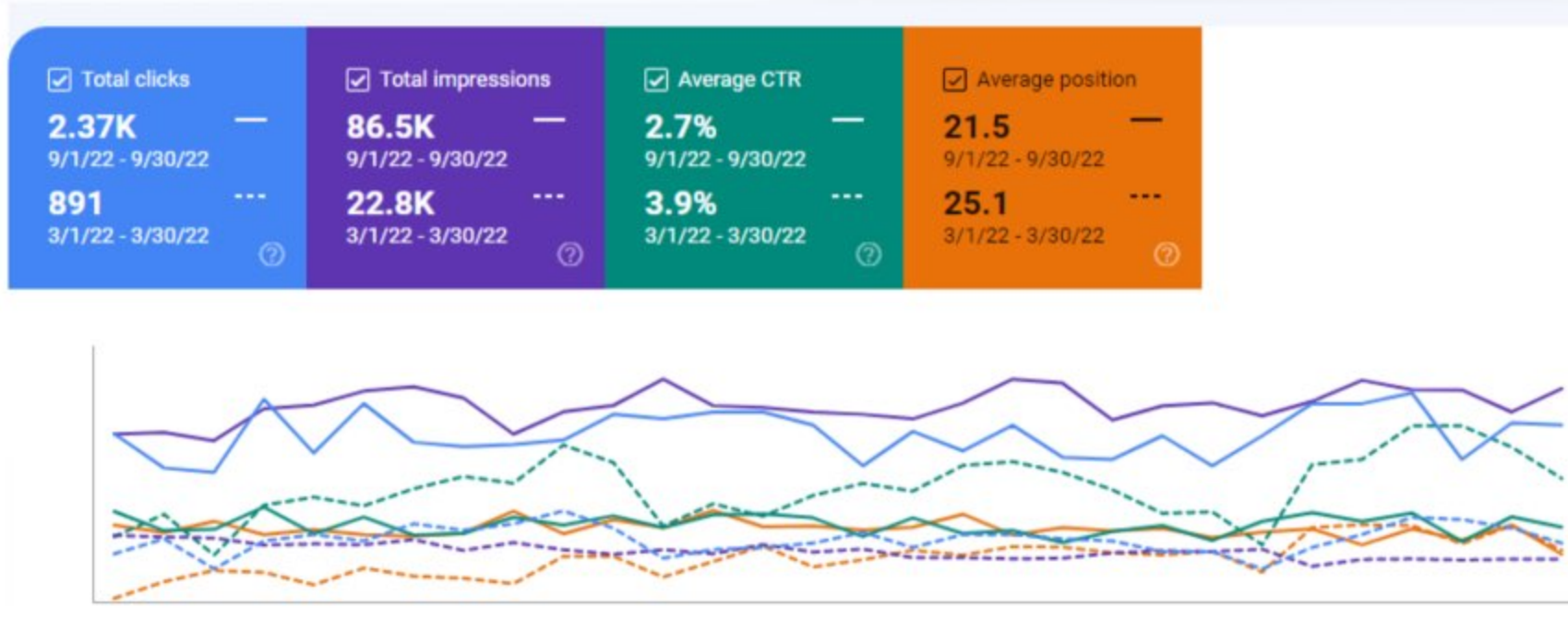
**4.24K**

Previous 3 months 

# Hospital In India

↗ **166%** increase in total clicks per month within 6 months. **280%** increase in impressions per month within 6 months

S.NO	Keyword	Avg Monthly Search Volume	Top Ranking
1	ayurvedic treatment in kerala	1k- 10k	4
2	kutipravesika rasayana	100- 1k	1
3	karkidaka kanji	1k- 10k	1
4	abc juice benefits	10k- 100k	3
5	panchakarma treatment in kerala	100- 1k	3





# Blusteak Media

📈 Ranked top positions among most competing keywords in the industry. Outranking big authority sites through high-quality articles. **128K** Clicks and **5.51M** Impressions through blogs only

S.NO	Keyword	Avg Monthly Search Volume	Top Ranking
1	digital marketing agency kerala	100- 1k	1
2	digital marketing company in kerala	1k- 10k	1
3	apps like lazypay	100- 1k	1
4	shopify alternatives india	100- 1k	2
5	how to increase sales on meesho	100- 1k	2

## Performance on Search results

Search type: Web

Date: Last 16 months

Page: +blog

+ New

☑ Total clicks

128K

☑ Total impressions

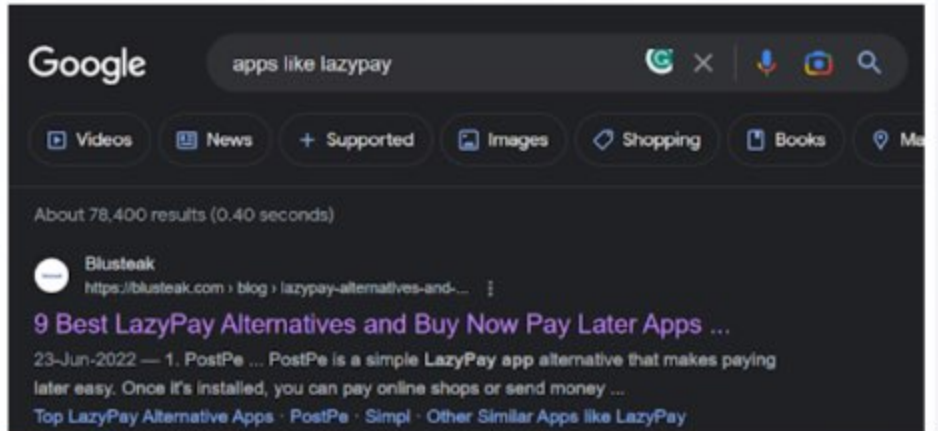
5.51M

☐ Average CTR

2.3%

☑ Average position

23.2



## Leading Telecom Company in UAE

↗ Increased organic clicks of the website by **849%** within six months, followed by a **22x** increase in impressions, **748.51%** increase in organic sessions, and an **846.84%** increase in total users

S.NO	Keyword	Avg Monthly Search Volume	Top Ranking
1	components of internet	1k- 10k	1
2	history of internet	10k- 100k	3
3	5g vs fiber	100- 1k	2
4	internet components	1k- 10k	1
5	evolution of internet	1k- 10k	4

Session default...annel grouping ▾ +	↓ Users	Sessions	Engaged sessions
↕ SHOW ALL ROWS			
	2,758 vs. 713 ↑ 286.82%	3,478 vs. 1,003 ↑ 246.76%	3,194 vs. 803 ↑ 297.76%
Organic Search			
Sep 1 - Sep 30, 2022	1,799	2,274	2,081
Mar 1 - Mar 30, 2022	190	268	249
% change	846.84%	748.51%	735.74%




# Fintech App

📈 Ranked for the major targeting keywords within 4 months of project onboarding. Increased organic sessions of the website by **330%** within 3 months

S.NO	Keyword	Avg Monthly Search Volume	Top Ranking
1	Fantasy stock market game	100- 1k	2
2	stock market game win real money	100- 1k	1
3	fantasy trading	1k- 10k	3
4	fantasy trading league	100- 1k	2
5	stock market game app	100- 1k	5

Session default channel group <span>+</span>	↓ Users	Sessions	Engaged sessions	Average engagement time per session
SHOW ALL ROWS				
	7,803 vs. 1,966 ↑ 296.9%	14,437 vs. 3,355 ↑ 330.31%	9,096 vs. 1,855 ↑ 390.35%	0m 25s vs. 32.45 ↓ -21.36%
Organic Search				
Mar 1 - Mar 31, 2023	7,803	14,437	9,096	
Jan 1 - Jan 31, 2023	1,966	3,355	1,855	
% change	296.9%	330.31%	390.35%	

✕ 🔍 🌐 🗣️

 TradingLeagues  
https://www.tradingleagues.in

**1 TradingLeagues: Fantasy Stock Market Games | Win Real ...**

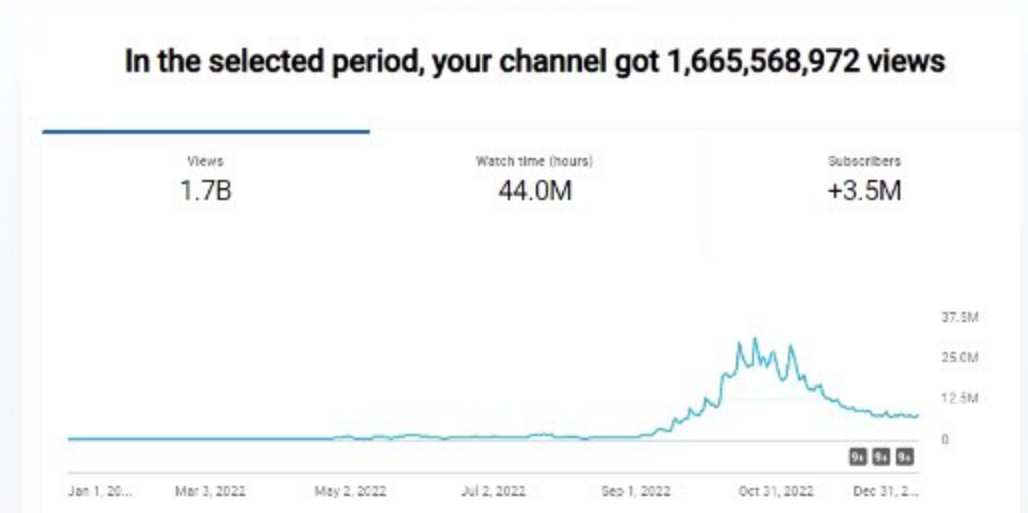
Learn with every contest in this virtual **stock market game**. Get exposure to the best markets across the word and even cryptos without having a demat account.

# Music Channel

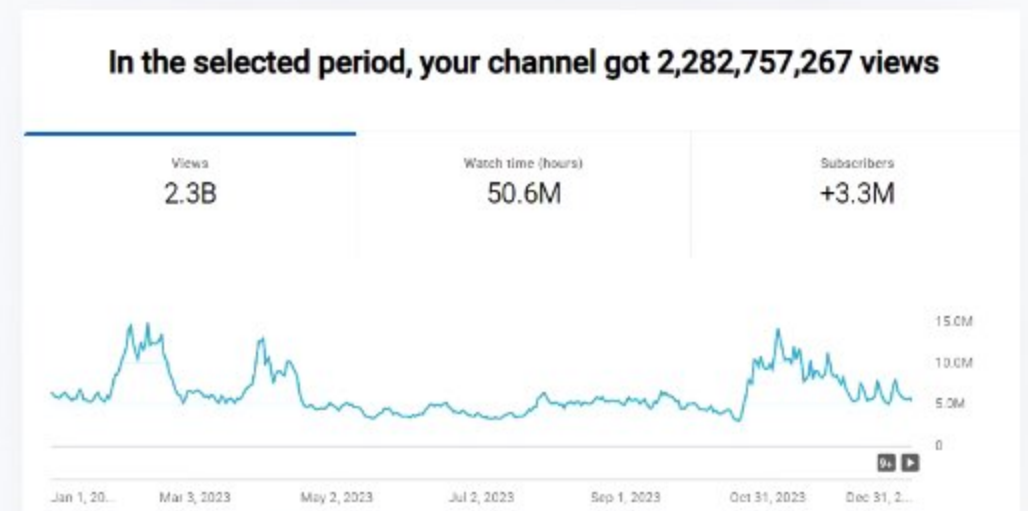
Time period \*( 1st Jan 2022 to 31st Dec 2022 compared with 1st Jan 2023 to 31st Dec 2023 )

- Overall Channel Viewership wise, the channel went from **1.7B** views to **2.3B** views in a year. Observing a **(35.29%)** growth
- Overall Channel Watchtime wise, the channel went from **44M** watch hours to **50.6M** watch hours in a year. Observing a **(15%)** growth

Jan 1 2022 to 31st Dec 2022



Jan 1 2023 to 31st Dec 2023





# Entertainment Channel

Time period \*( 1st Jan 2022 to 31st Dec 2022 compared with 1st Jan 2023 to 31st Dec 2023 )

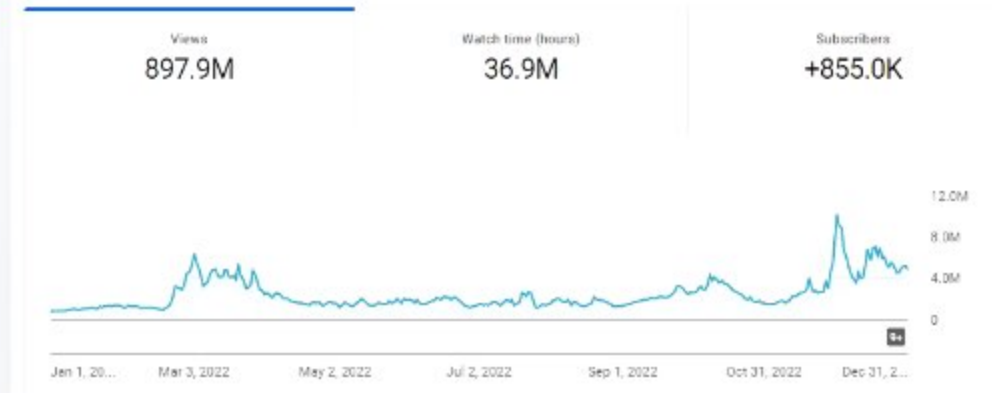
➤ Overall Channel Viewership wise, the channel went from **897.9M** views to **1.3B** views in a year. Observing a **(44.47%)** growth

➤ Overall Channel Watchtime wise, the channel went from **36.9M** watch hours to **45.6M** watch hours in a year. Observing a **(23.81%)** growth

➤ Overall Channel Subscriber gained wise, the channel went from **855k** subscribers to **1.3M** subscribers in a year. Observing **(51.17%)** growth

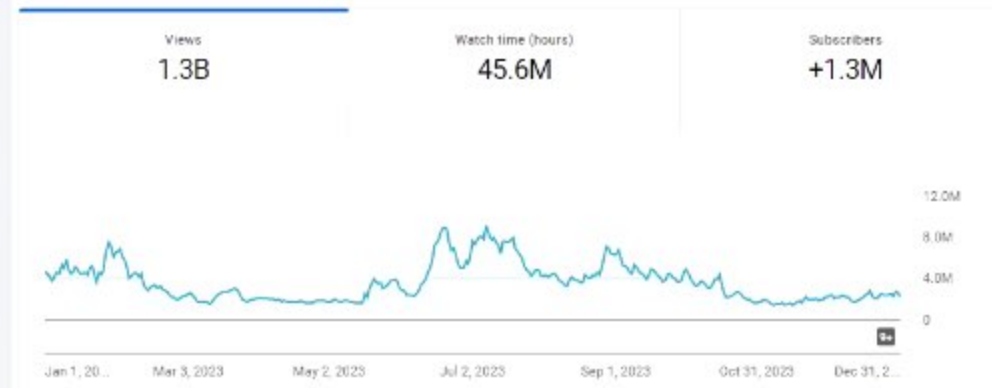
Jan 1 2022 to 31st Dec 2022

In the selected period, your channel got 897,914,740 views



Jan 1 2023 to 31st Dec 2023

In the selected period, your channel got 1,317,621,153 views



blusteak

WORKS

**INFLUENCER  
MARKETING**



# Client: Talrop

**KEY STAT :** 50% Conversation Rate

**PLATFORM :** Instagram & YouTube

**DURATION :** August/2022

**NO:OF INFLUENCER :** 5

**INDUSTRY :** Edtech

Reel insights

Contact: +91 730 602 3057,  
ricky.rodger - Original Audio  
July 20 · Duration 1:10

107985 15294 38 7359 1882

Reel Insights ⓘ

Instagram and Facebook plays	109,986
Instagram and Facebook likes	15,376

Instagram ⓘ

110,959  
Accounts reached

Plays	107,985
Likes	15,294
Shares	7,359
Saves	1,882
Comments	38

Description

+2 കഴിഞ്ഞവർക്ക് ഇനി Software Engineer ആകാം With 100% Placement | Talrop's Technology School

GADGETS ONE MALAYALAM TECH TIPS

1.9K Likes 16,794 Views 23 Jul 2022

Apply Here: <https://bit.ly/3okmQUD>

പുസ്കു കഴിഞ്ഞ വിദ്യാർത്ഥികൾക്ക് രണ്ട് വർഷംകൊണ്ട് സോഫ്റ്റ്‌വെയർ എഞ്ചിനീയർ ആകാൻ കഴിയുന്ന ടാൽറോപിന്റെ ടെക്നോളജി സ്കൂളിൽ അയിൻ ചെയ്യൂ. ...more

Transcript

Follow along using the transcript.

SHOW TRANSCRIPT

Reels

TALROP'S TECHNOLOGY SCHOOL

12k

12

favasfazy and talropworld

പഠിച്ചാൽ മാത്രം മതിയോ അല്ലെങ്കിൽ കൂടെ ...

favasfazy · Original Audio talropworld

# Client: Geneminds

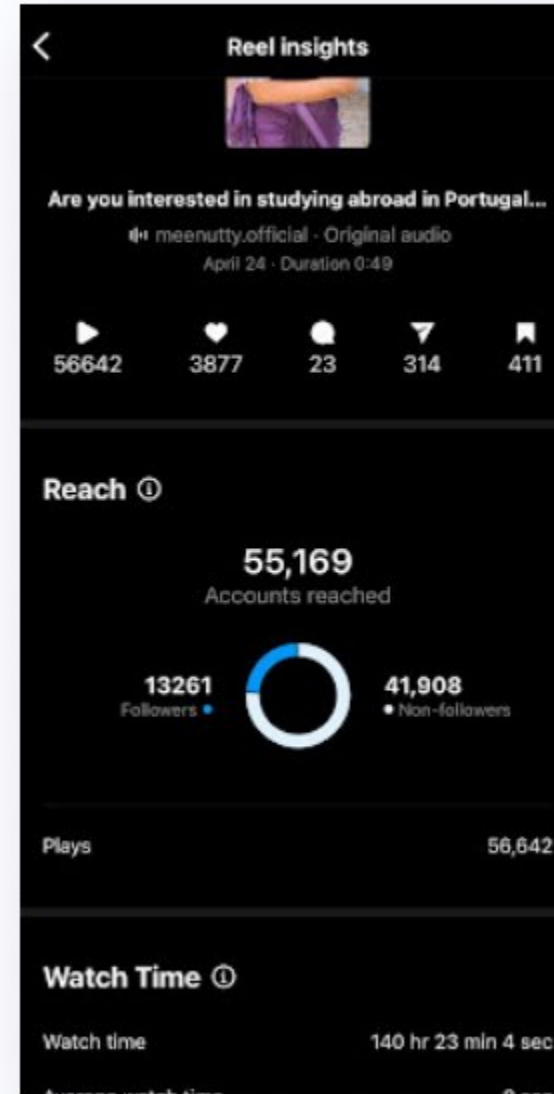
**KEY STAT :** 60k + views  
and Quality leads

**PLATFORM :** Instagram

**DURATION :** April/2023

**NO:OF INFLUENCER :** 1

**INDUSTRY :** Education





# Client: Paaduks

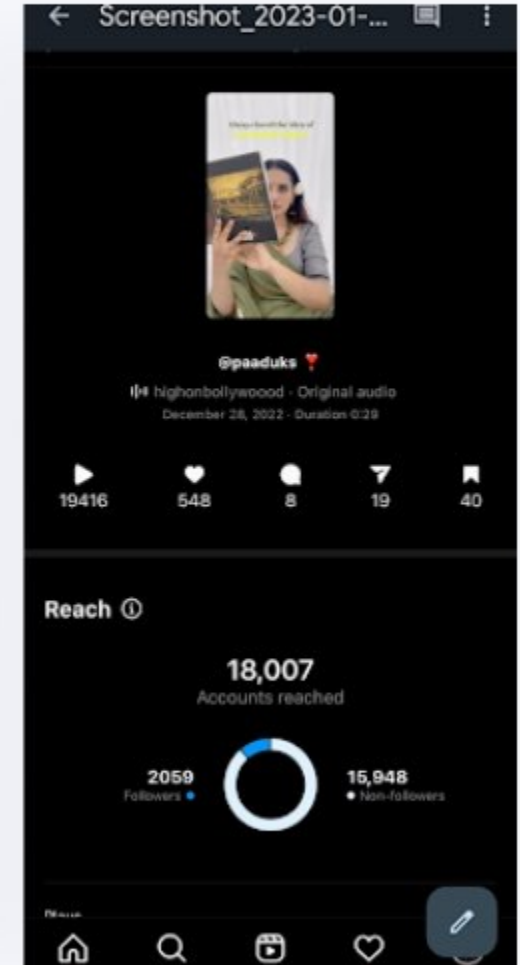
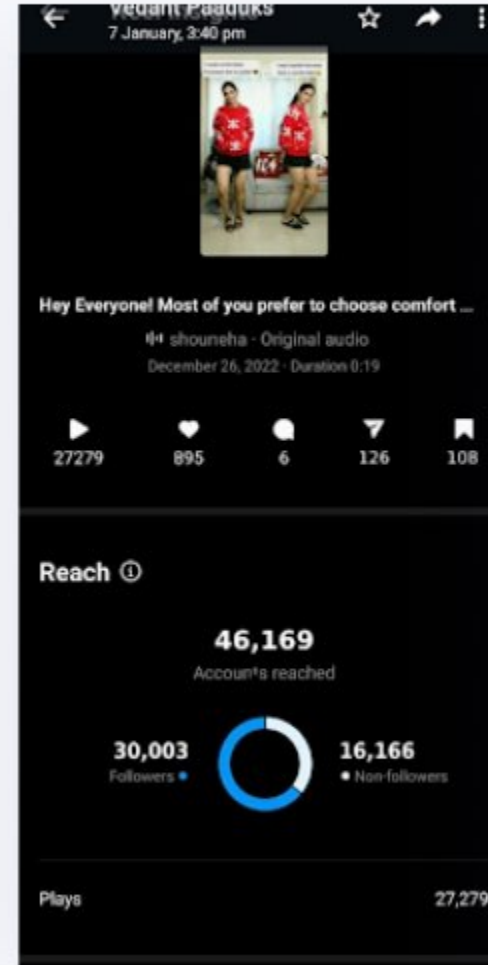
**KEY STAT :** 100k+ Reel views & 5k+ engagements with zero influencer spent

**PLATFORM :** Instagram

**DURATION :** December/2022

**NO:OF INFLUENCER :** 7

**INDUSTRY :** Apparels/Fashion



# Client: Kelachandra

**KEY STAT :** 18k+ Instagram engagement within 4 days

**PLATFORM :** Instagram

**DURATION :** December/2022

**NO:OF INFLUENCER :** 3

**INDUSTRY :** Industries/  
Constructions





# Client: UBON

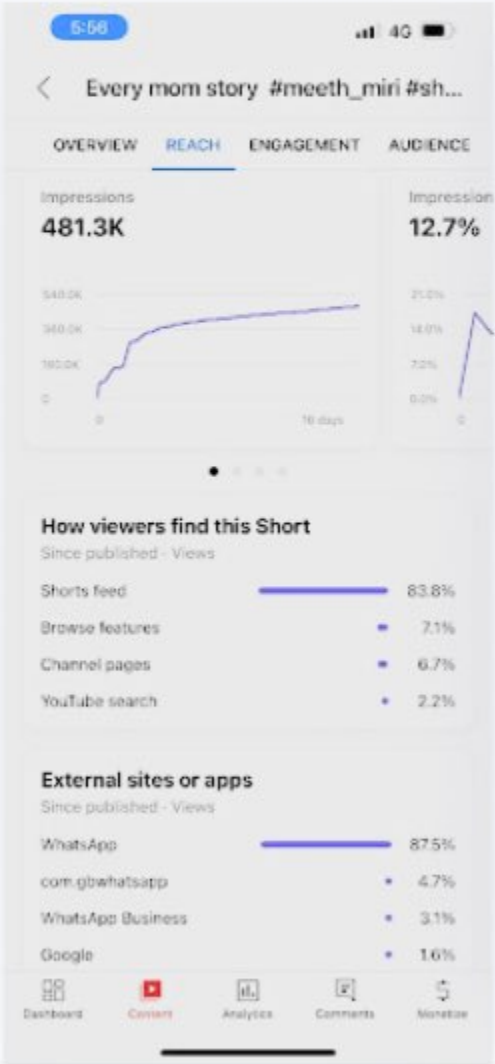
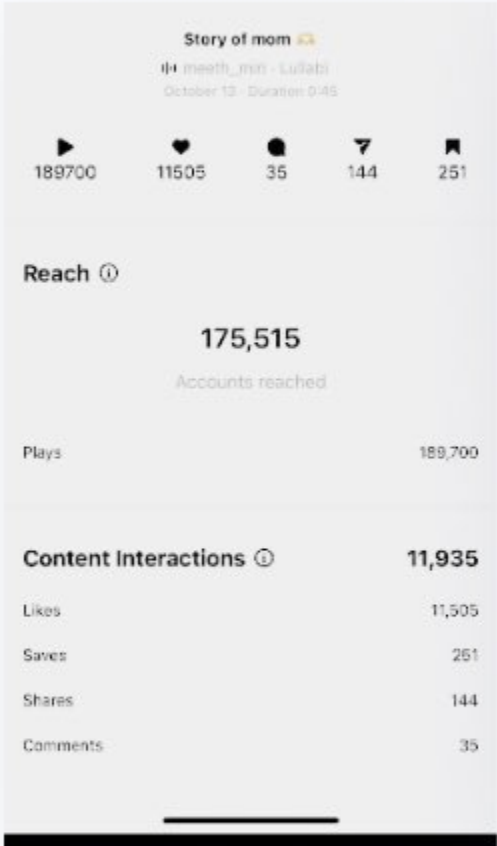
**KEY STAT :** 1 million plus brand audience with Barter collaboration

**PLATFORM :** Instagram

**DURATION :** November/2022

**NO:OF INFLUENCER :** 19

**INDUSTRY :** Electronics



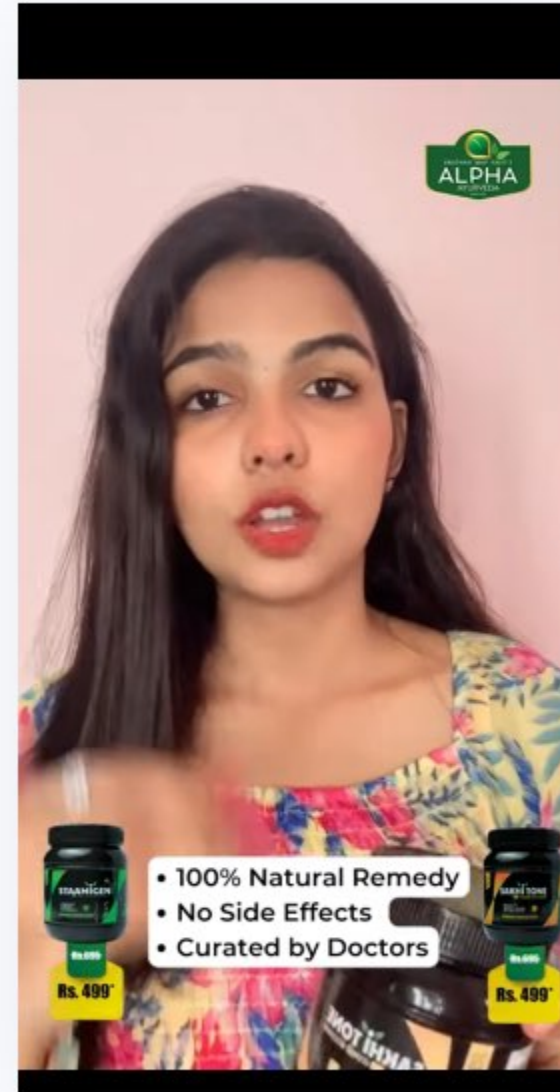
# Client: Alpha Ayurveda

**KEY STAT :** ROAS of 10.65 for an ayurvedic brand through influencer marketing

**PLATFORM :** Instagram

**NO:OF INFLUENCER :** 1

**INDUSTRY :** Healthcare





# Client: Kelachandra

**KEY STAT :** 250k+ Reel views for a Niche Brand

**PLATFORM :** Instagram

**DURATION :** August/2022

**NO:OF INFLUENCER :** 1

**INDUSTRY :** Industry/ construction



# Client: Pulimoottil Silks

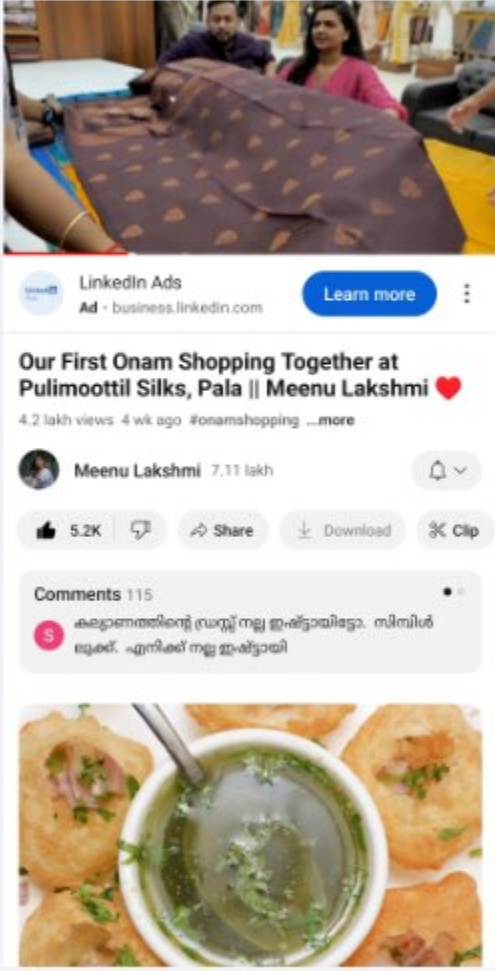
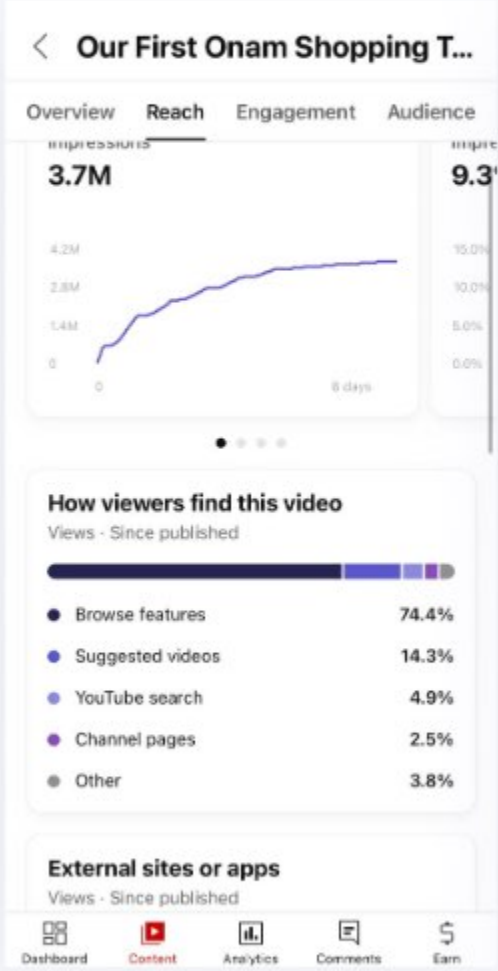
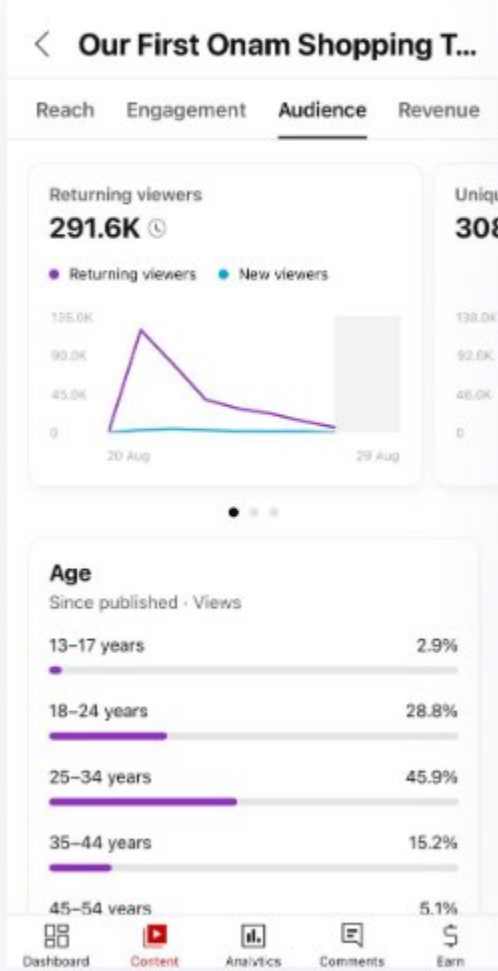
**KEY STAT :** 3.7M reach and 4L+ views with a single collaboration for brand awareness

**PLATFORM :** YouTube

**DURATION :** August/2023

**NO:OF INFLUENCER :** 1

**INDUSTRY :** Fashion





# Client: TradingLeagues

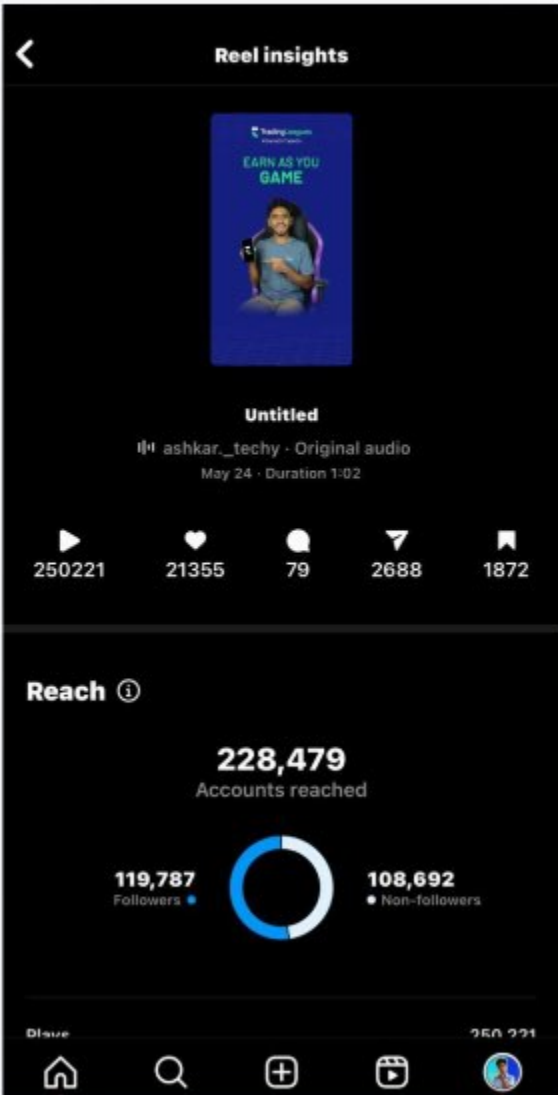
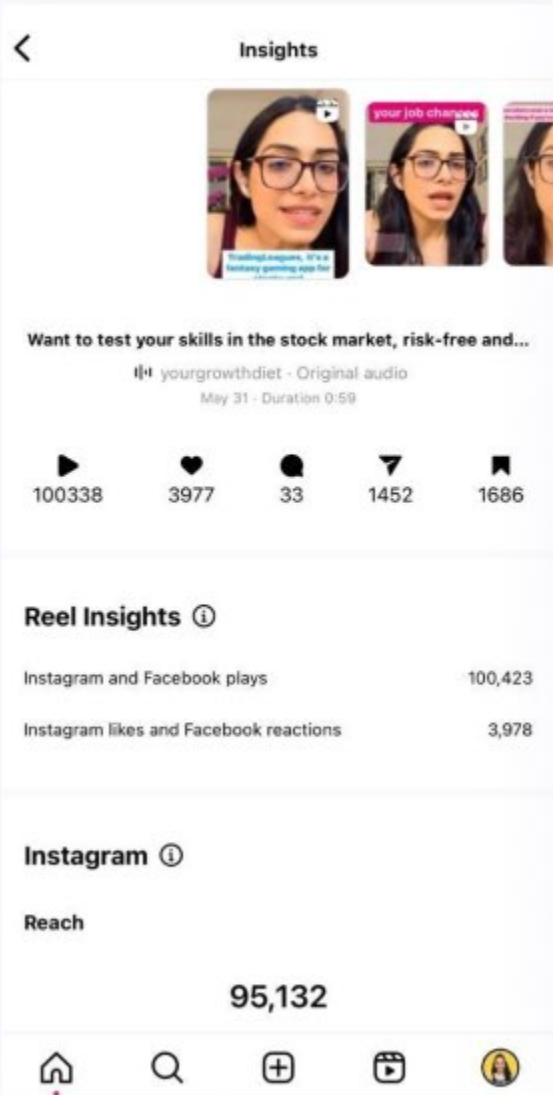
**KEY STAT :** Elevated brand awareness with 4Lakh+ views

**PLATFORM :** Instagram

**DURATION :** May/2023

**NO:OF INFLUENCER :** 3

**INDUSTRY :** Fintech



**Client: Cuenote**

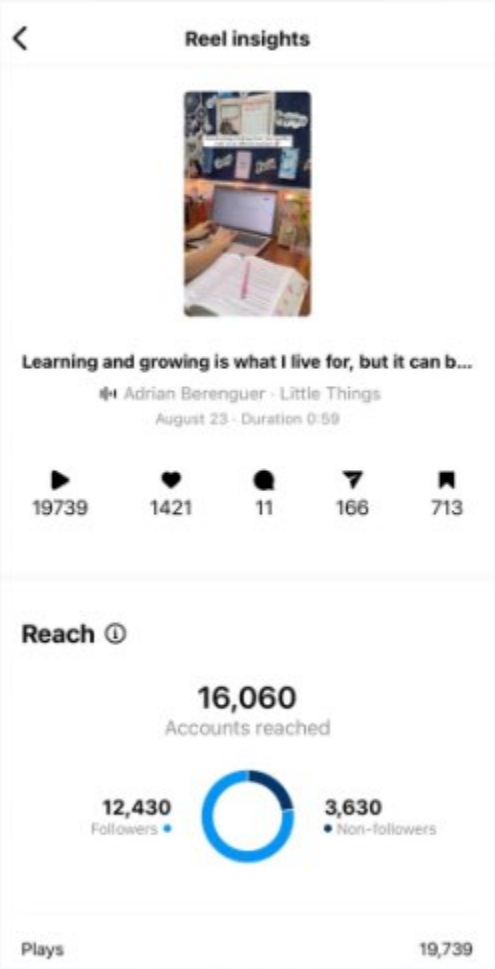
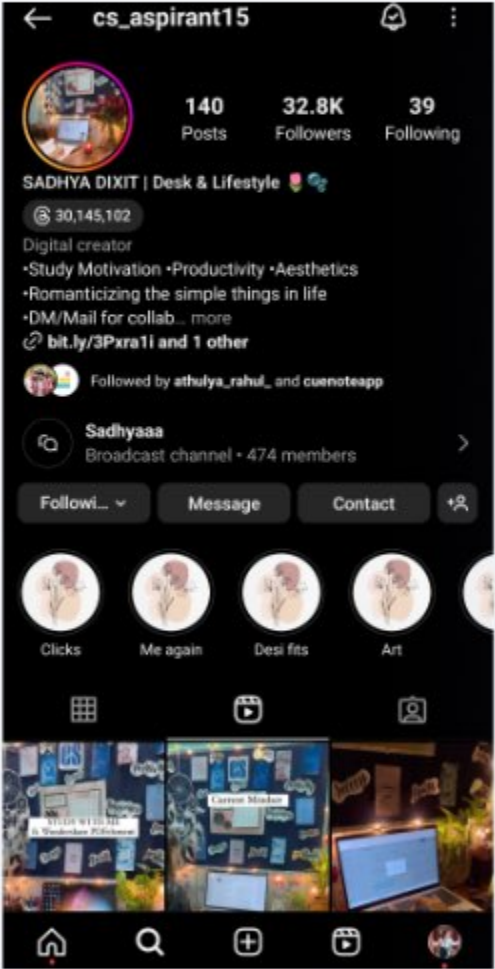
**KEY STAT :** Received 70+ new sign-ups within a day of posting

**PLATFORM :** Instagram

**DURATION :** 1 day

**NO:OF INFLUENCER :** 1

**INDUSTRY :** Apps/Edtech





# Client: Angel lungies

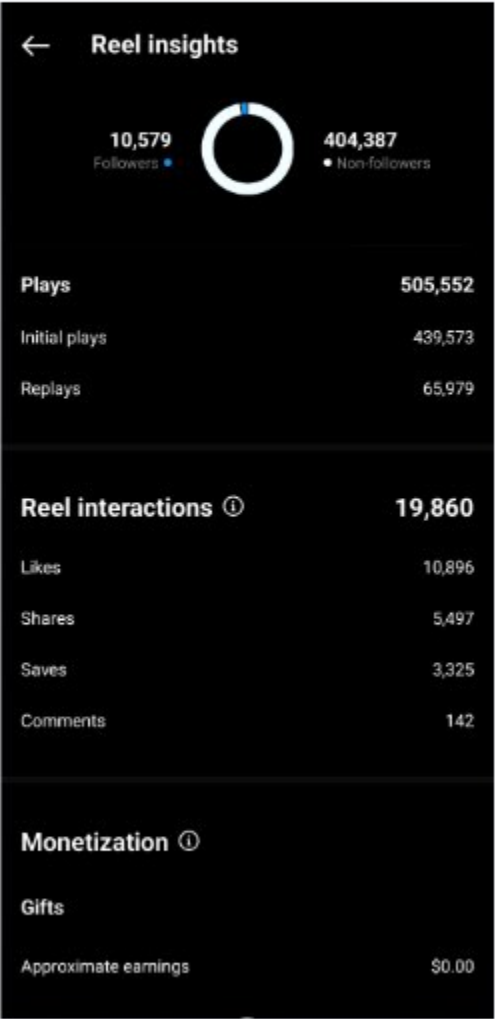
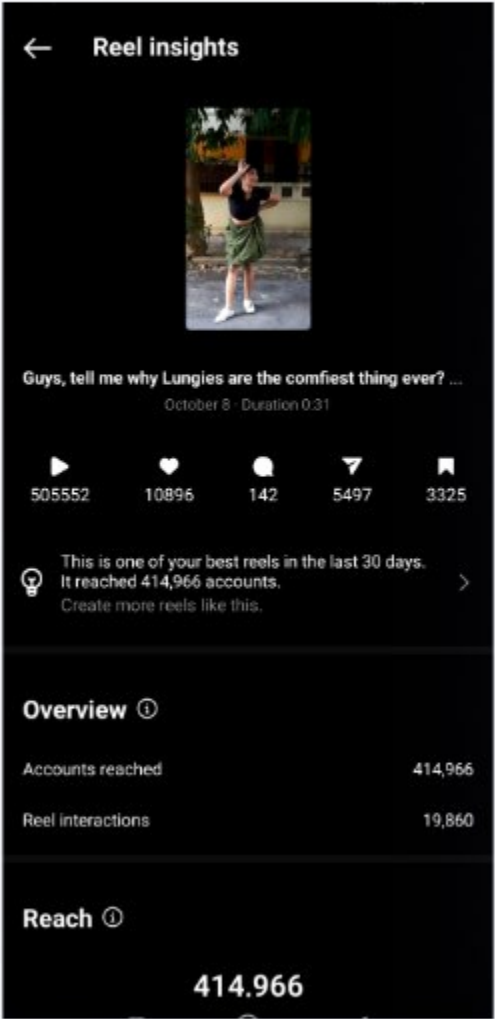
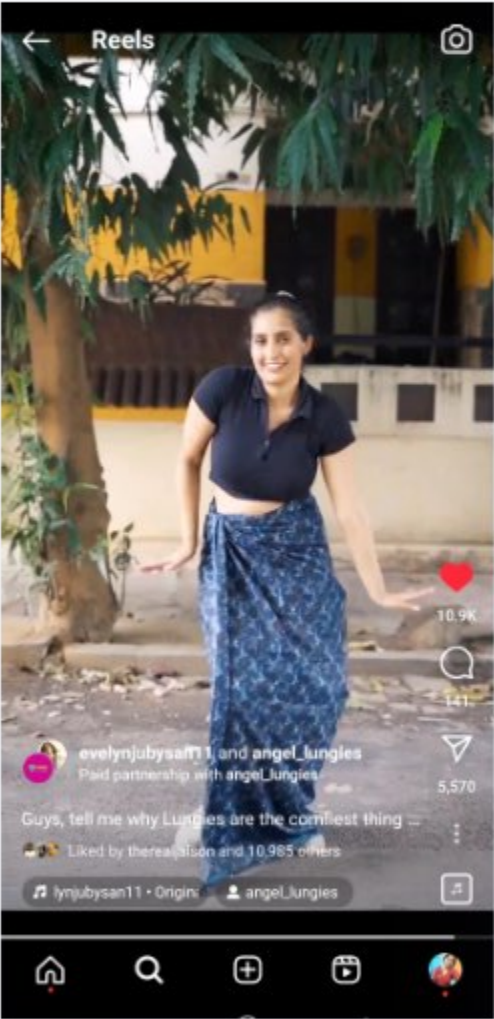
**KEY STAT :** Got 500k+ views from one macro Influencer video

**PLATFORM :** Instagram

**DURATION :** 1 day

**NO:OF INFLUENCER :** 1

**INDUSTRY :** Textile





blusteak

WORKS

**MARKETPLACE**





# Ayurveda Healthcare FMCG - Amazon

January- September

↑ Total Sales **₹88 Lakhs**

↑ Ads Spend **₹4,10,882**

↑ Ads Sales **₹15,57,025**

↑ Net ROAS **21.5**

↑ Ads ROAS **4**

Date: Custom [1/1/2023 - 28/9/2023] | Sales breakdown: Marketplace total | Fulfillment channel: Both (Amazon and seller) [Apply]

**Sales Snapshot** taken at 28/9/2023, 10:03:31 am IST

Total order items	Units ordered	Ordered product sales	Avg. units/order item	Avg. sales/order item
<b>11,680</b>	<b>11,981</b>	<b>₹88,74,035.00</b>	<b>1.03</b>	<b>₹759.76</b>



# Ayurveda Healthcare FMCG - Flipkart

January- September

📈 Total Sales **₹1.38 Crores**

📈 Ads Spend **₹43,600**

📈 Ads Sales **₹7,22,630**

📈 Ads ROAS **16.5**



Returns data will be accurate 30 days after sale. Cancellation data will be accurate 15 days after sale.

Summary Trend

Gross Sales: ₹1.38 Crores  
Gross Units: 18,043  
Sales in Units (Post Cancellations): 14,794  
Sales in Rupees (Post Cancellations): ₹1.13 Crores

	2 Jan 23 → 24 Sep 23	Remainder	What changed?	Trend for 2 Jan 23 → 24 Sep 23	Health
<b>Gross Sales</b>	₹1.38 Crores 18,043 Units		No comparison available for custom dates.		Very Good
<b>Cancellations</b> (Set + Marketplace + Buyer)	₹24.86 Lakhs 3,249 Units	₹1.13 Crores Net Sales	No comparison available for custom dates.		Very Good
<b>Returns</b> (Buyer)	₹12,326 17 Units	₹1.13 Crores Final Sales	No comparison available for custom dates.		Very Good



# Ayurvedic Cosmetic Brand - Amazon

January- September

📈 Total Sales **₹37 Lakhs**

📈 Ads Spend **₹3,84,382**

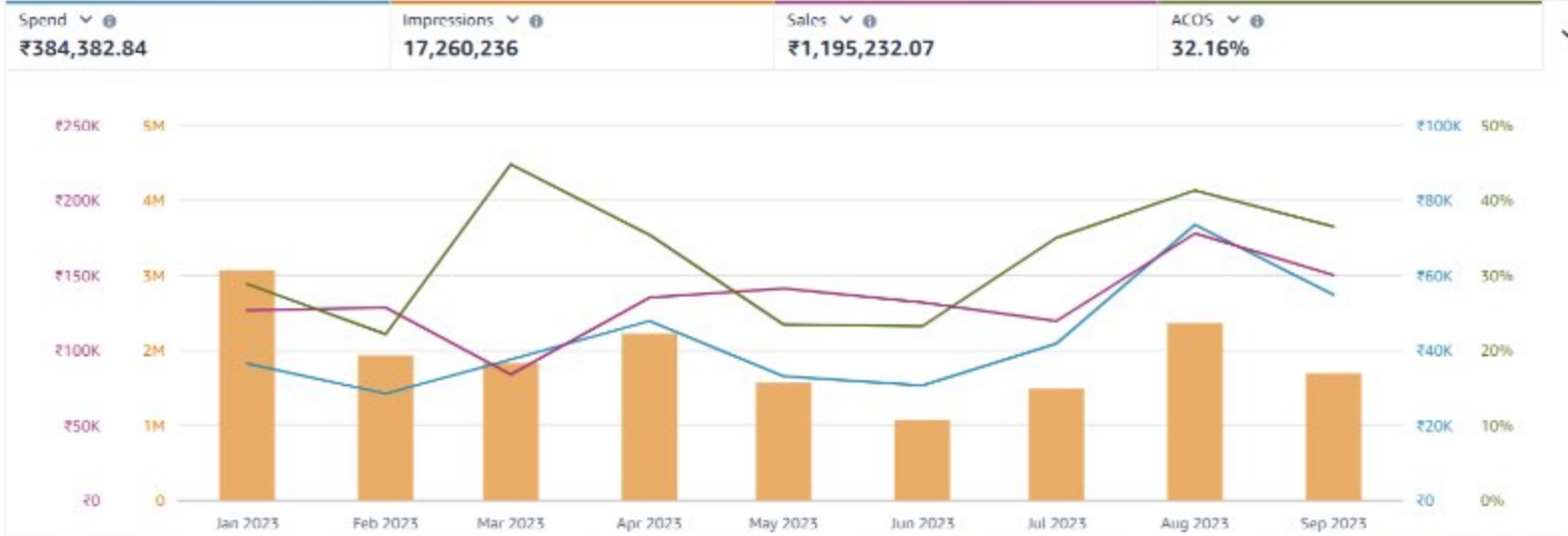
📈 Ads Sales **₹1,195,232**

📈 Ads ROAS **9.6**

📈 Ads ROAS **3.5**

## Sales Snapshot taken at 28/9/2023, 10:49:57 am IST

Total order items <b>3,279</b>	Units ordered <b>4,128</b>	Ordered product sales <b>₹37,20,833.80</b>	Avg. units/order item <b>1.26</b>	Avg. sales/order item <b>₹1,134.75</b>
-----------------------------------	-------------------------------	---	--------------------------------------	---



# Stationery Brand

January- September

↗ Ads Spend **₹5,15,906**

↗ Ads Sales **₹20,31,596**

↗ Ads ROAS **4**

↗ Total Sales **In Units (2,50,814)**

Spend ▾ ⓘ  
₹5,97,407.78

Orders ▾ ⓘ  
12,239

Sales ▾ ⓘ  
₹22,82,552.19

ROAS ▾ ⓘ  
3.82





# Nutraceuticals

## Comparison of a Newly Launched Brand

### Previous

**Date**  
Custom ▼  
1/1/2023 30/4/2023

**Sales breakdown**  
Marketplace total ▼

**Sales Snapshot** taken at 14/11/2023, 10:45:01 am IST

Total order items	Units ordered	Ordered product sales
<b>98</b>	<b>108</b>	<b>₹58,942.00</b>

### Vs Now

**Sales Dashboard** [Learn more](#)

**Date**  
Custom ▼  
1/5/2023 30/11/2023

**Sales breakdown**  
Marketplace total ▼

**Fulfillment channel**  
Both (Amazon and seller) ▼ **Apply**

**Sales Snapshot** taken at 2/12/2023, 10:36:08 am IST

Total order items	Units ordered	Ordered product sales	Avg. units/order item	Avg. sales/order item
<b>697</b>	<b>800</b>	<b>₹5,87,743.94</b>	<b>1.15</b>	<b>₹843.25</b>

# Fashion Brand

May - September

 Total Sales **₹6 Lakhs**

 Ads Spend **₹1,31,099**

 Ads Sales **₹2,15,868**

 Net ROAS **5**

Previous

**Date**

Custom
▼

📅
1/1/2023

📅
30/4/2023

**Sales breakdown**

Marketplace total
▼

**Fulfillment channel**

Both (Amazon and seller)
▼

**Sales Snapshot** taken at 14/11/2023, 10:45:50 am IST

Total order items	Units ordered	Ordered product sales	Avg. units/order item
331	505	₹1,81,515.00	1.53

Vs Now

**Date**

Custom
▼

📅
1/5/2023

📅
31/10/2023

**Sales breakdown**

Marketplace total
▼

**Sales Snapshot** taken at 14/11/2023, 10:44:20 am IST

Total order items	Units ordered	Ordered product sales
600	698	₹4,94,038.72



## **BRAINS BEHIND BLUSTEAK**



**TELSON THOMAS**  
(Co-Founder)



**JAISON THOMAS**  
(Co-Founder)



**MANJIT CHERIAN**  
(CEO)



# THANK YOU

CONTACT US

[www.blusteak.com/contact](http://www.blusteak.com/contact)

DESIGN PORTFOLIO

[www.behance.com](http://www.behance.com)

VIDEO PORTFOLIO

[www.youtube.com](http://www.youtube.com)