



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

Trusted By Global And National Leaders Across Industries

blusteak

DUNKIN'

Lulu MALL
World of Happiness

dormakaba

VIACOM 18

KIA

RED CROSS

Zajil
Telecom

JENBURKT
ZIXA
STRONG

GEOJIT
PEOPLE YOU PROSPER WITH

KALYAN SILKS

care n cure
PHARMACY

Muthoot Finance

Nandilath G-Mart
GOPU NANDILATH GROUP

ABAD BUILDERS

OXYGEN
THE DIGITAL EXPERT

Brillar

MANAPPURAM FINANCE LIMITED

VKC

COIN SWITCH
KUBER

fundfolio.

Kosamattam Finance Limited

UBON
BORN TO BE FREE

SOMANS
Creates, Go and Explore

hotpack

LOGIC
SHAPING EXPERTS

Kuttukaran
journeys with you

Chavara Matrimony.com

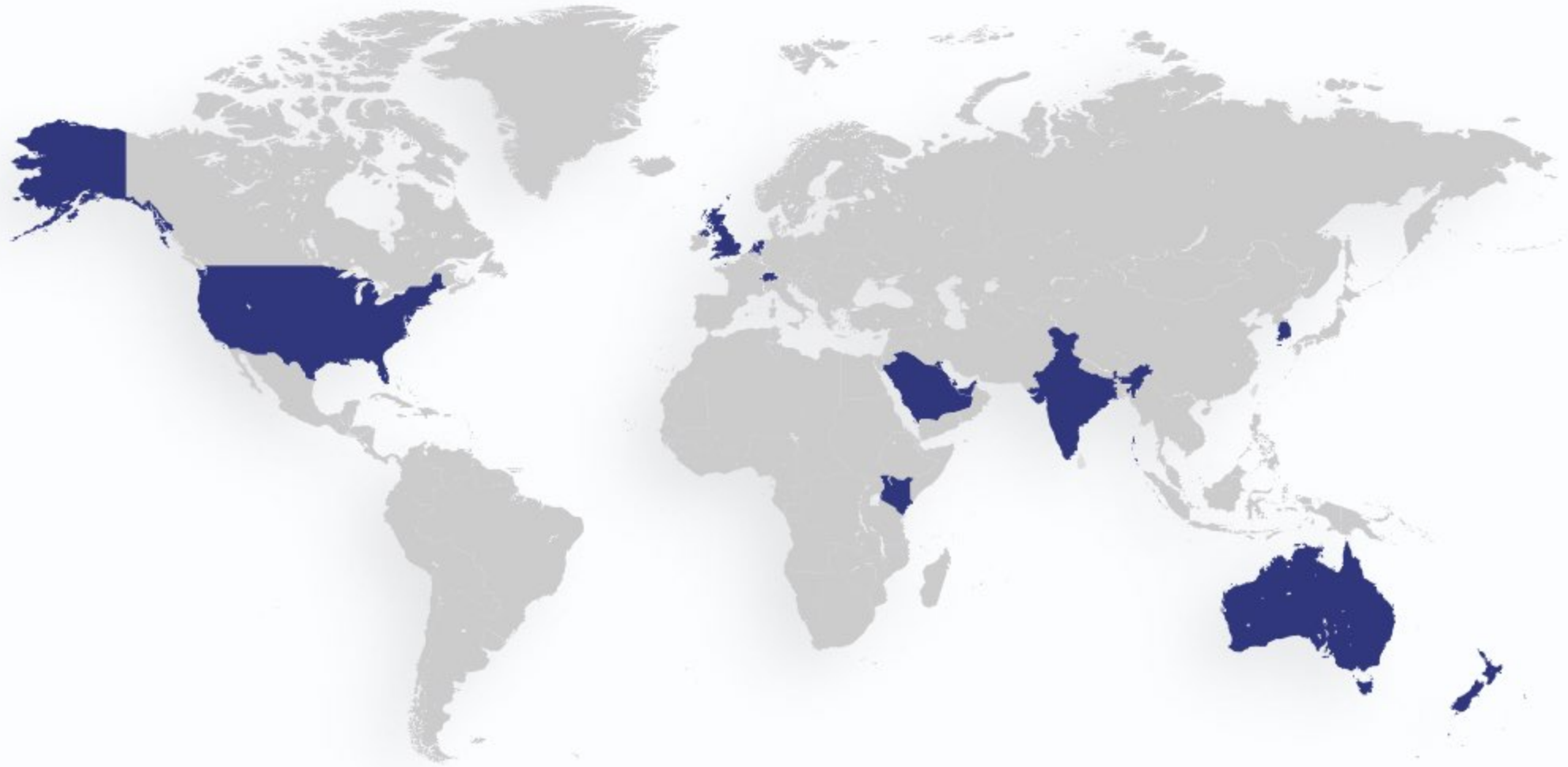
DCBOOKS

aisle

Amrut Veni

CLIENT BASE

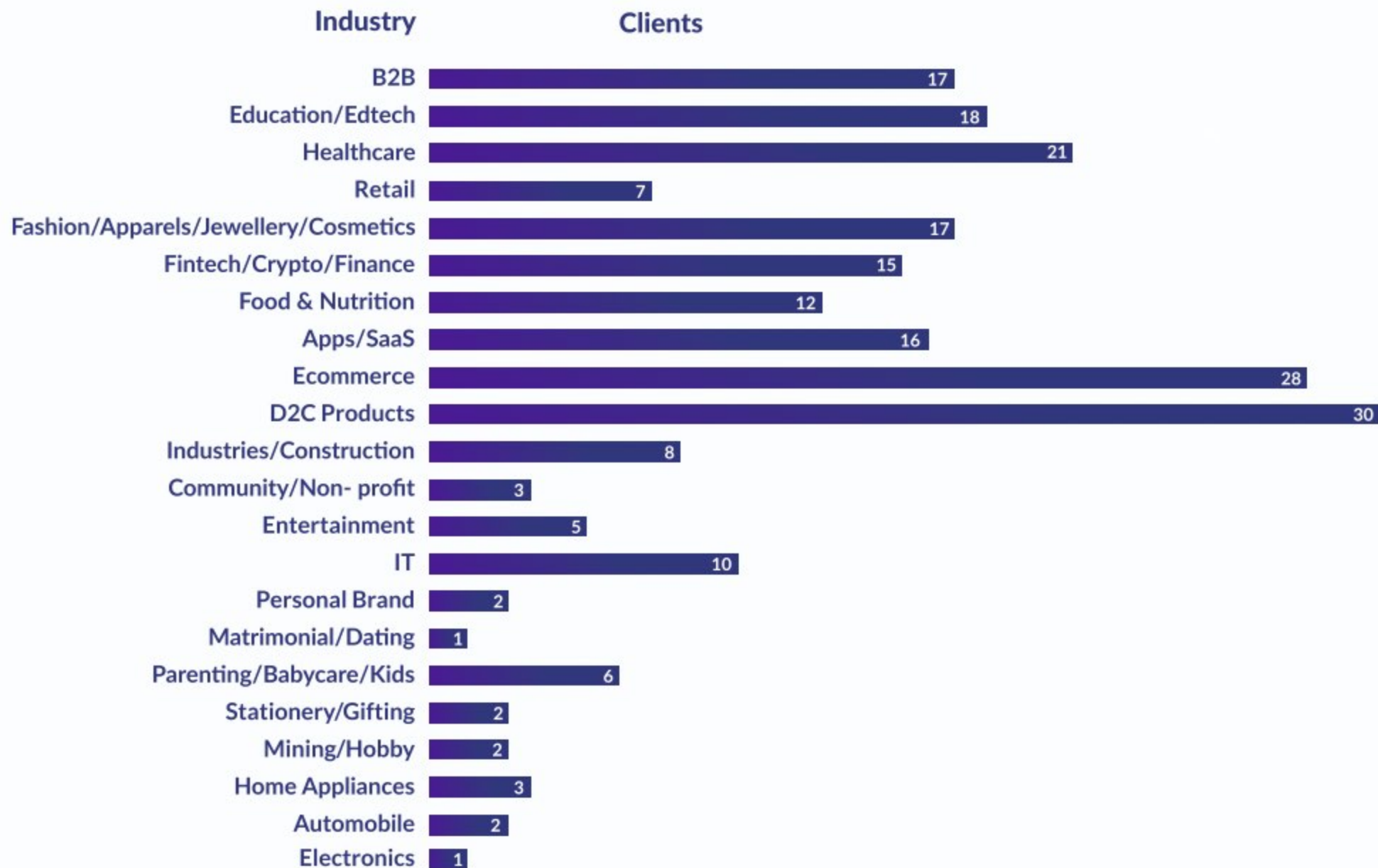
blusteak



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

INDUSTRIES

blusteak





blusteak

WORKS

**SOCIAL MEDIA
MANAGEMENT**



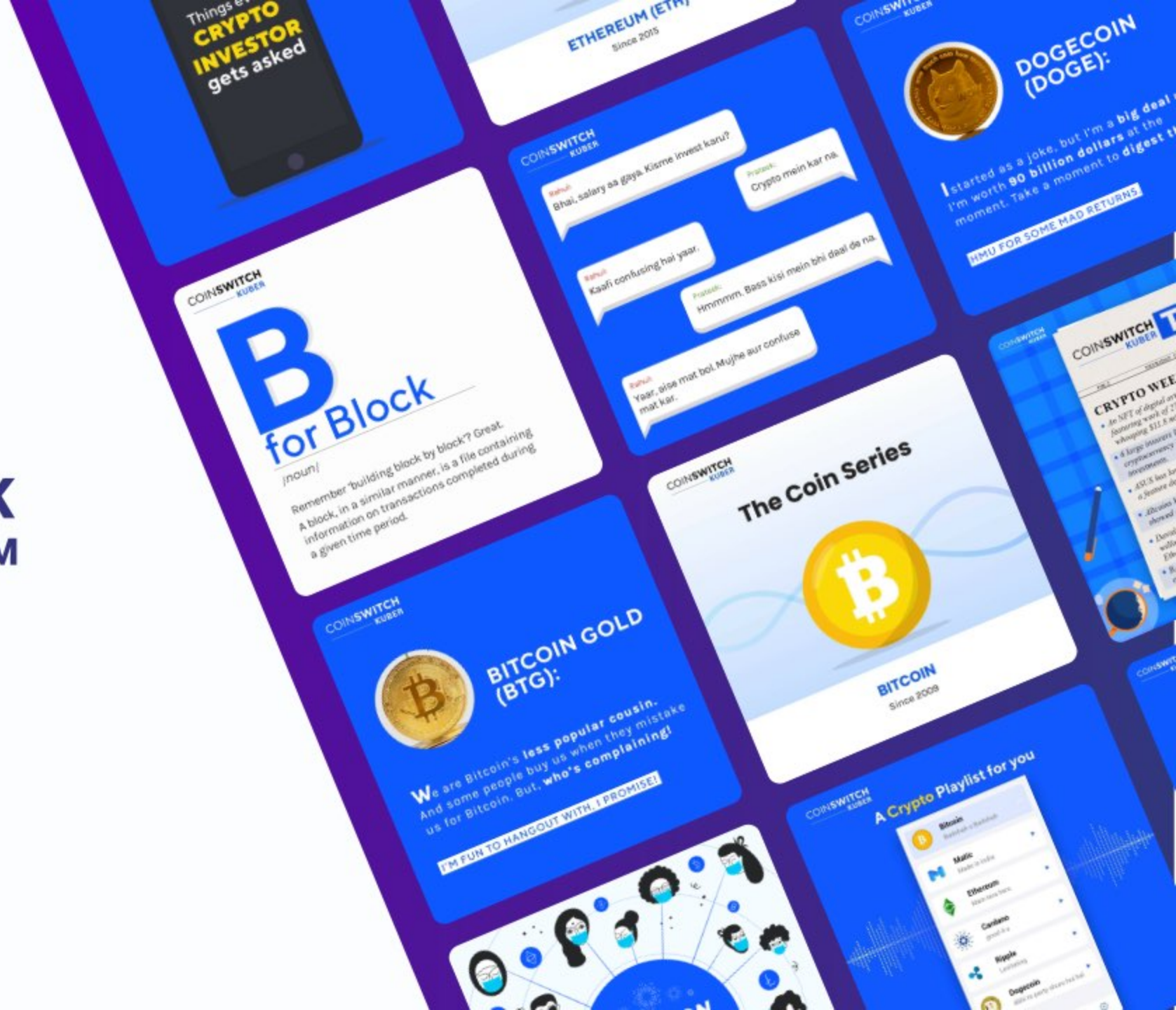
COINSWITCH KUBER

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 /maˈstɑː/ (n)

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.



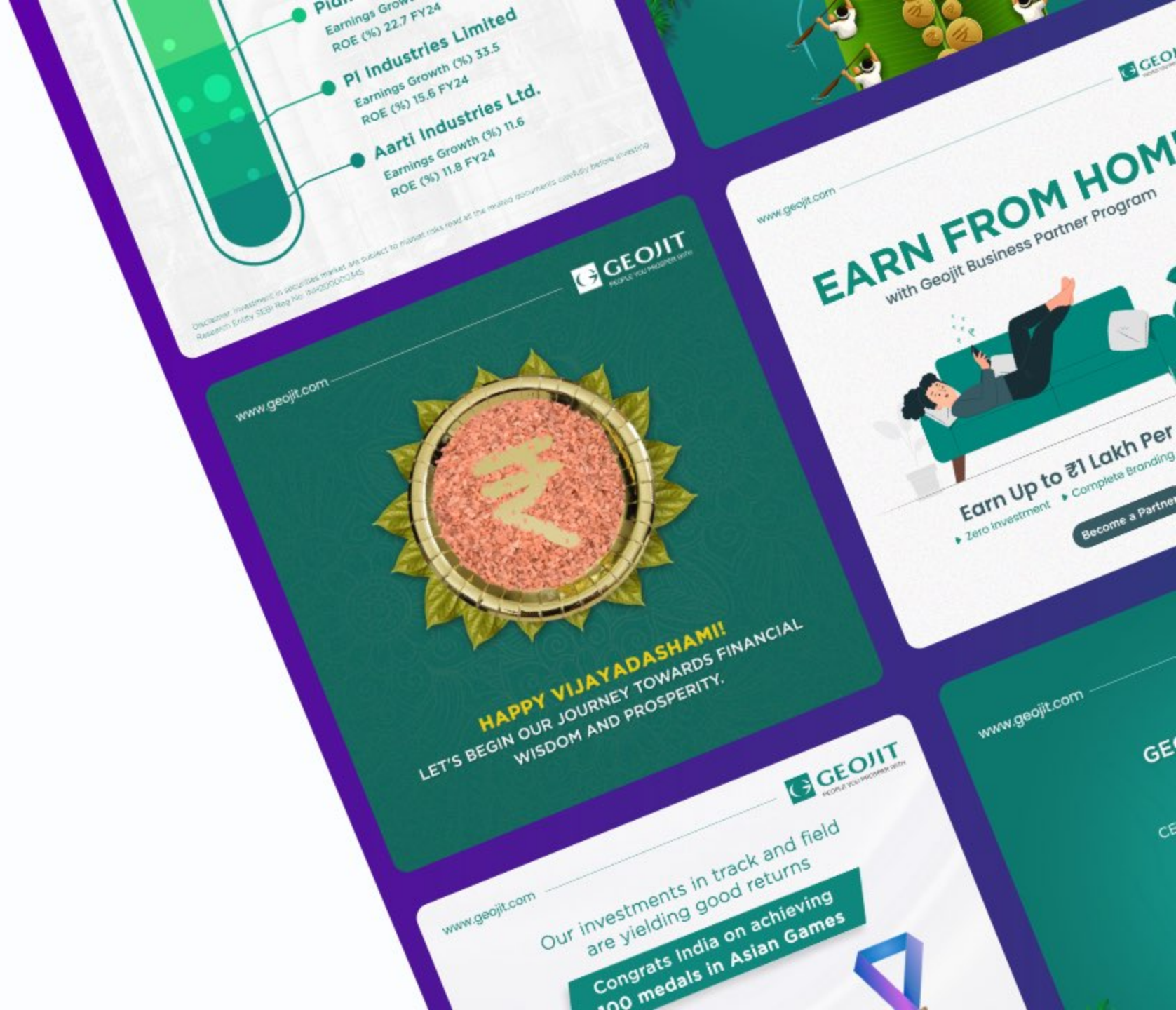
GEOJIT

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

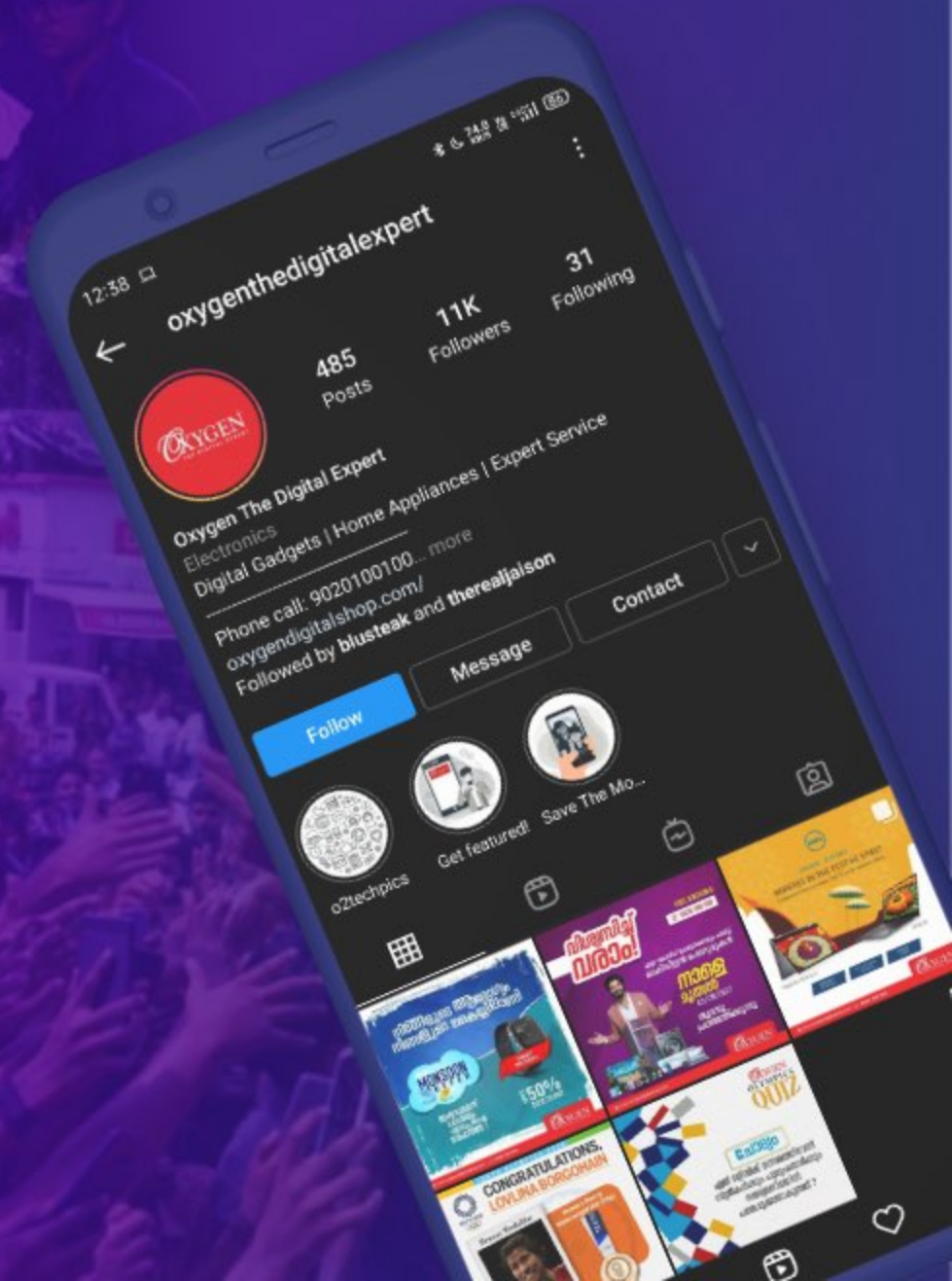
KEY STAT

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



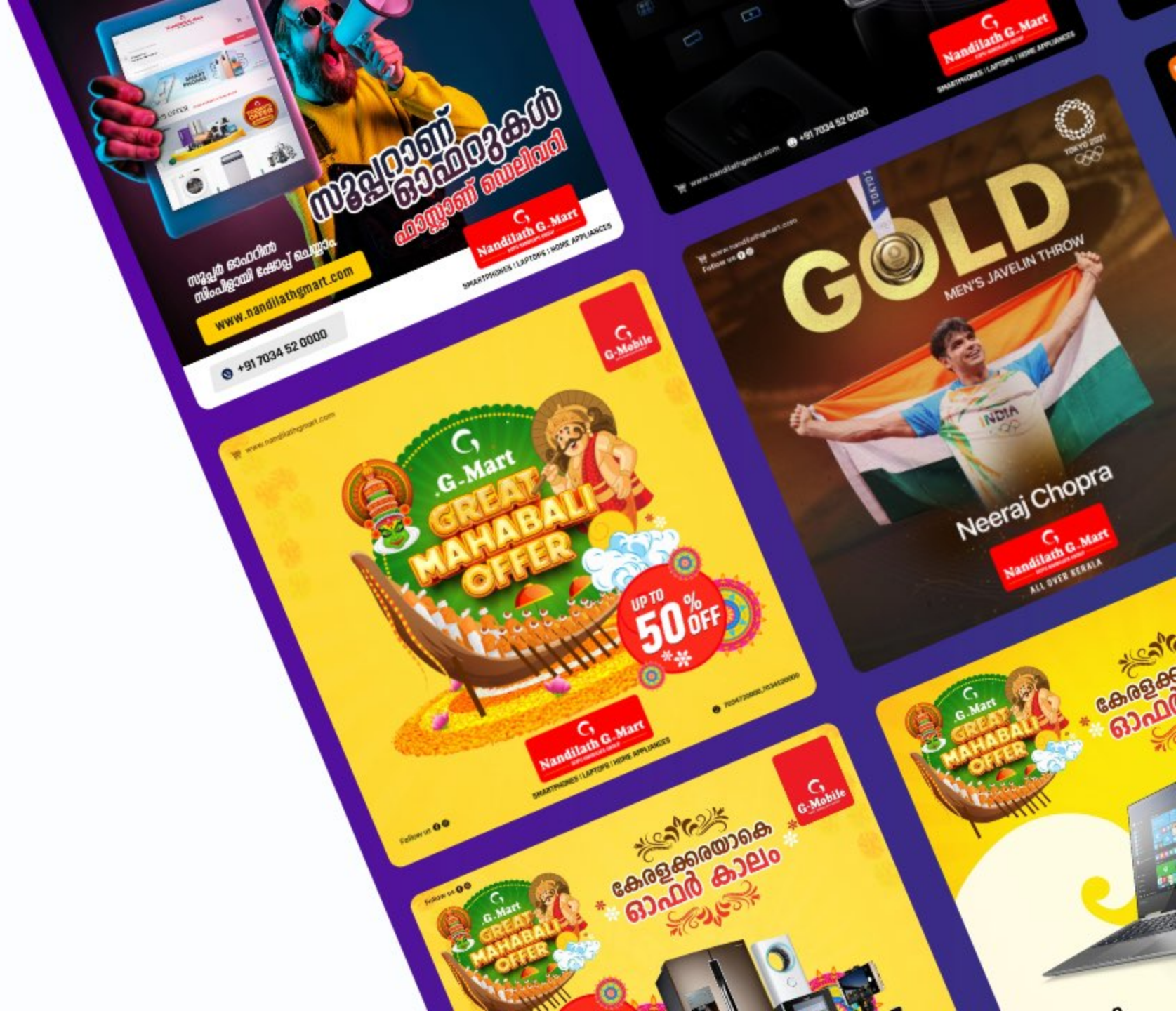
NANDILATH G MART

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

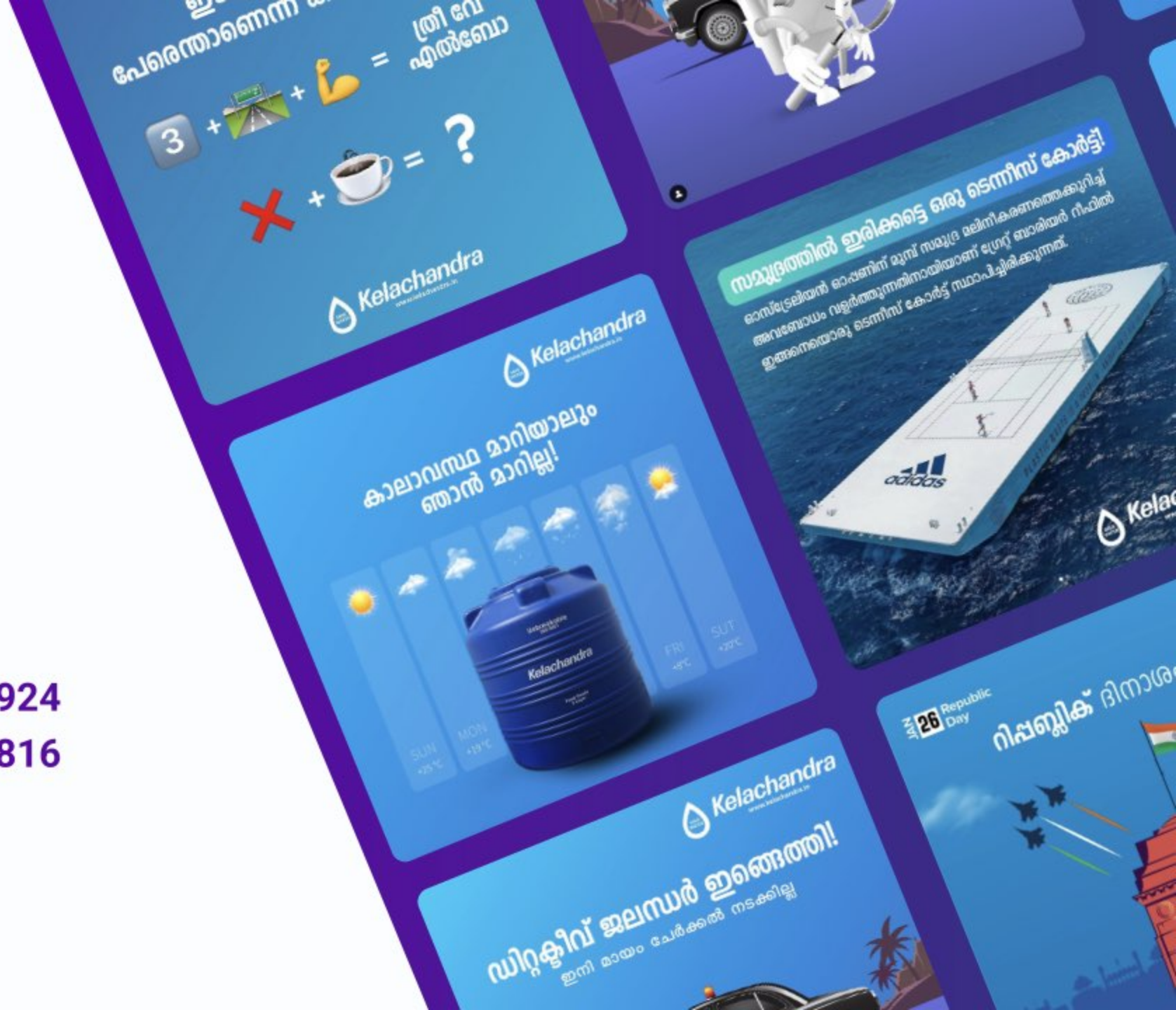
Leading Pipes & Fittings brand from South India

PLATFORMS HANDLED

INSTAGRAM & FACEBOOK

Instagram Post Engagements: 36,924

Facebook Post Engagements: 44,816



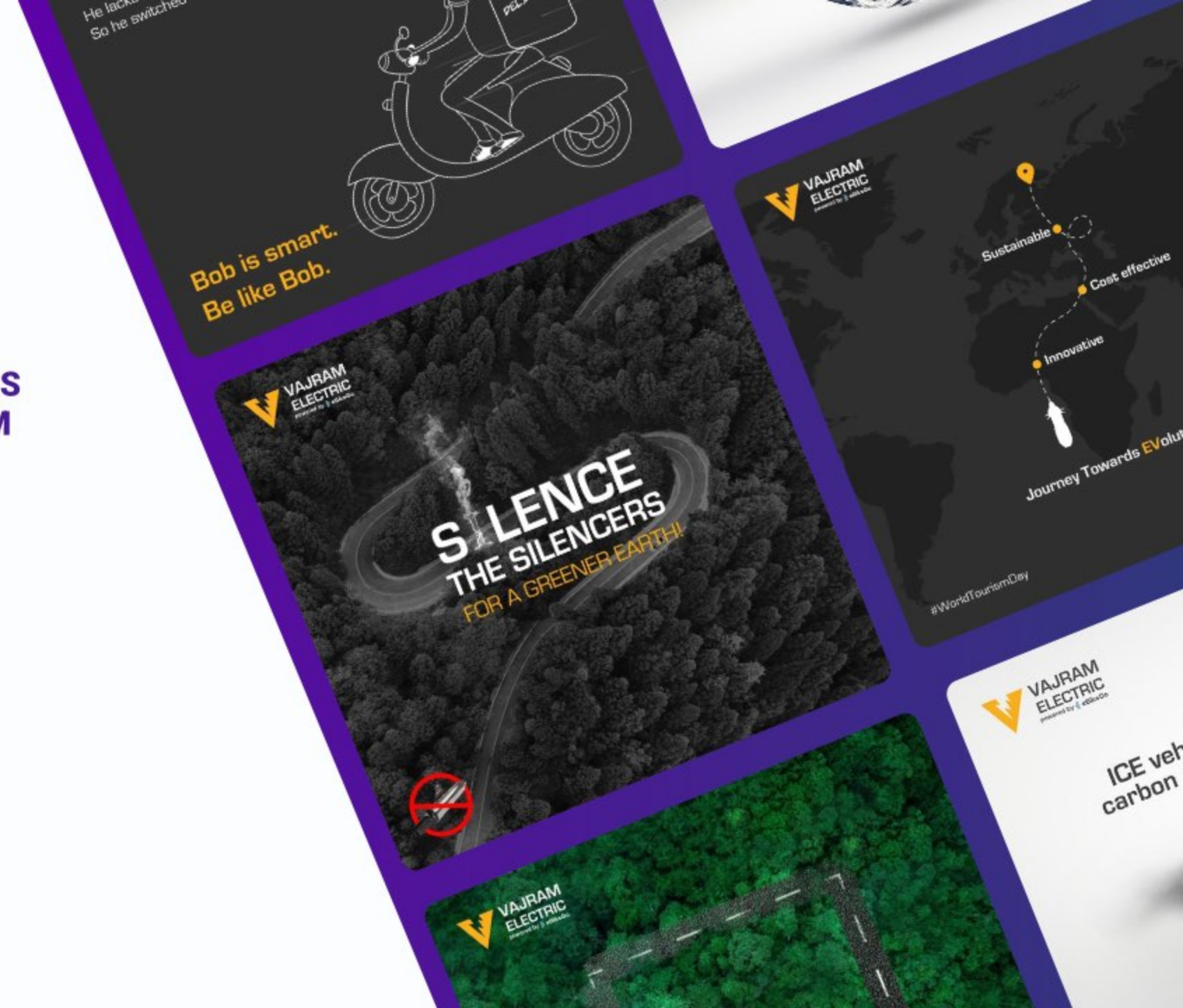
VAJRAM ELECTRIC

KEY STAT

3K+ FOLLOWERS
ON INSTAGRAM

PLATFORMS HANDLED

FACEBOOK, INSTAGRAM,
X, LINKEDIN & MEDIUM



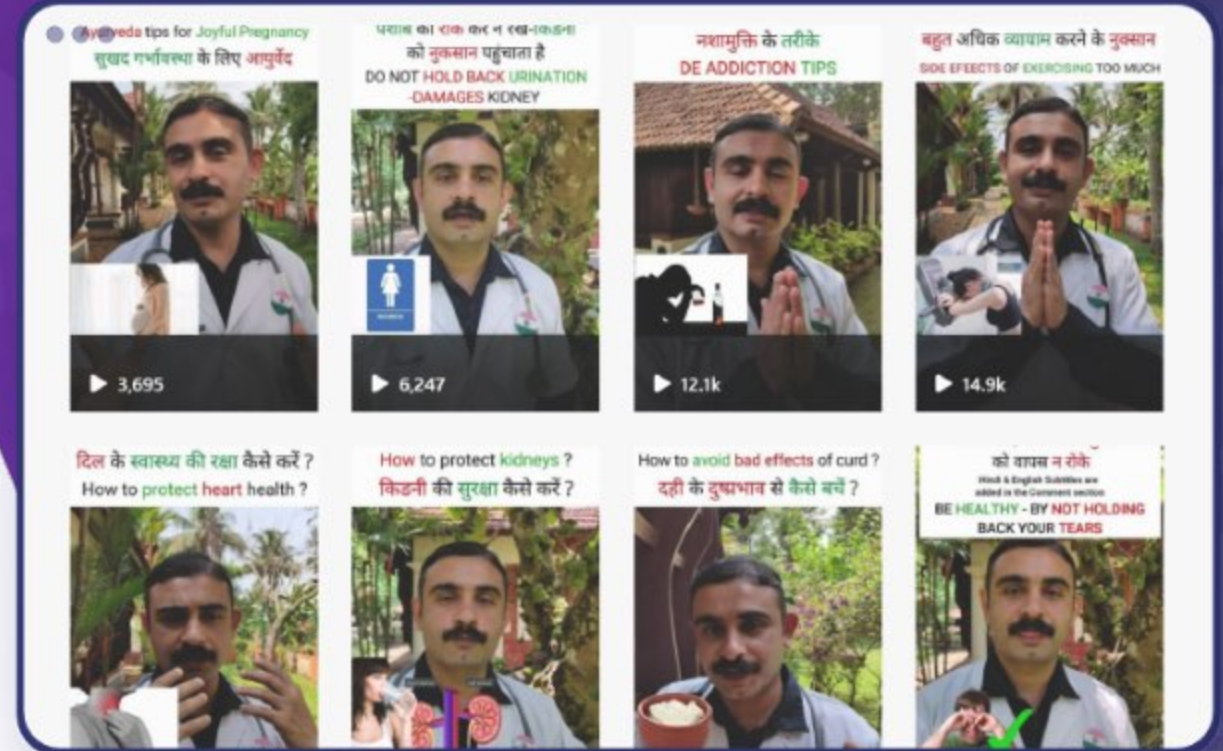
ATHREYA

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

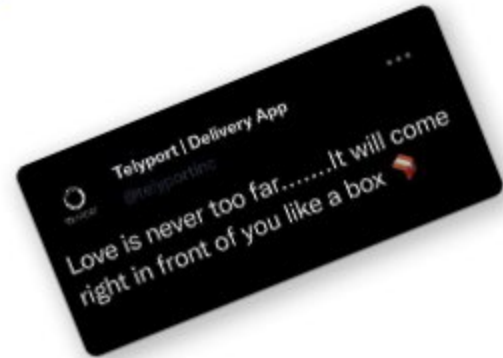


Getting things delivered
instead of going out



Using old packages
to build a house
castle

TELYPORT
YOU REQUEST, WE DELIVER



TELYPORT
YOU REQUEST, WE DELIVER

Swap this



Tough delivery



Get

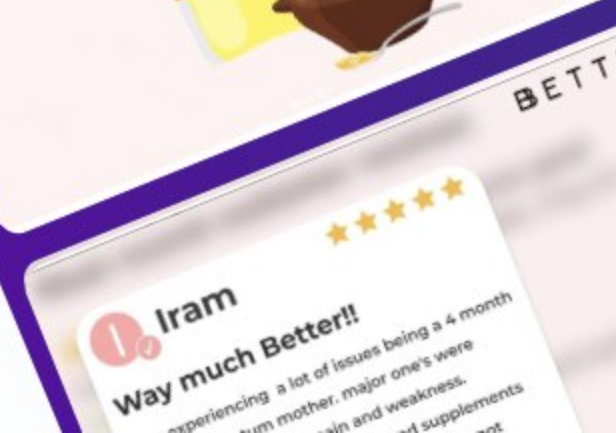
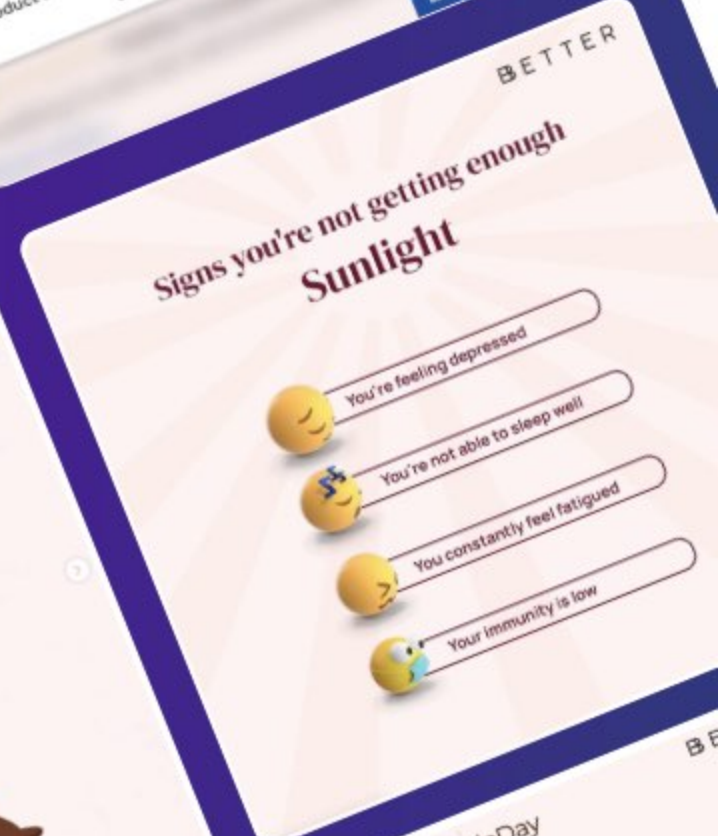
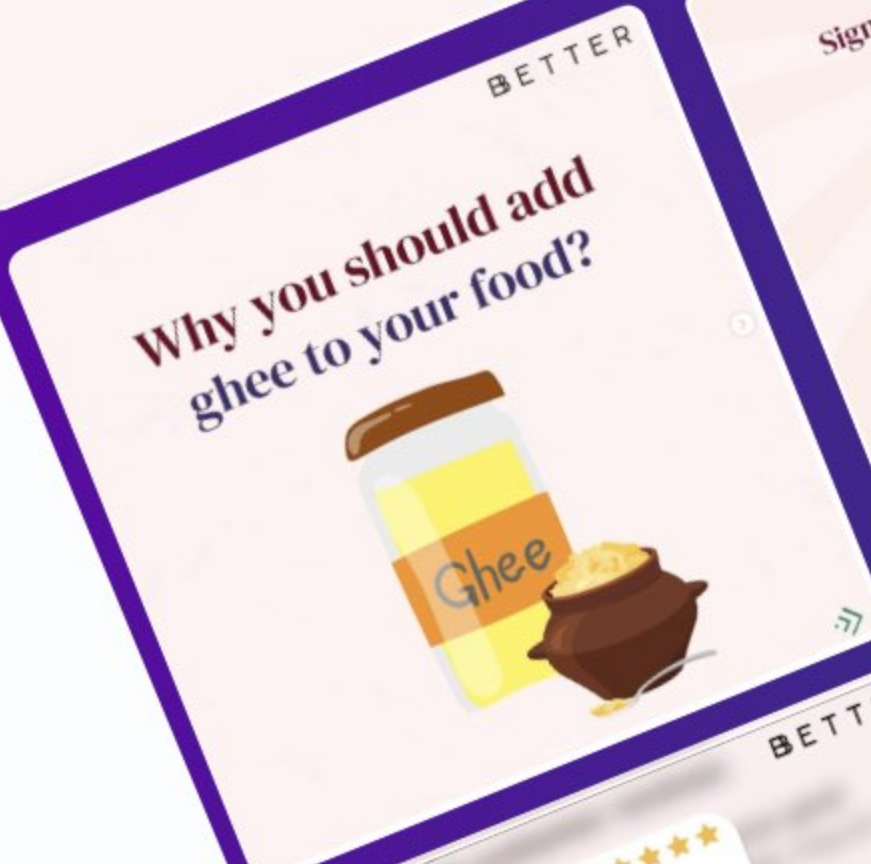
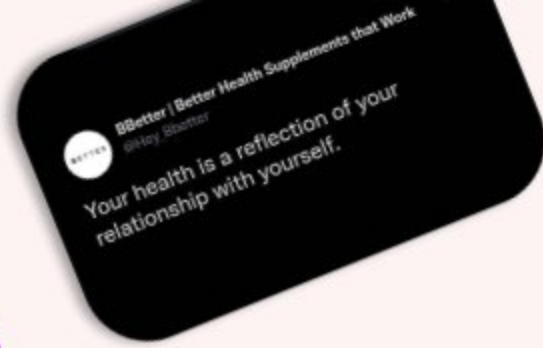
BETTER

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	



saal.

Expected artificial intelligence contribution to the economy of the United Arab Emirates by sector in 2035

\$37 billion



Financial Services

\$22 billion



Healthcare

\$19 billion



Transport Storage

\$8 billion



Construction

\$6 billion



Education

saal-ai



saal.

saal.

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

زاجل
zajil



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

Respected • Supported • Connected

زاجل
zajil

SD WAN

Virtualize resources and
accelerate service delivery

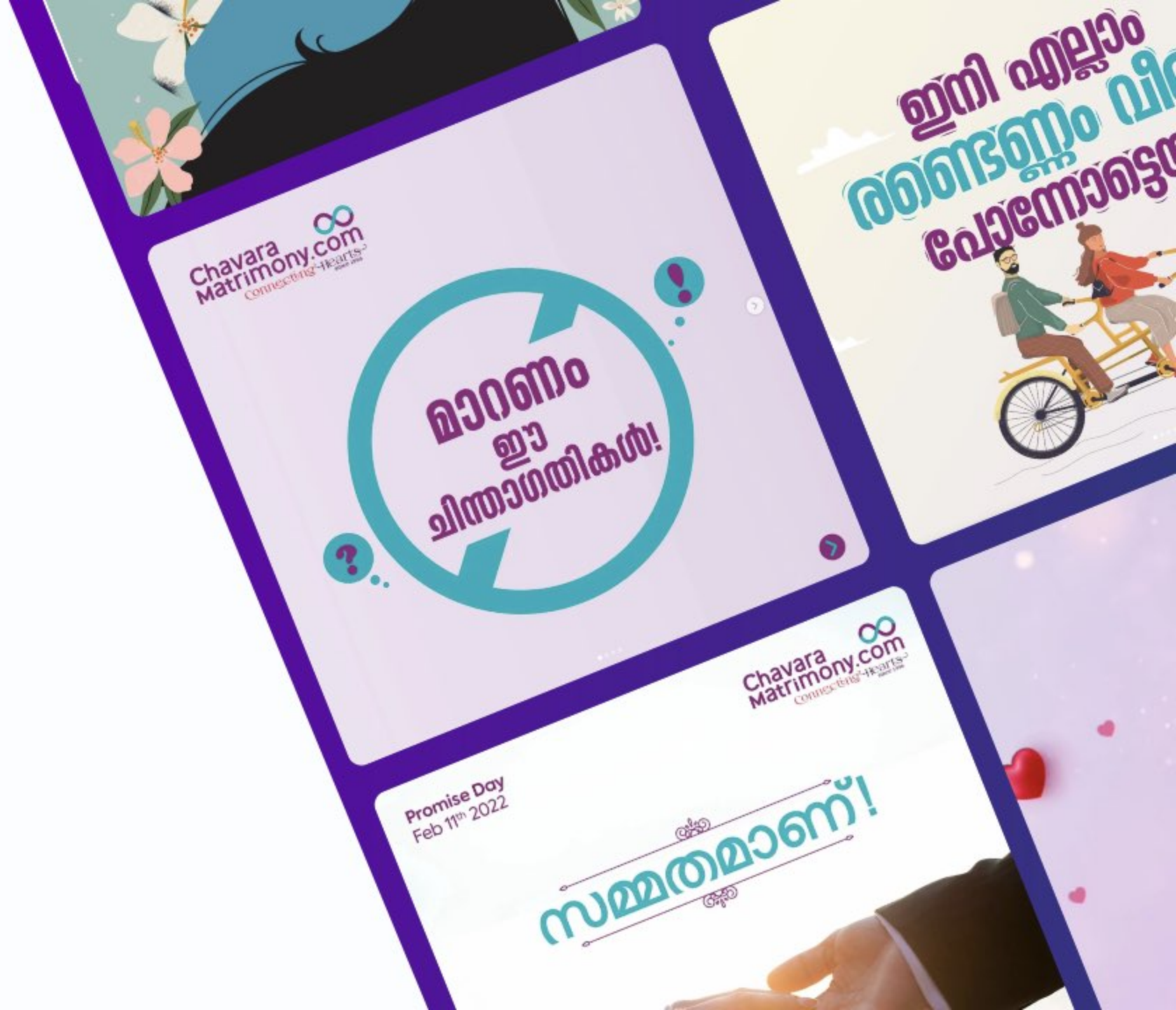
زاجل
zajil

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

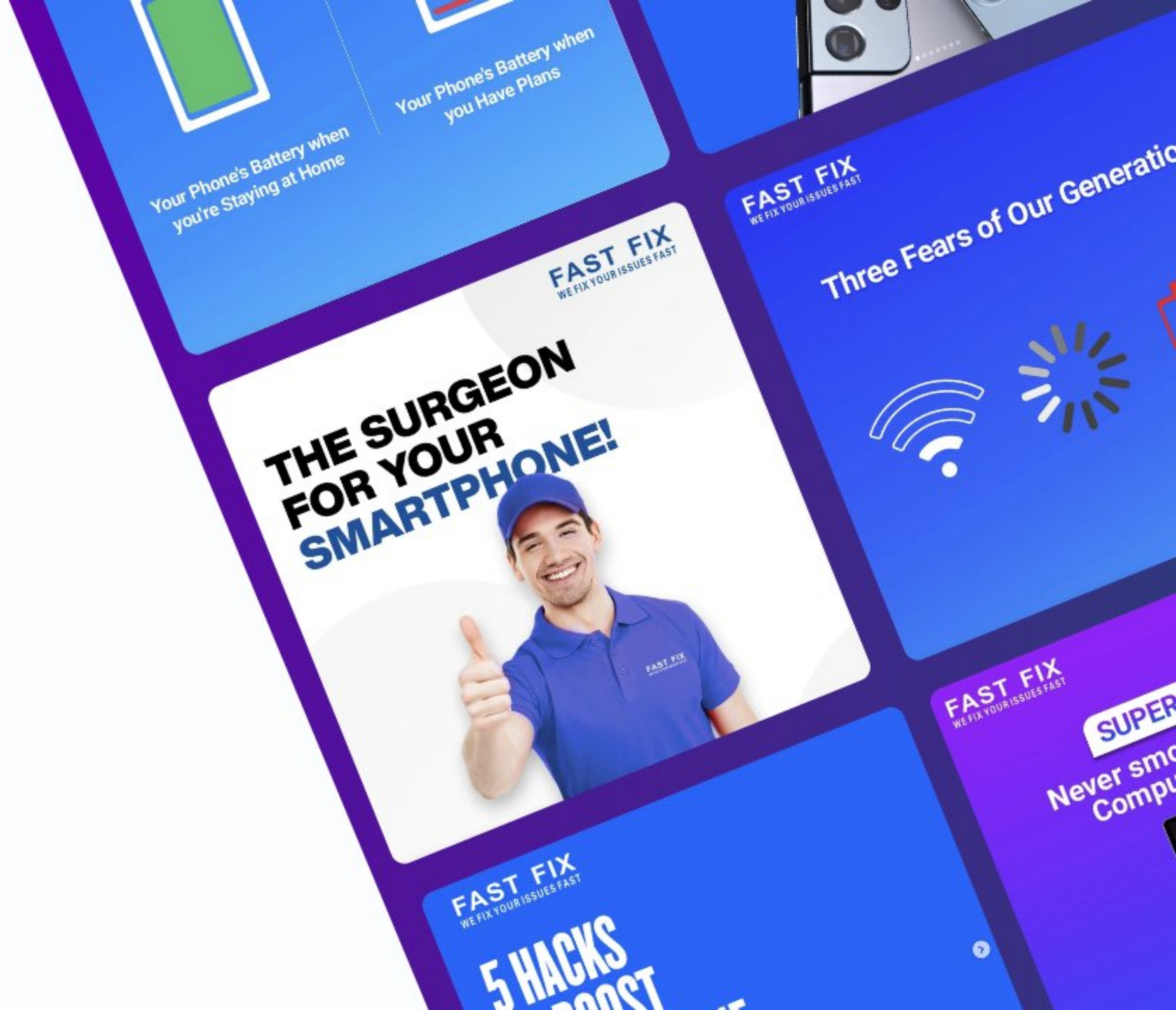


FASTFIX

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

Tell us your
first nick name

Comment below

3 effective tips to trim
YOUR BABY'S NAILS



A complete guide for
BABY'S MONSOON!

"I love you"
in Baby's language

Giggle giggle

Toothless smirk

Smiling back

Snuggle behind you

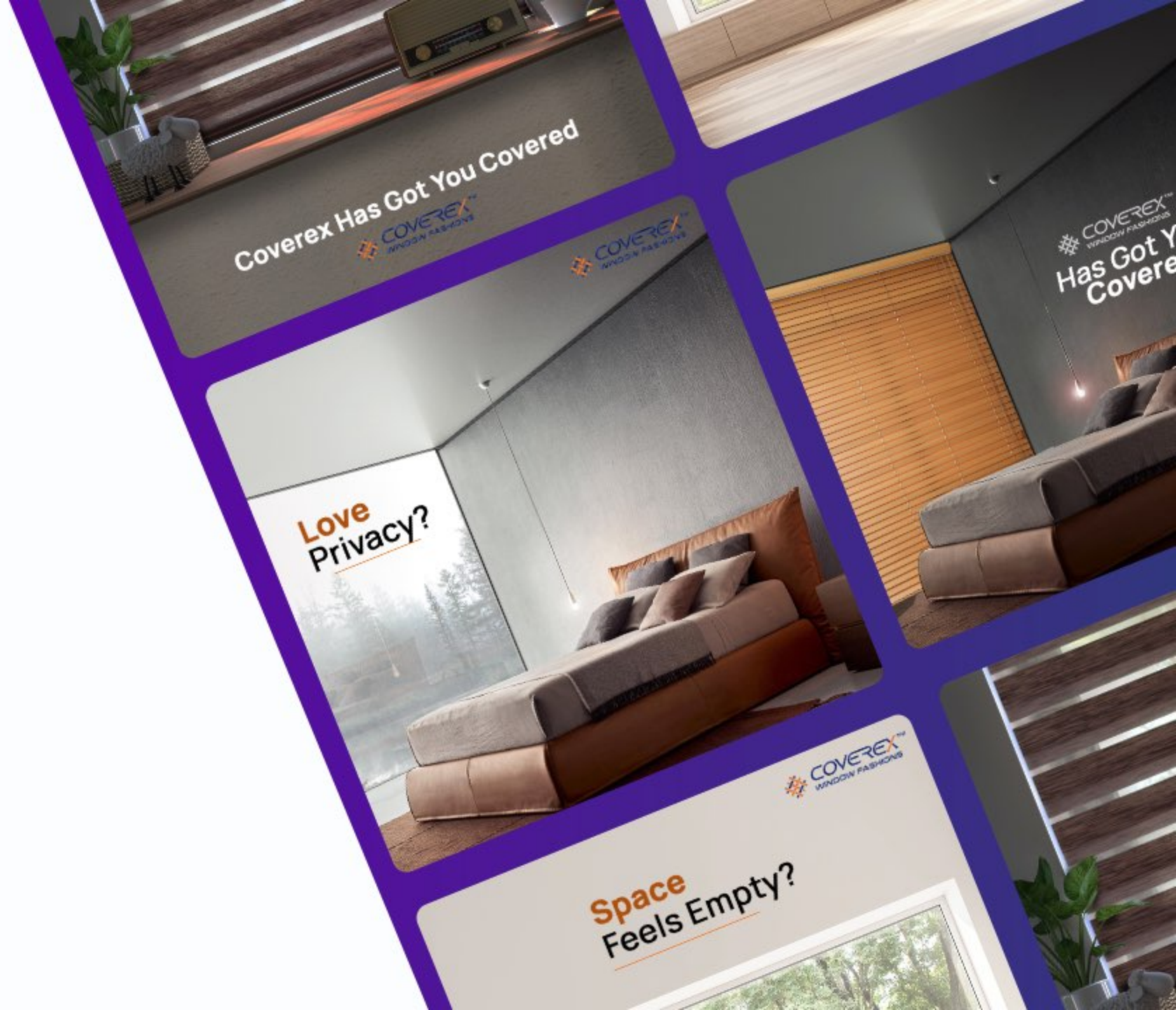
Pinky finger grasp

Zoom in
let yo

COVEREX

PLATFORMS HANDLED

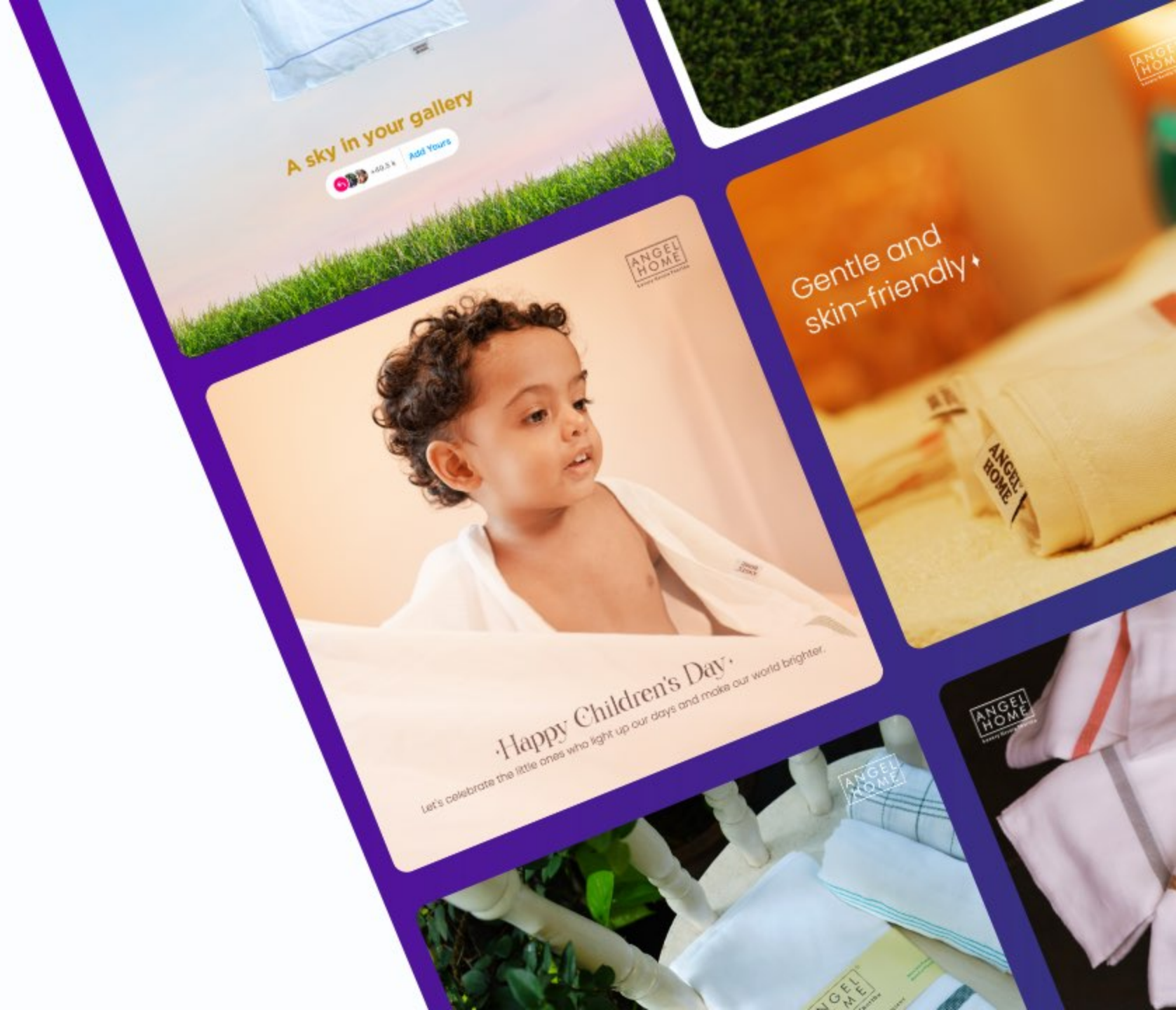
FACEBOOK, INSTAGRAM,
LINKEDIN



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

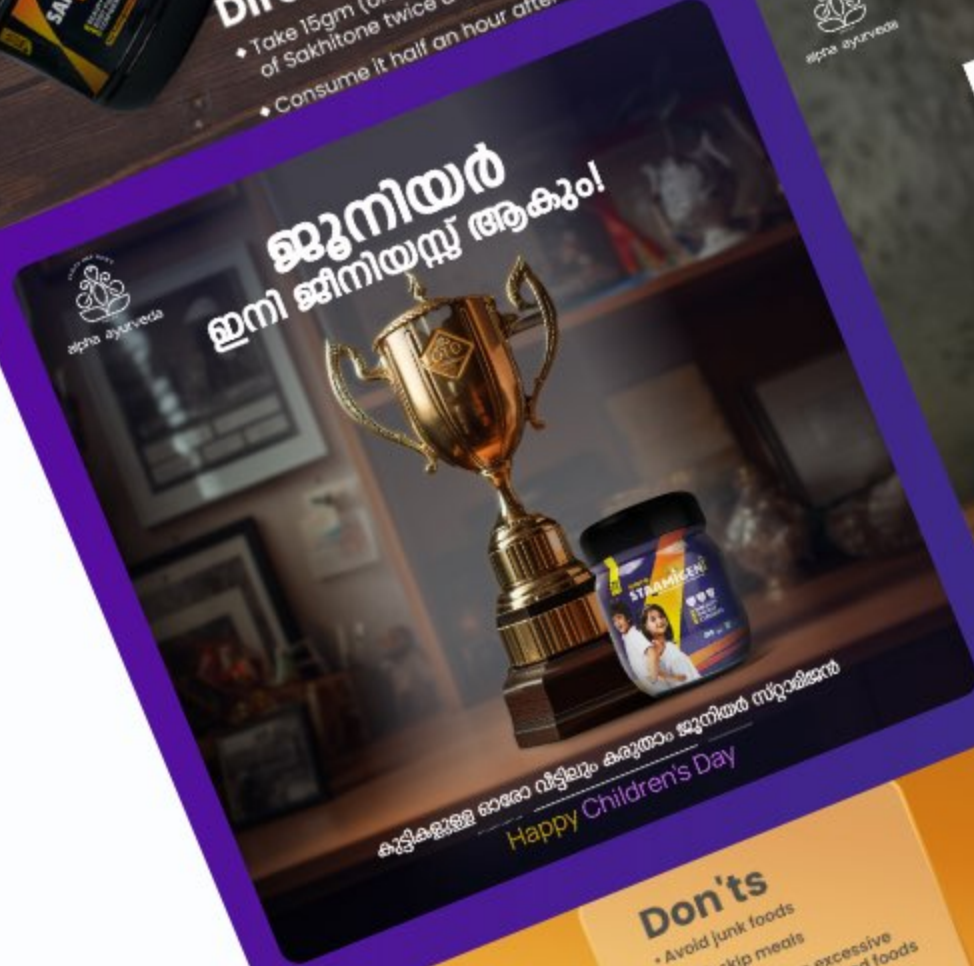


alpha ayurveda



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



Eid-Al-Adha
Mubarak



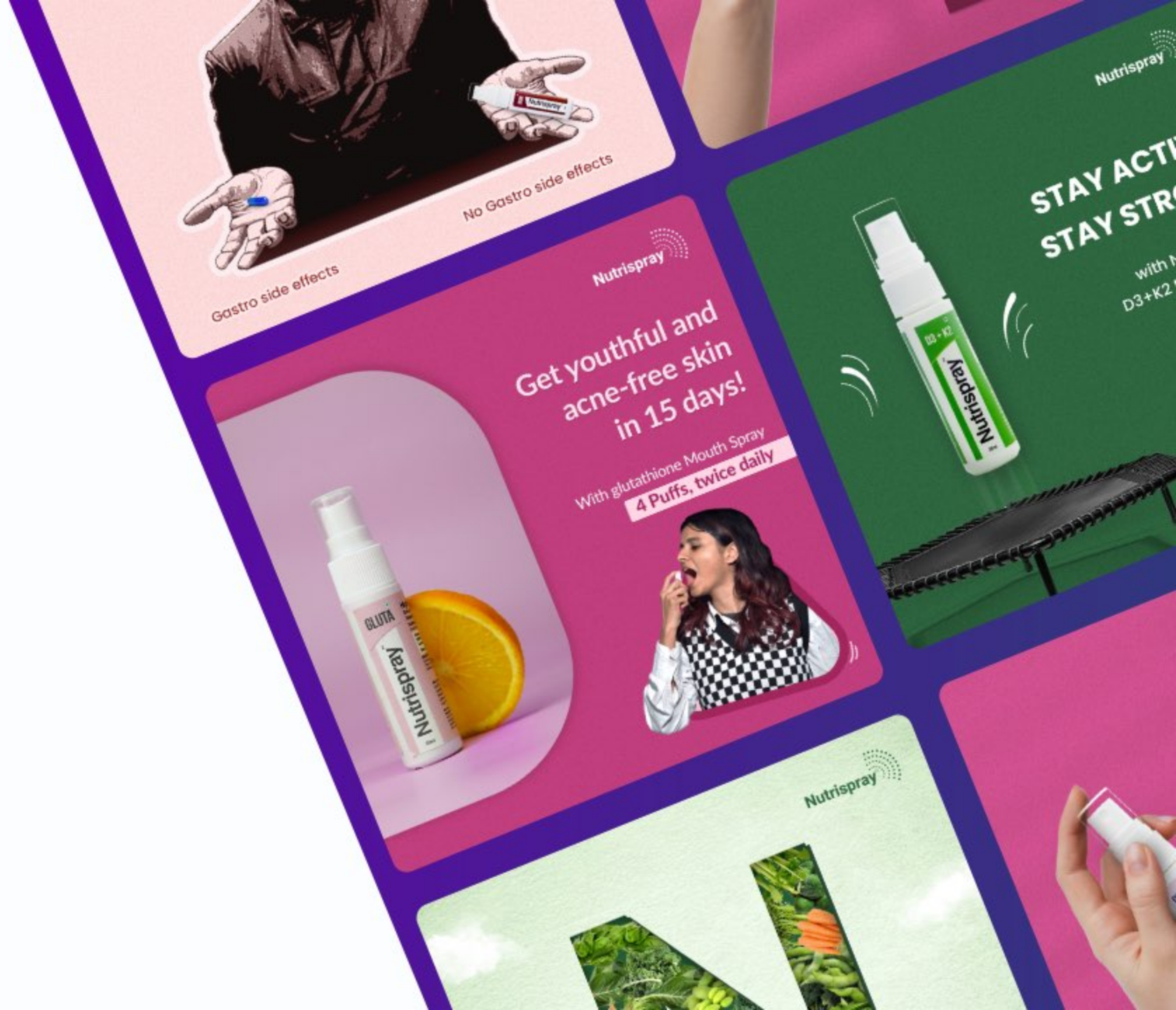
NUTRISPRAY

KEY STAT

INSTAGRAM - 5K FOLLOWERS

PLATFORMS HANDLED

INSTAGRAM, FACEBOOK



U4iC

PLATFORMS HANDLED

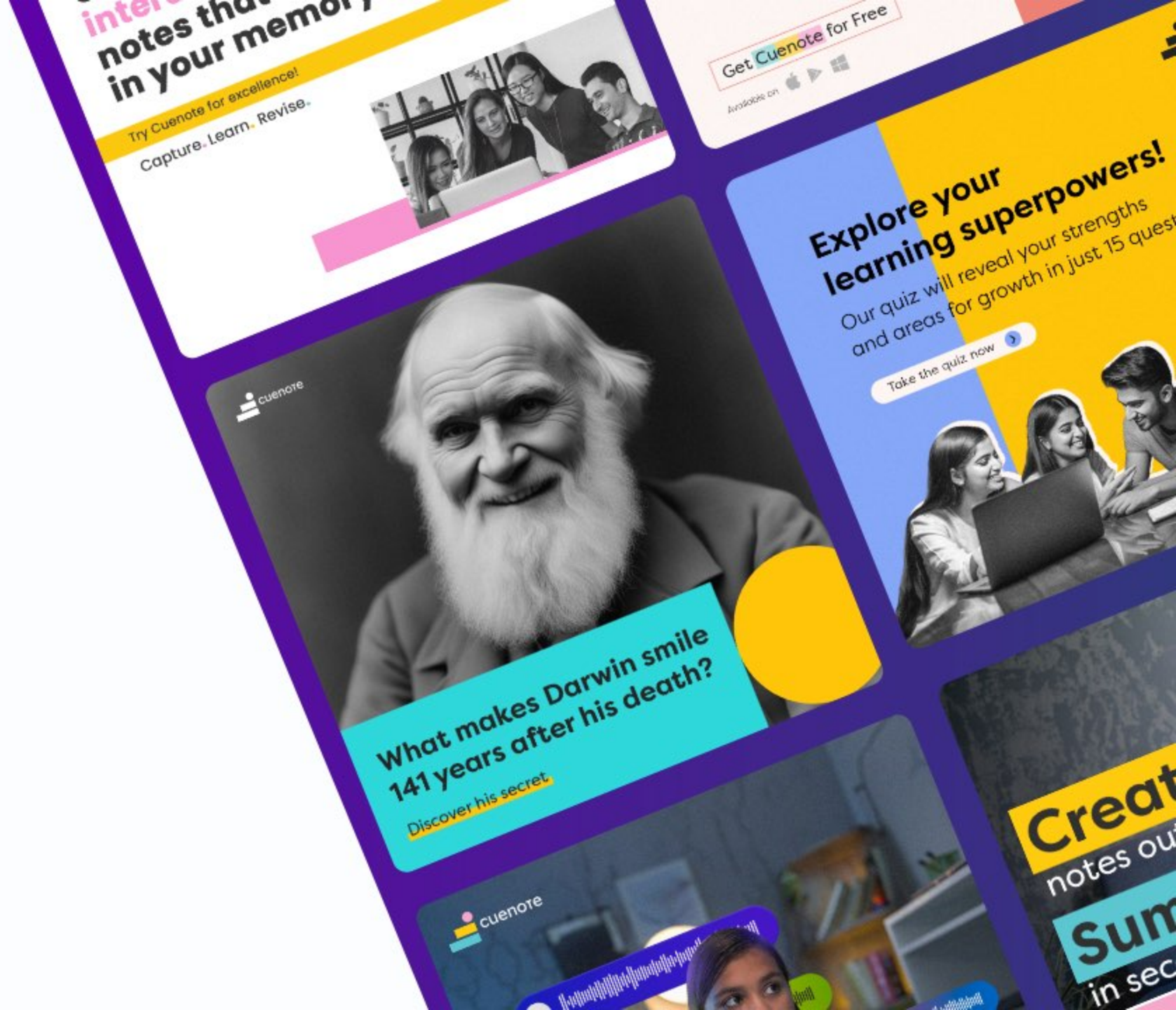
INSTAGRAM, FACEBOOK



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?



BHOOMITRA

A Relaxing Therapy to
Nourished & Blemish-Free Skin

BHOOMITRA
BODY RITUAL COMBO



A background network diagram consisting of a grid of light blue dots connected by thin grey lines, forming a complex web of connections. The dots are arranged in a roughly rectangular pattern, with some lines extending to the edges of the frame.

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**

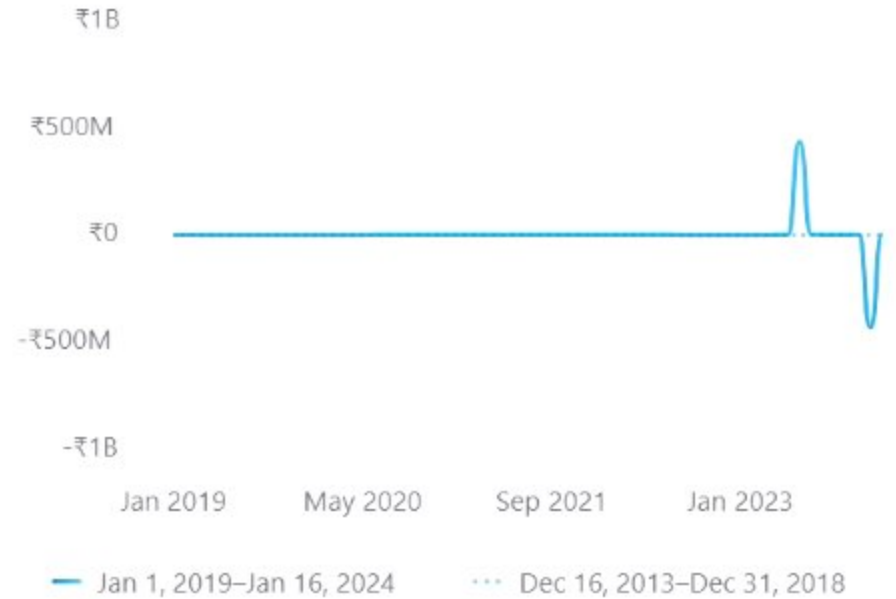
Analytics

📅 Jan 1, 2019–Jan 16, 2024

🔄 Compare: Previous period

Total sales

₹49,256,647.99 —



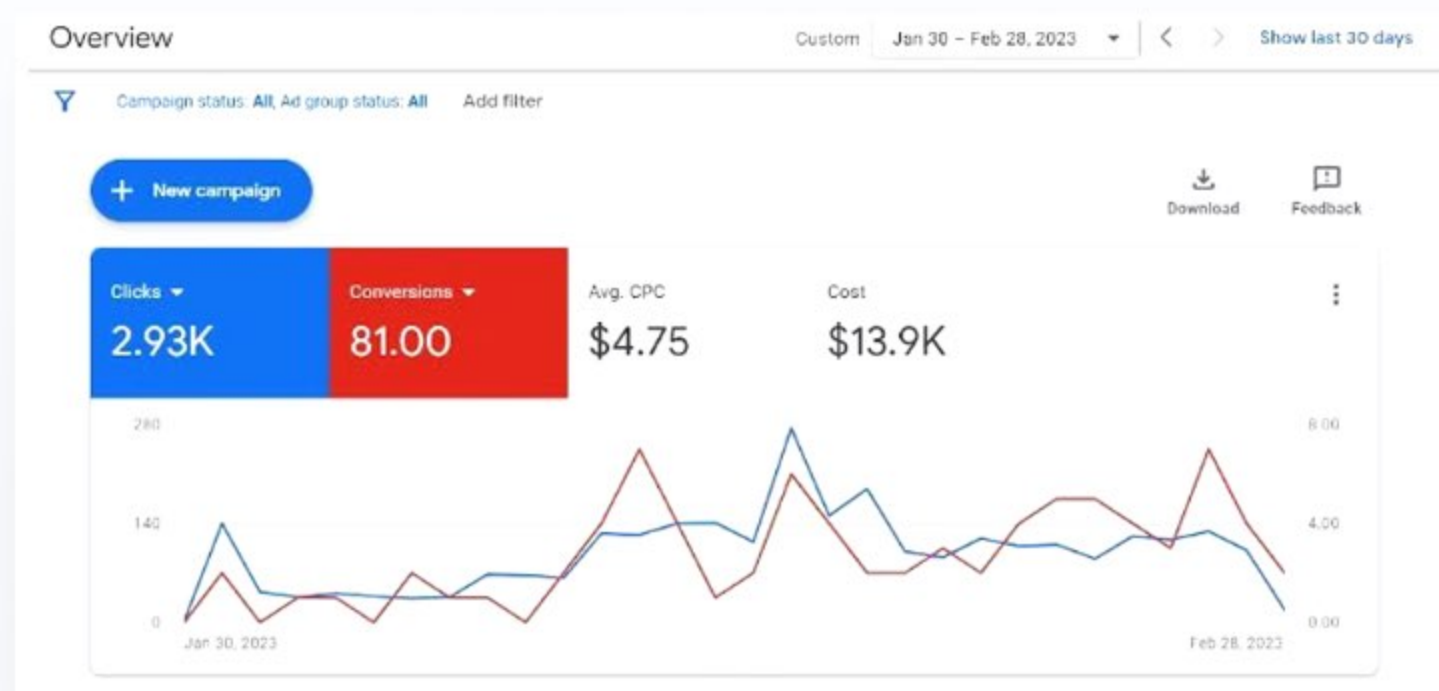
US Based B2B SAAS

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

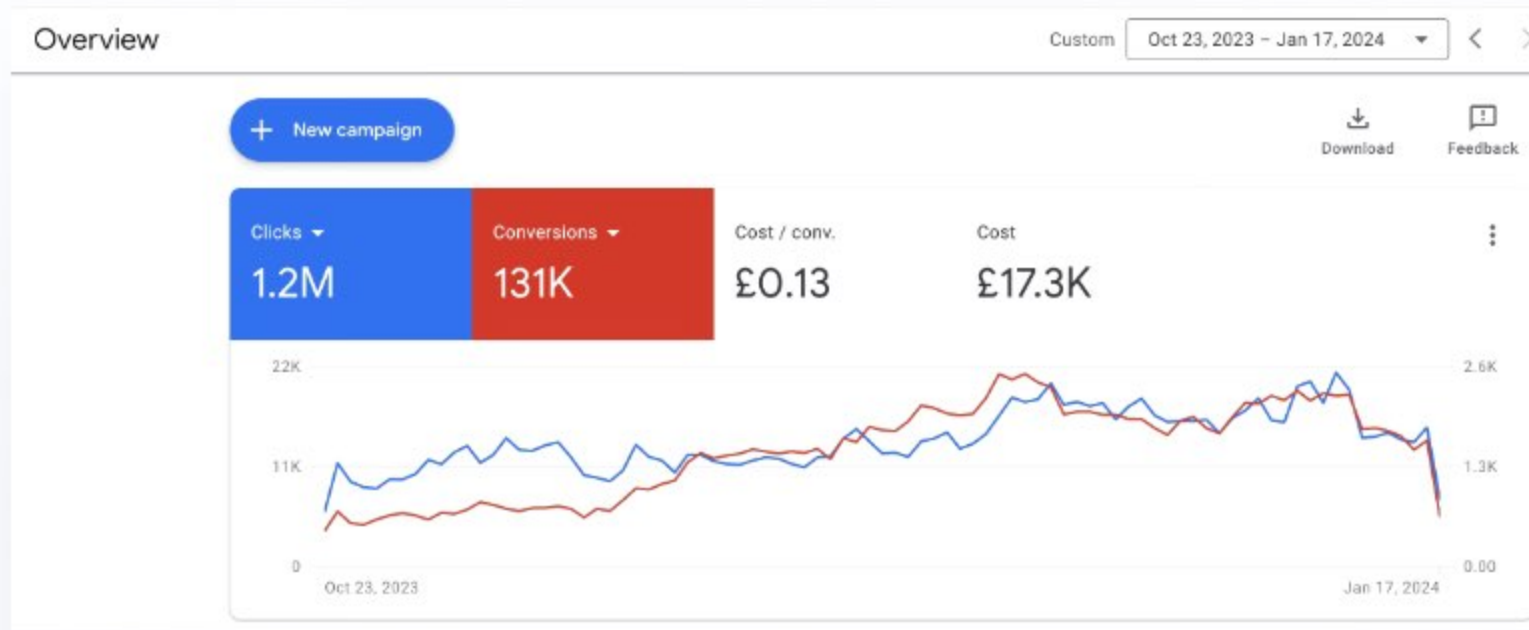
Oct 23, 2023 - Jan 17, 2024

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 - ROP - Campaign - Students - 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 - ROP - Campaign - Students - 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 - ROP - Campaign - Students - 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 - ROP - Campaign - Students - 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 - ROP - Campaign - Students - 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 - ROP - Campaign - Students - 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 - ROP - Campaign - Students - 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 - ROP - Campaign - Students - New	— Complete Reg	— Per Complete Reg	\$0.87	\$0.40	10,156	1.78	\$10.00 Daily	\$15.79
<input checked="" type="checkbox"/>	IEL - ROP - Campaign - Students - New	— Complete Reg	— Per Complete Reg	\$1.70	\$0.26	8,117	1.20	\$10.00 Daily	\$16.65
<input type="checkbox"/>	IEL - ROP - Campaign - Students - New	— Complete Reg	— Per Complete Reg	\$0.63	\$0.18	19,888	1.31	\$10.00 Daily	\$16.38
<input type="checkbox"/>	IEL - ROP - Campaign - Students - New	— Complete Reg	— Per Complete Reg	\$0.88	\$0.51	15,603	1.23	\$10.00 Daily	\$16.88
<input type="checkbox"/>	IEL - ROP - Campaign - Students - New	— Complete Reg	— Per Complete Reg	\$12.95	\$2.43	1,127	1.17	\$10.00 Daily	\$17.01
Results from 21 ad sets		6,197 Complete Reg	\$0.72 Per Complete Reg	\$0.31 Per 1,000 Impressions	\$0.18 Per Action	3,660,494 Accounts Centre acco...	3.99 Per Accounts Centre s...		\$4,453.64 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

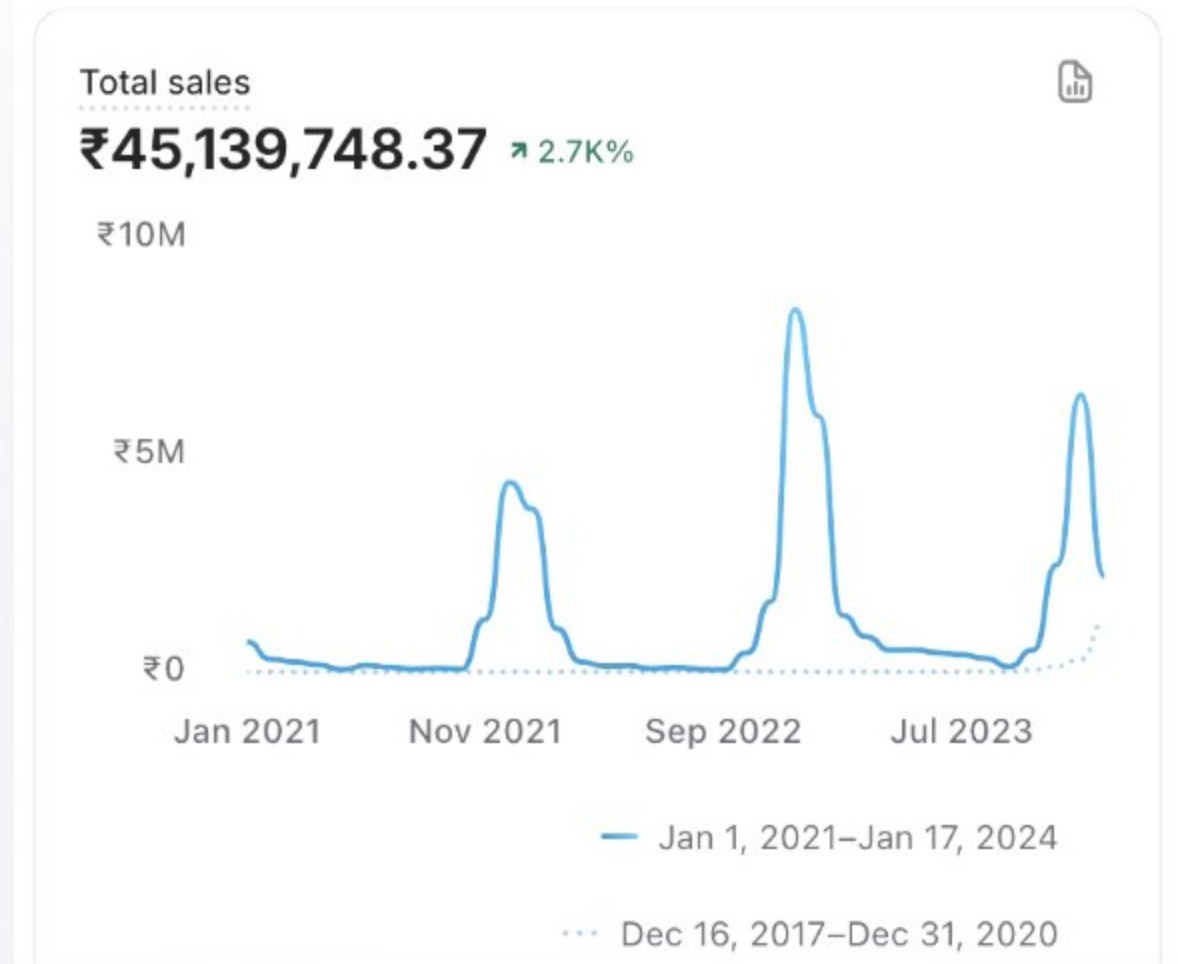
Nov 2021

Sep 2022

Jul 2023

— Jan 1, 2021–Jan 17, 2024

··· Dec 16, 2017–Dec 31, 2020





blusteak

WORKS

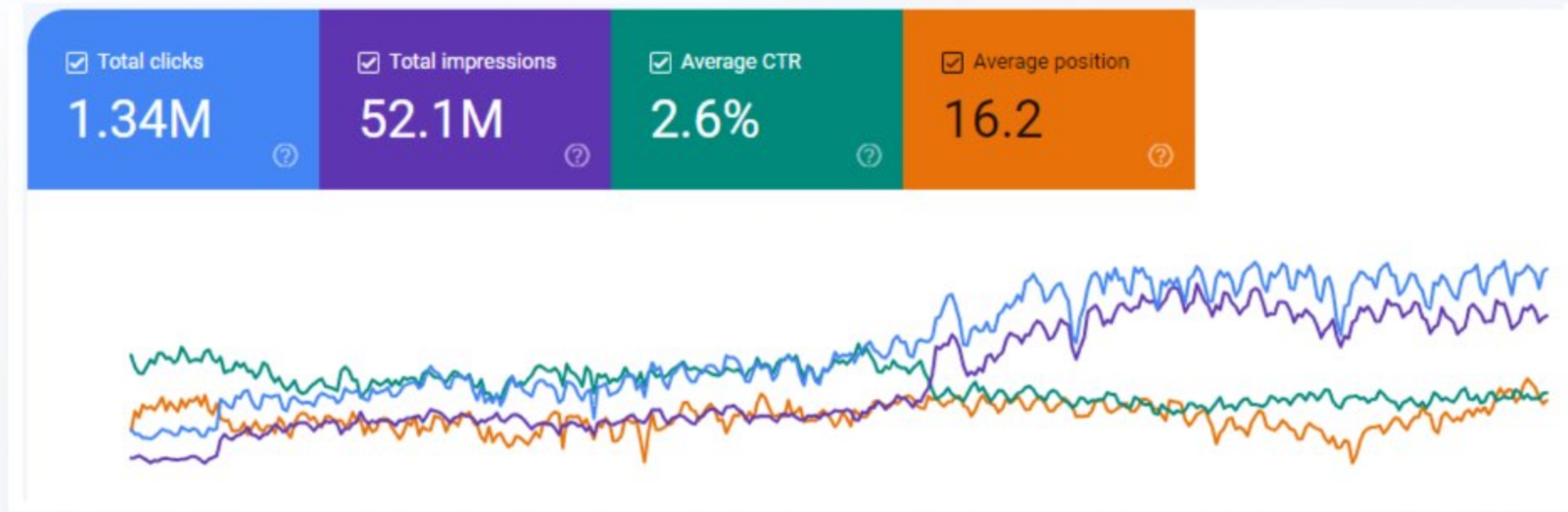
SEARCH ENGINE OPTIMIZATION




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

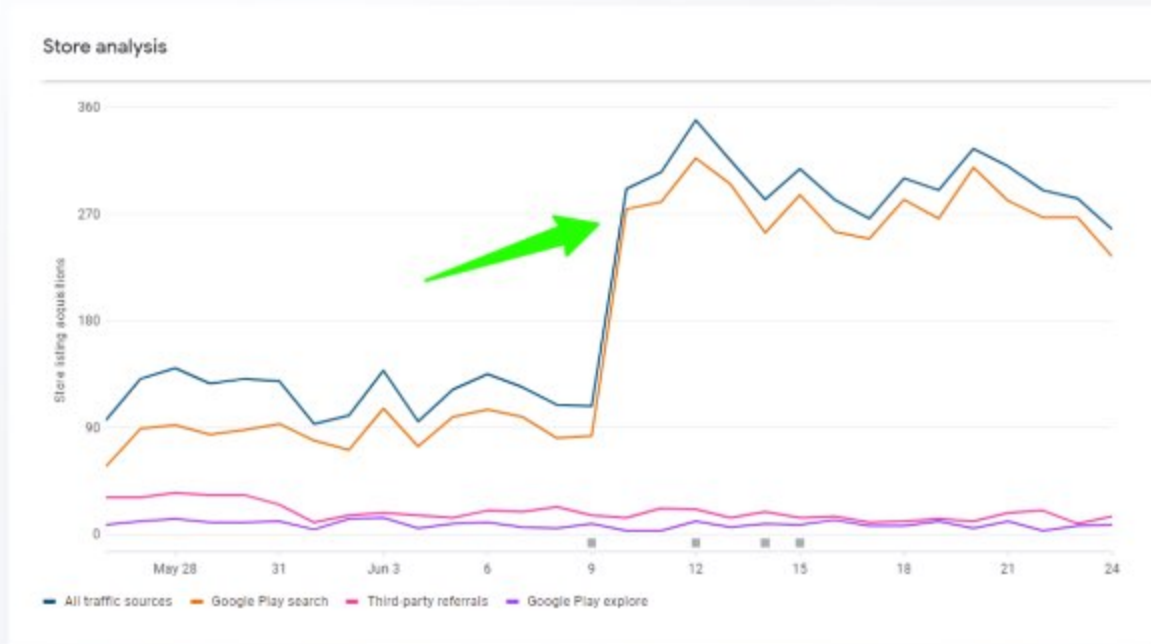
S.NO	Keyword	Avg Monthly Search Volume	Top Ranking
1	online pharmacy Qatar	100-1k	1
2	diclopid	100-1k	1
3	minoxidil qatar	100-1k	1
4	fludrex	1k-10k	1
5	skinoren cream	100-1k	1



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

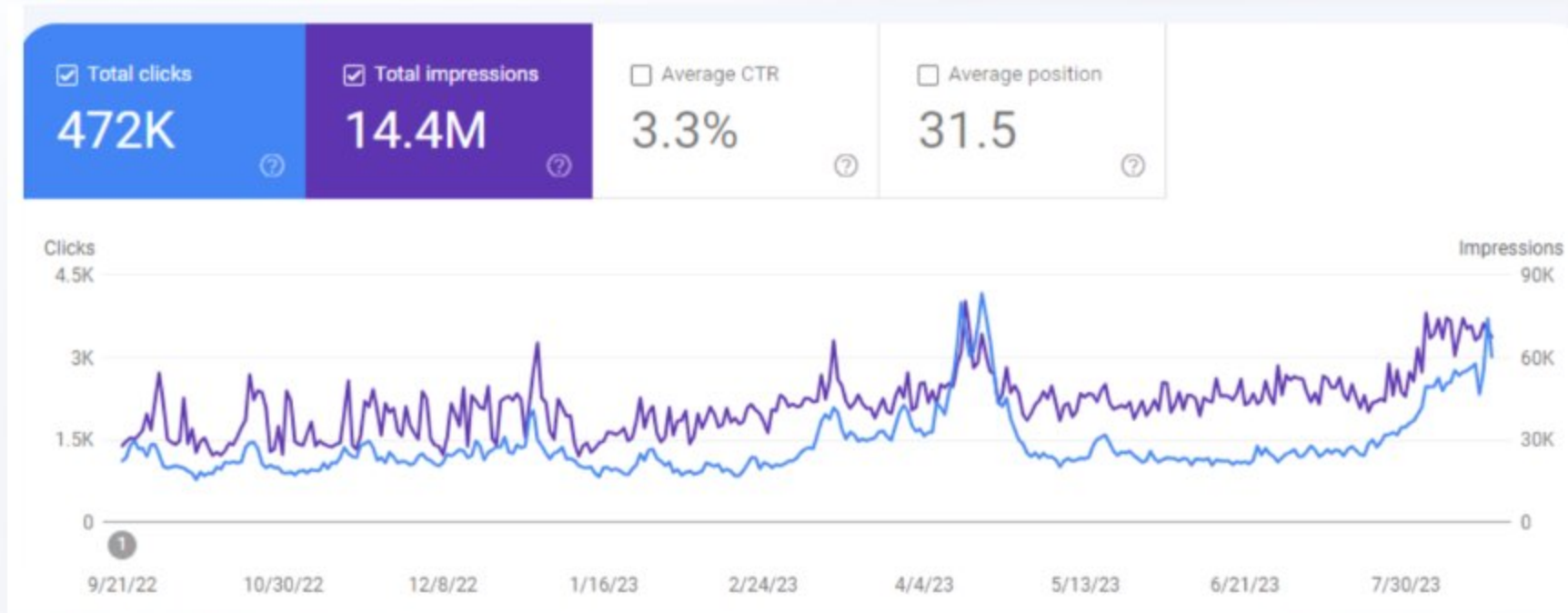
S.NO	Keyword	Avg Monthly Search Volume	Top Ranking
1	Christian matrimony	10k-100k	3
2	Kerala Christian matrimony	1k- 10k	3
3	Christian matrimony brides	100-1k	3
4	Christian second marriage	100-1k	1
5	Knanaya matrimony brides	100-1k	1



Electronic Retail Chain In India

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

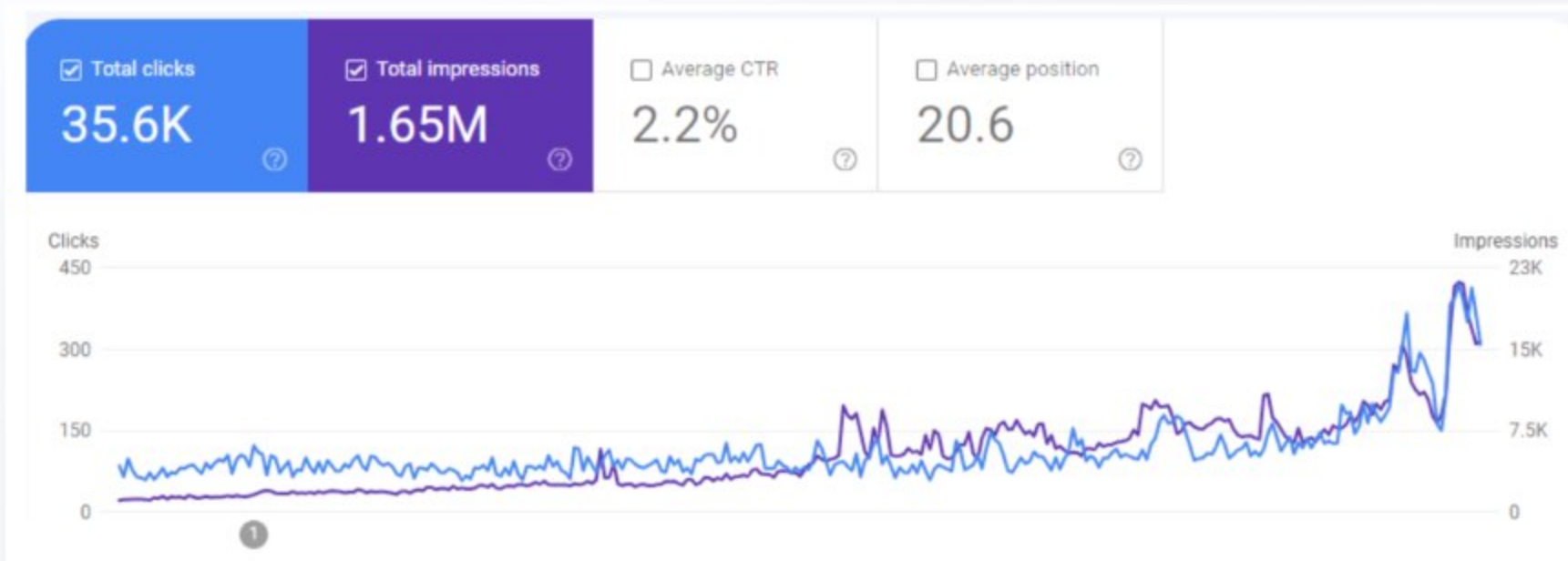
S.NO	Keyword	Avg Monthly Search Volume	Top Ranking
1	ac price in kerala	1k- 10k	1
2	laptop price in kerala	1k- 10k	2
3	washing machine price kerala	1k- 10k	1
4	laptop in kerala	1k- 10k	2
5	fridge price in kerala	100- 1k	1



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

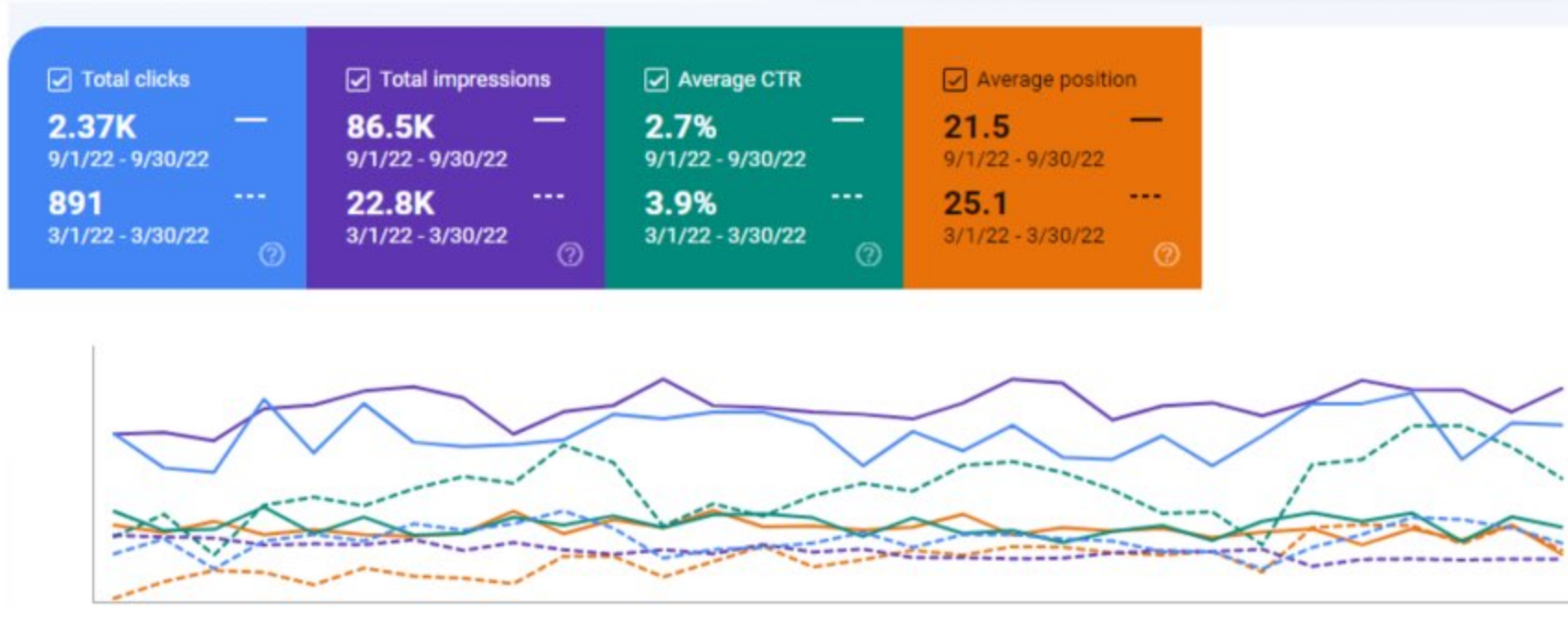
4.24K

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

Google search results for "apps like lazypay". The search bar shows "apps like lazypay" and the search button is visible. Below the search bar, there are filters for Videos, News, + Supported, Images, Shopping, Books, and Maps. The results show "About 78,400 results (0.40 seconds)". The top result is from Blusteak, titled "9 Best LazyPay Alternatives and Buy Now Pay Later Apps ...". The snippet below the title reads: "23-Jun-2022 — 1. PostPe ... PostPe is a simple LazyPay app alternative that makes paying later easy. Once it's installed, you can pay online shops or send money ...". Below the snippet, there are more search results: "Top LazyPay Alternative Apps · PostPe · Simpl · Other Similar Apps like LazyPay".

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 +	↓ 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%	

stock market game win real money ✕ 🔍 🌐 🗣️

 TradingLeagues
https://www.tradingleagues.in

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

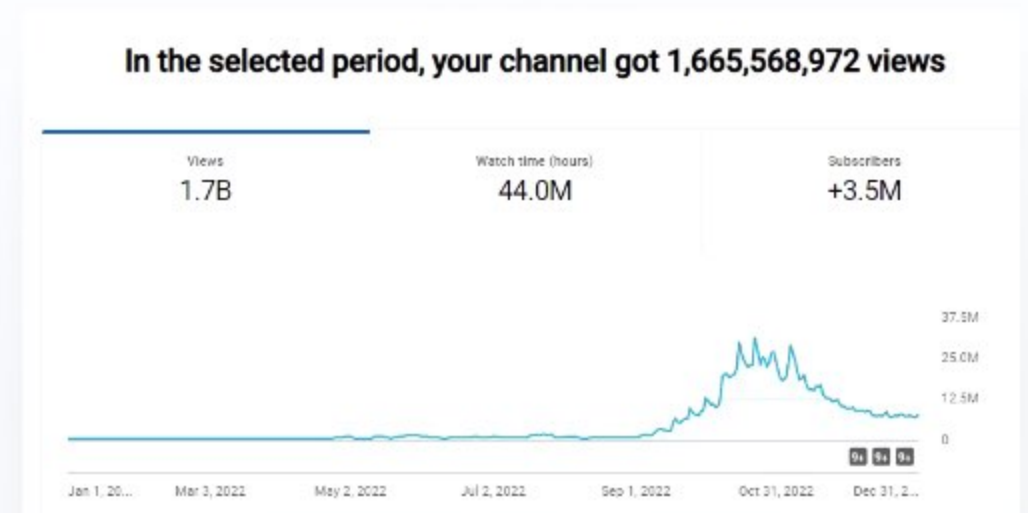
Learn with every contest in this virtual **stock market game**. Get exposure to the best markets across the word and even cryptos without having a demat account.

Music Channel

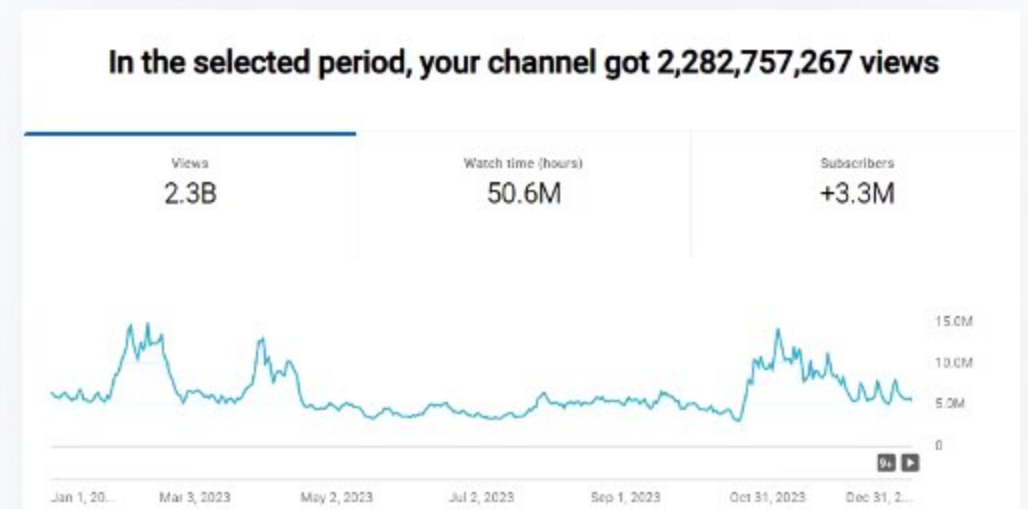
Time period *(1st Jan 2022 to 31st Dec 2022 compared with 1st Jan 2023 to 31st Dec 2023)

- 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)

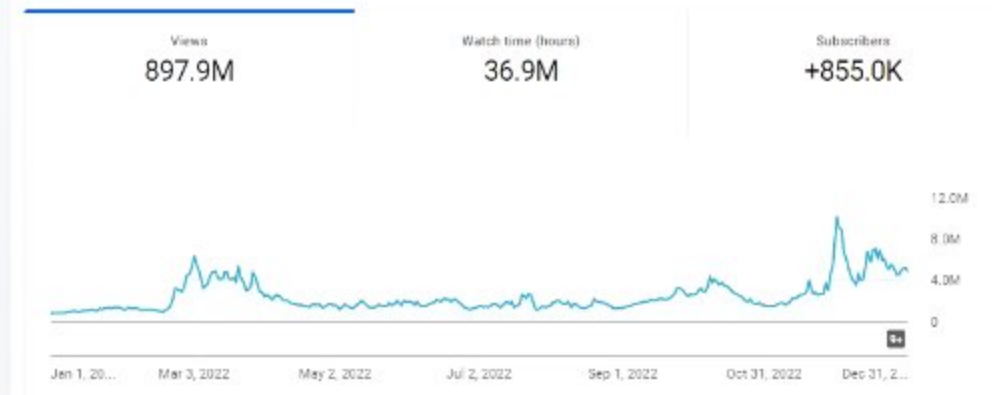
➤ Overall Channel Viewership wise, the channel went from **897.9M** views to **1.3B** views in a year. Observing a **(44.47%)** growth

➤ 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

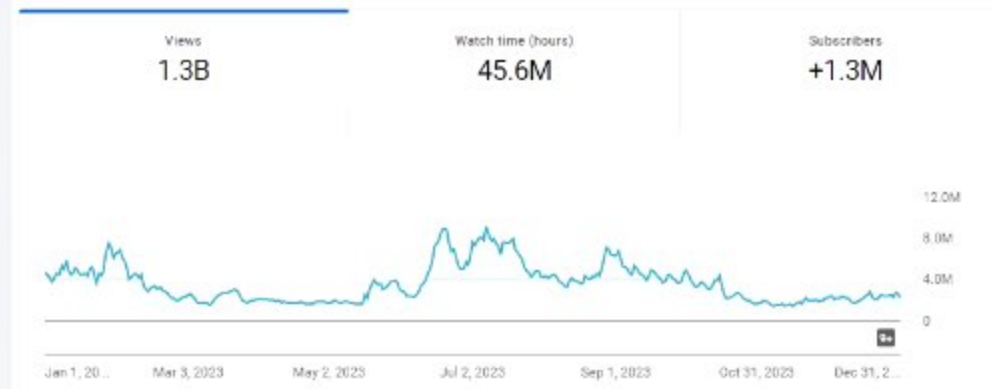
Jan 1 2022 to 31st Dec 2022

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

favasfazy and talropworld

പഠിച്ചാൽ മാത്രം മതിയോ അല്ലെങ്കിൽ കൂടെ ...

favasfazy · Original Audio talropworld

Client: Geneminds

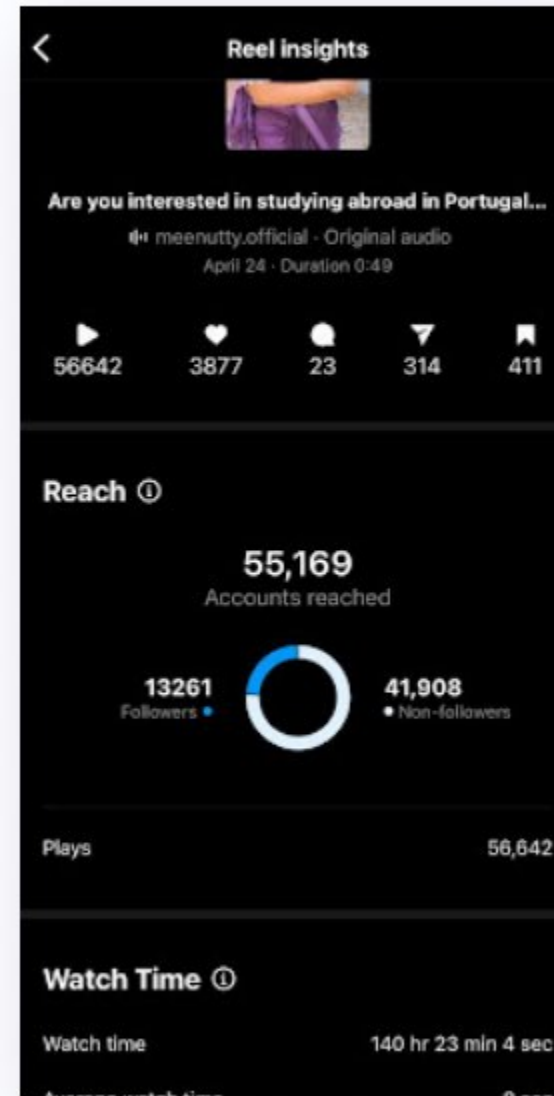
KEY STAT : 60k + views
and Quality leads

PLATFORM : Instagram

DURATION : April/2023

NO:OF INFLUENCER : 1

INDUSTRY : Education



Client: Paaduks

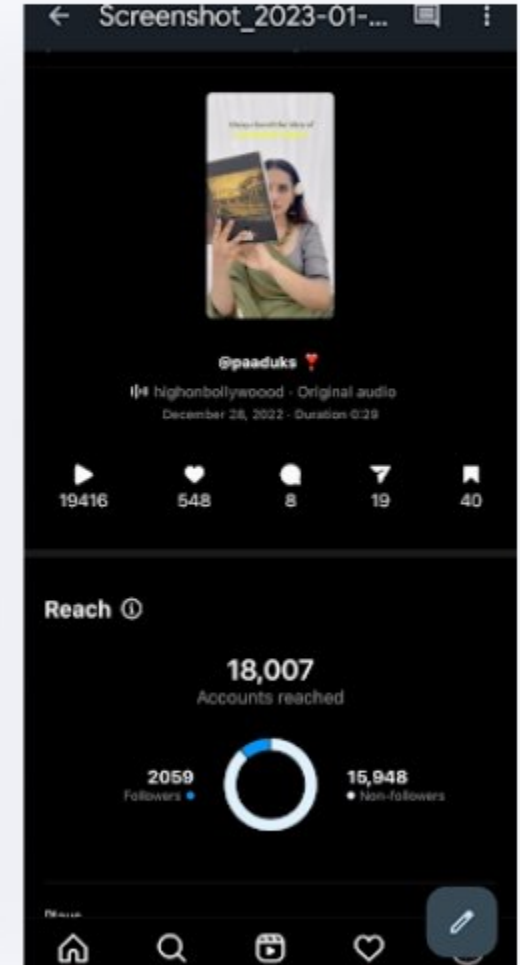
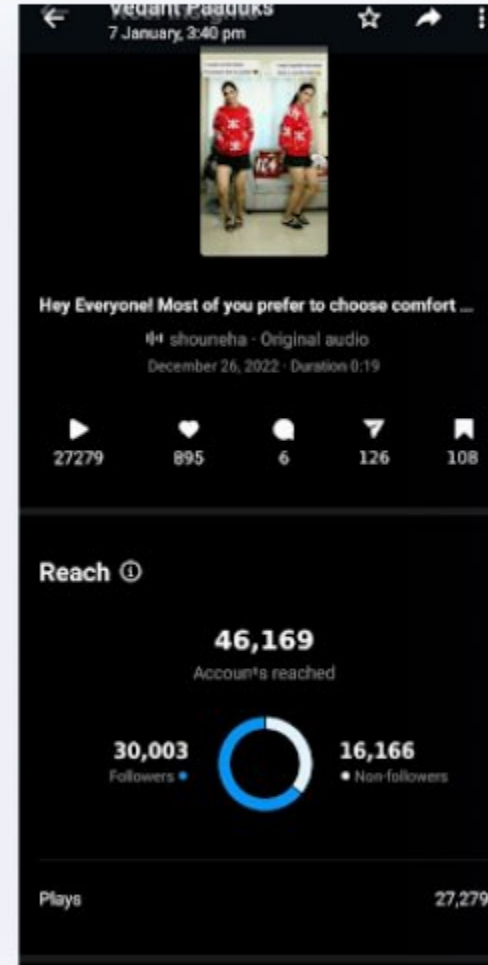
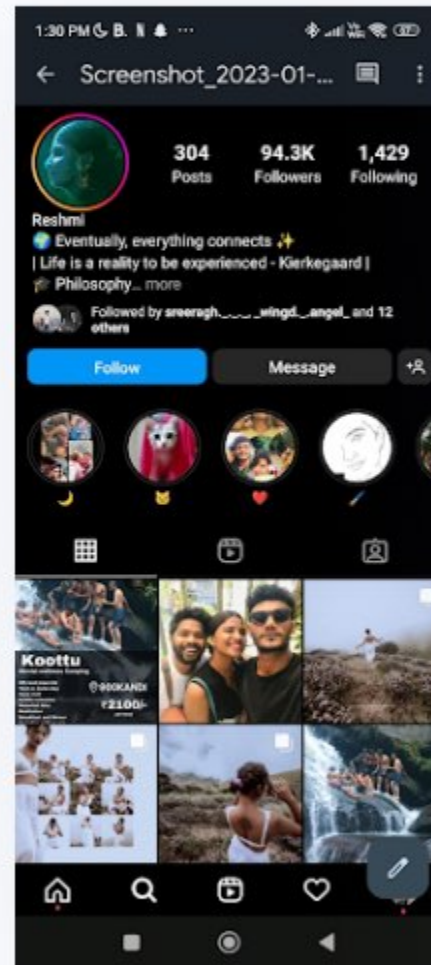
KEY STAT : 100k+ Reel views & 5k+ engagements with zero influencer spent

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

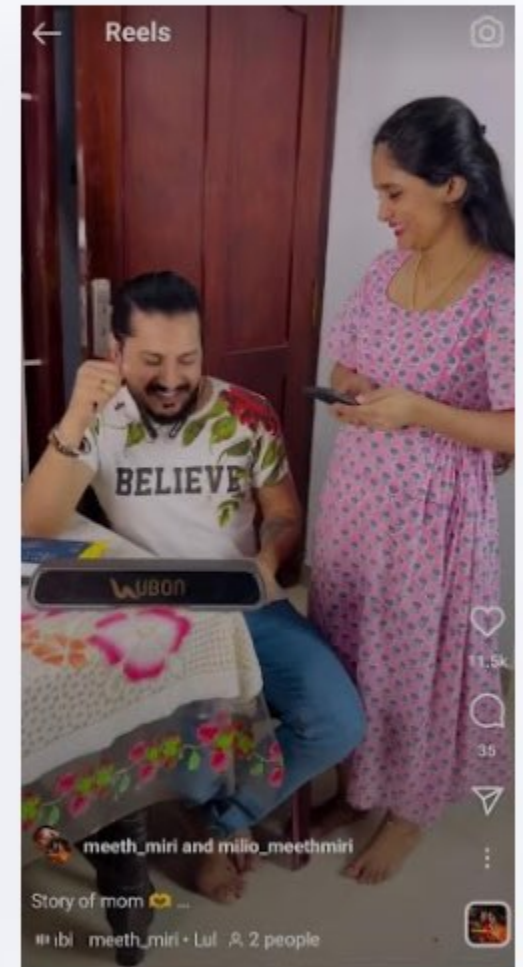
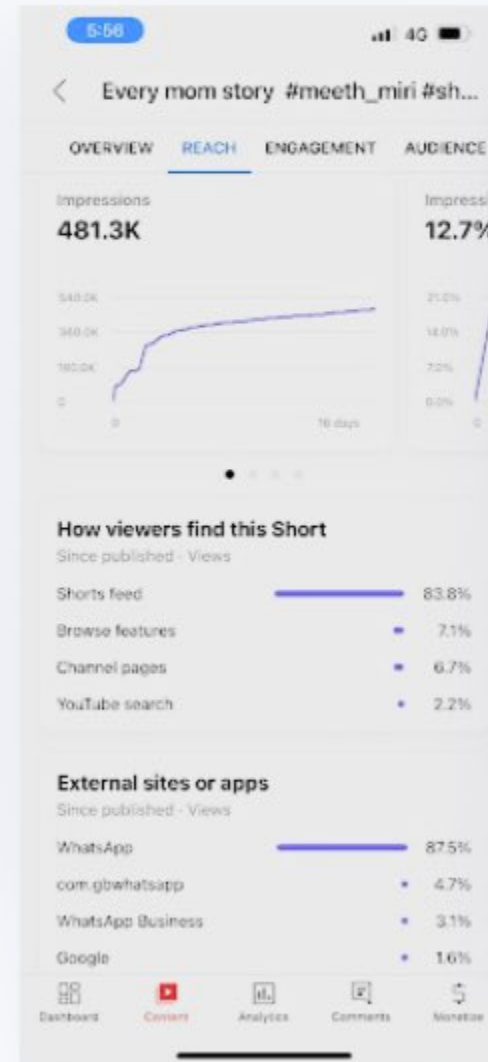
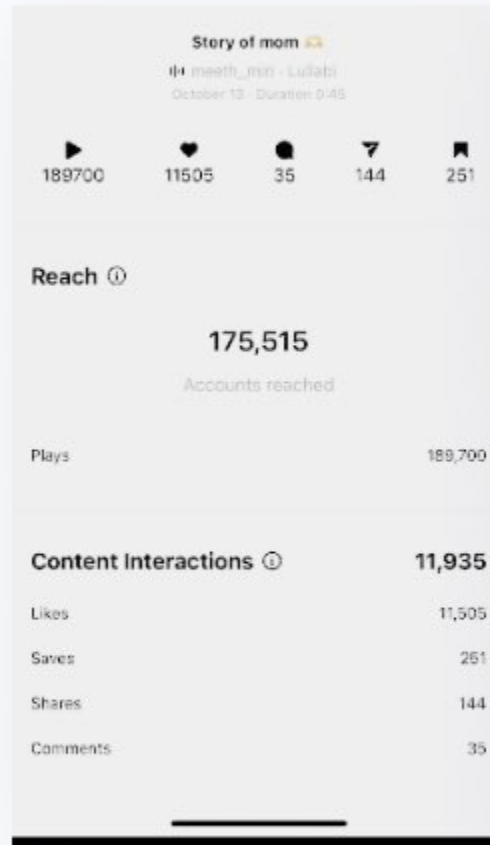
KEY STAT : 1 million plus brand audience with Barter collaboration

PLATFORM : Instagram

DURATION : November/2022

NO:OF INFLUENCER : 19

INDUSTRY : Electronics



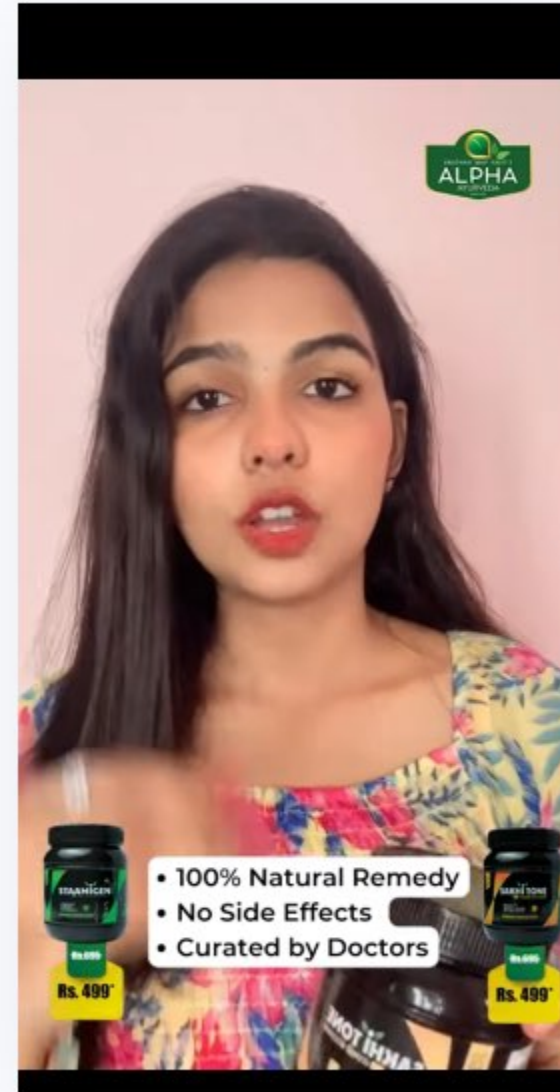
Client: Alpha Ayurveda

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

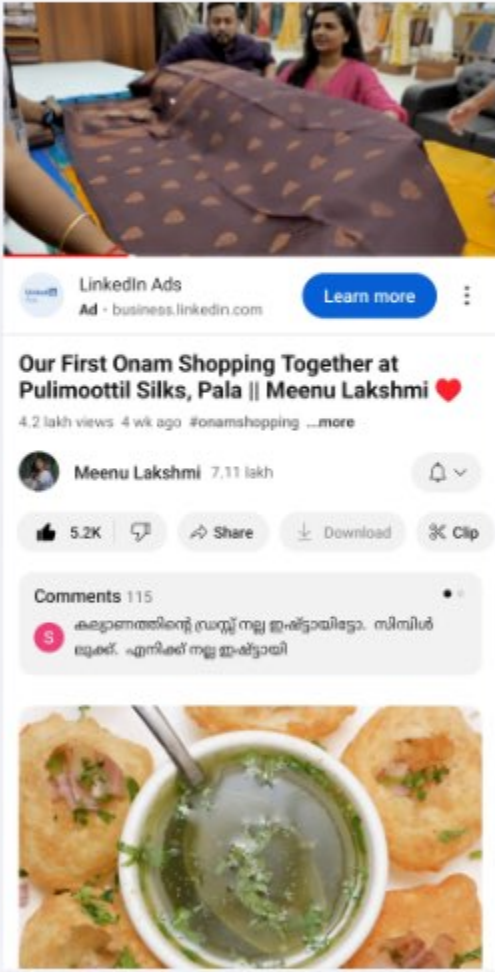
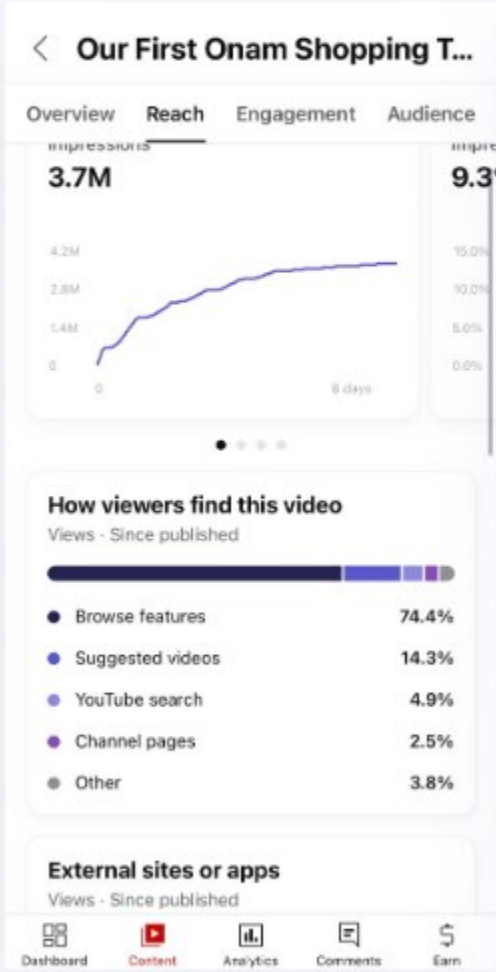
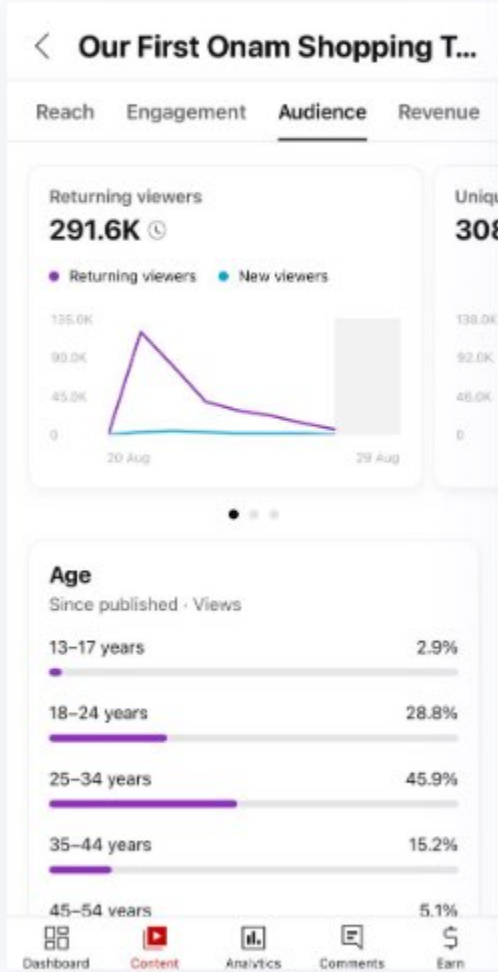
KEY STAT : 3.7M reach and 4L+ views with a single collaboration for brand awareness

PLATFORM : YouTube

DURATION : August/2023

NO:OF INFLUENCER : 1

INDUSTRY : Fashion



Client: TradingLeagues

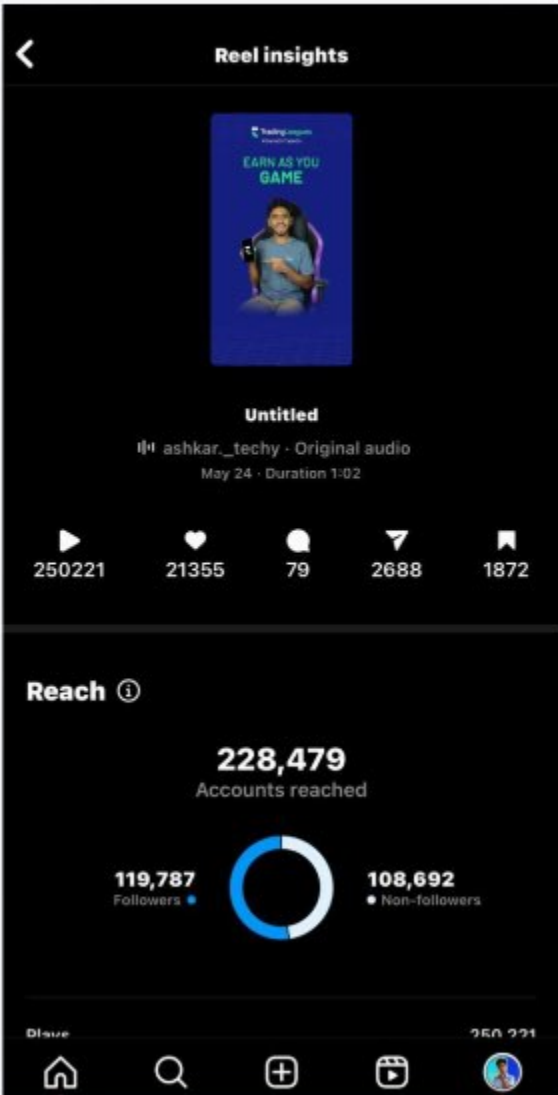
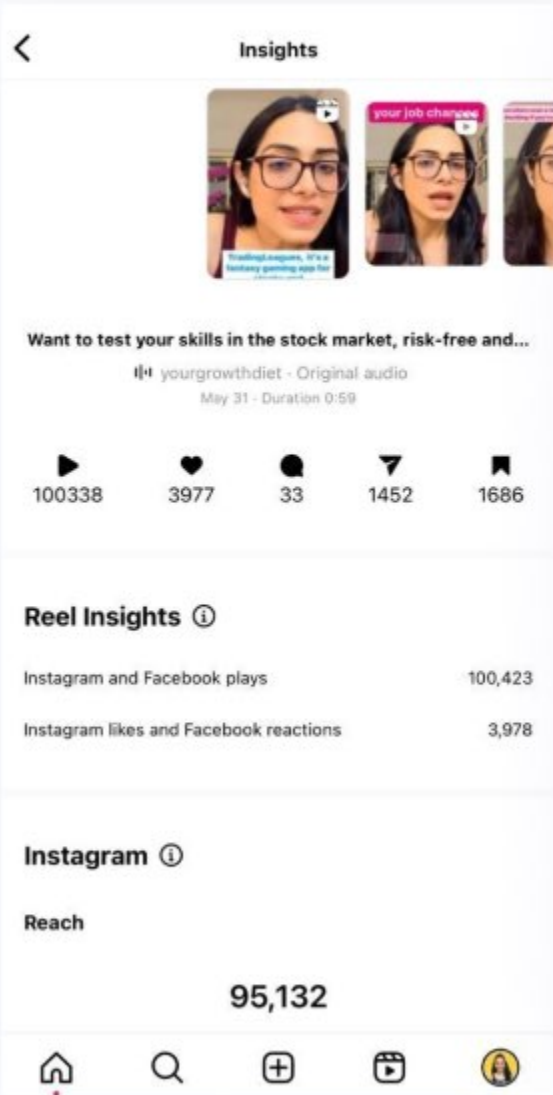
KEY STAT : Elevated brand awareness with 4Lakh+ views

PLATFORM : Instagram

DURATION : May/2023

NO:OF INFLUENCER : 3

INDUSTRY : Fintech



Client: Cuenote

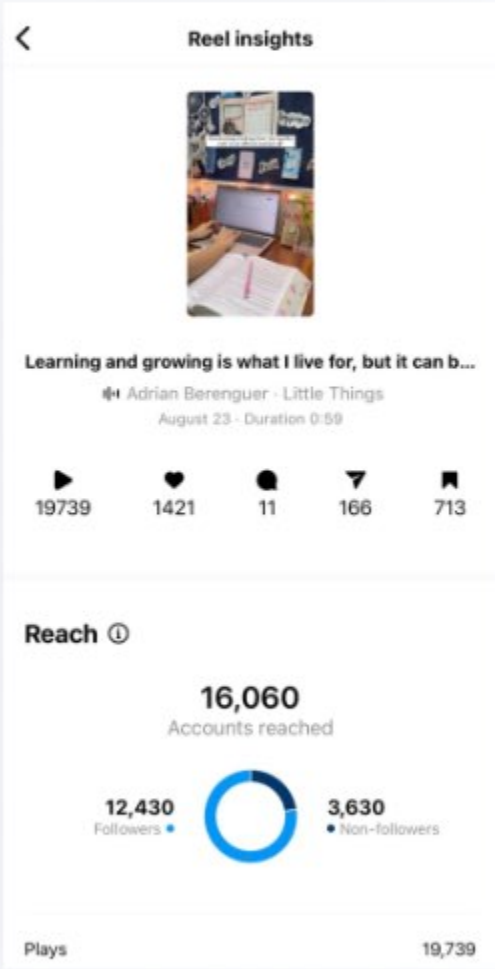
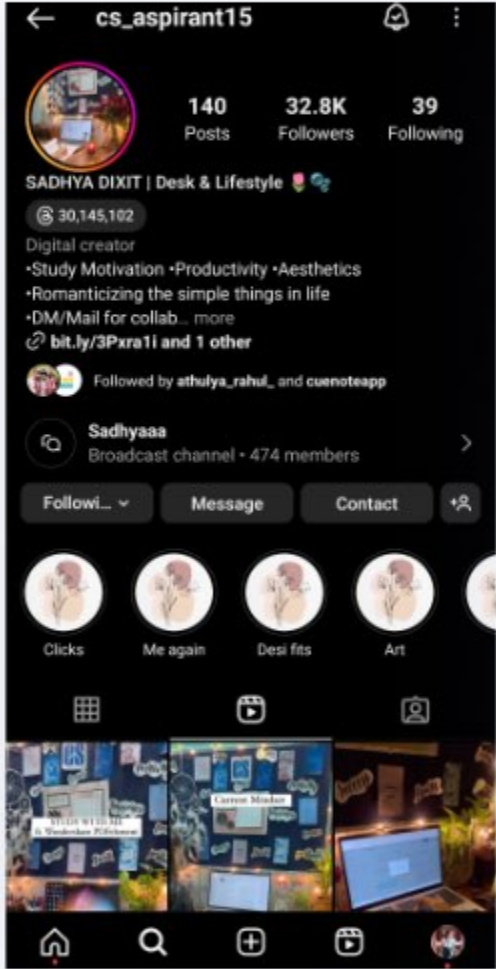
KEY STAT : Received 70+ new sign-ups within a day of posting

PLATFORM : Instagram

DURATION : 1 day

NO:OF INFLUENCER : 1

INDUSTRY : Apps/Edtech



Client: Angel lungies

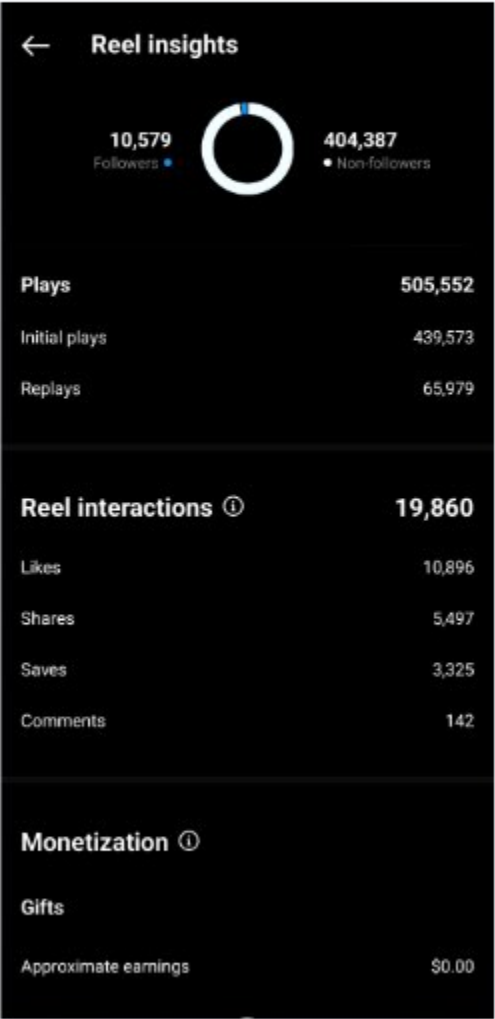
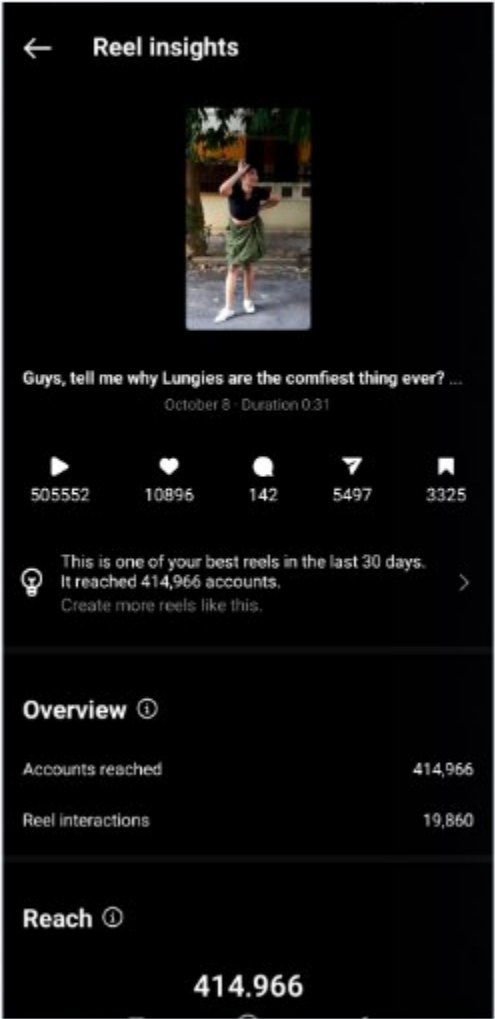
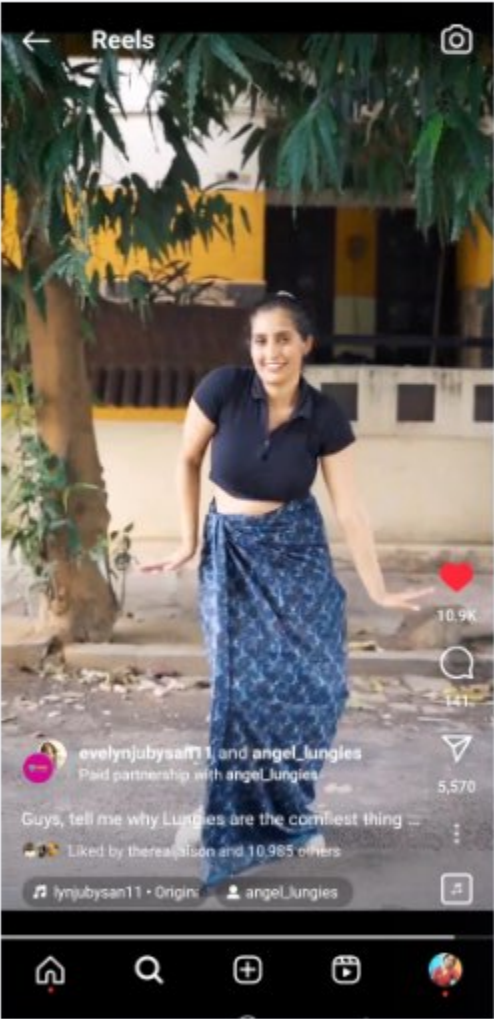
KEY STAT : Got 500k+ views from one macro Influencer video

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
11,680	11,981	₹88,74,035.00	1.03	₹759.76



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
Gross Sales	₹1.38 Crores 18,043 Units		No comparison available for custom dates.		Very Good
Cancellations (Set + Marketplace + Buyer)	₹24.86 Lakhs 3,249 Units	₹1.13 Crores Net Sales	No comparison available for custom dates.		Very Good
Returns (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**

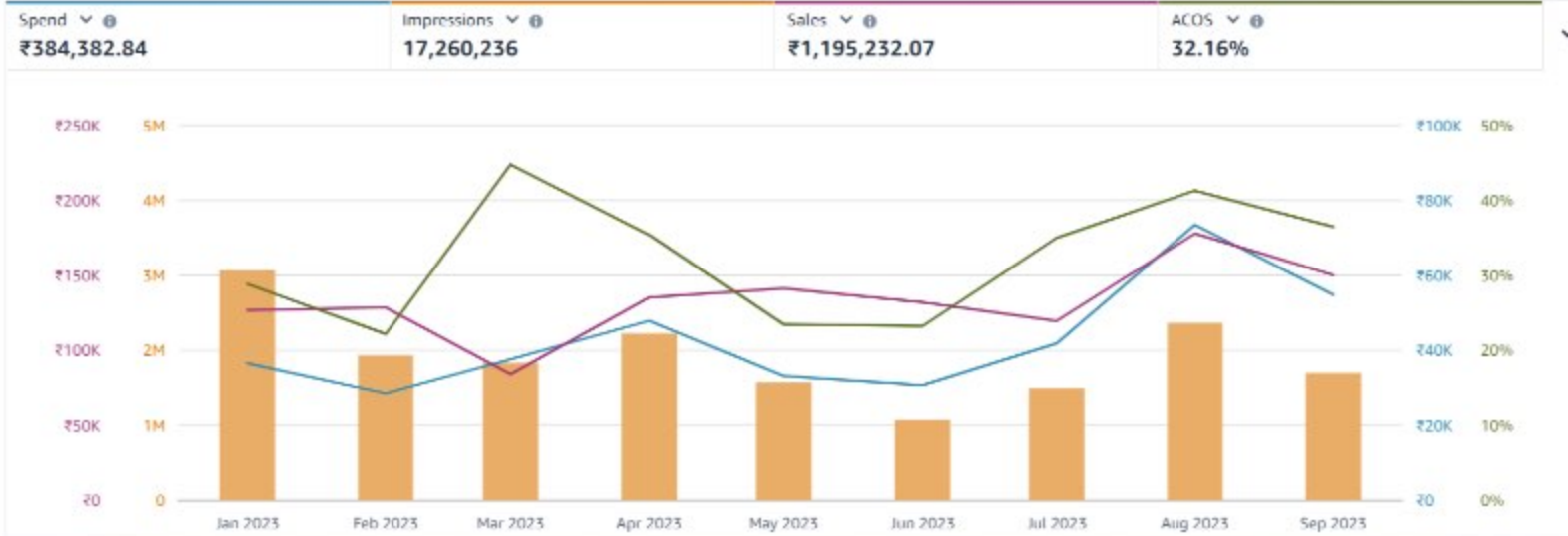
📈 Ads Sales **₹1,195,232**

📈 Ads ROAS **9.6**

📈 Ads ROAS **3.5**

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

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



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

Sales breakdown
Marketplace total

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

Total order items	Units ordered	Ordered product sales
98	108	₹58,942.00

Vs Now

Sales Dashboard [Learn more](#)

Date
Custom

Sales breakdown
Marketplace total

Fulfillment channel
Both (Amazon and seller)

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
697	800	₹5,87,743.94	1.15	₹843.25

Fashion Brand

May - September

↑ Total Sales **₹6 Lakhs**

↑ Ads Spend **₹1,31,099**

↑ Ads Sales **₹2,15,868**

↑ Net ROAS **5**

Previous

Date Custom **Sales breakdown** Marketplace total **Fulfillment channel** Both (Amazon and seller)

1/1/2023 30/4/2023

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 **Sales breakdown** Marketplace total

1/5/2023 31/10/2023

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)



JAISION THOMAS
(Co-Founder)



MANJIT CHERIAN
(CEO)



THANK YOU

CONTACT US

www.blusteak.com/contact



DESIGN PORTFOLIO

www.behance.com

VIDEO PORTFOLIO

www.youtube.com