



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

160+
CLIENTS

20CR
(2.5 MILLION USD)
TOTAL
AD SPEND

400+
MARKETING
COLLATERALS
PER WEEK

2018
THE YEAR
WE STARTED

FEATURED IN



AWARDS AND RECOGNITIONS



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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

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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 Healthcare

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

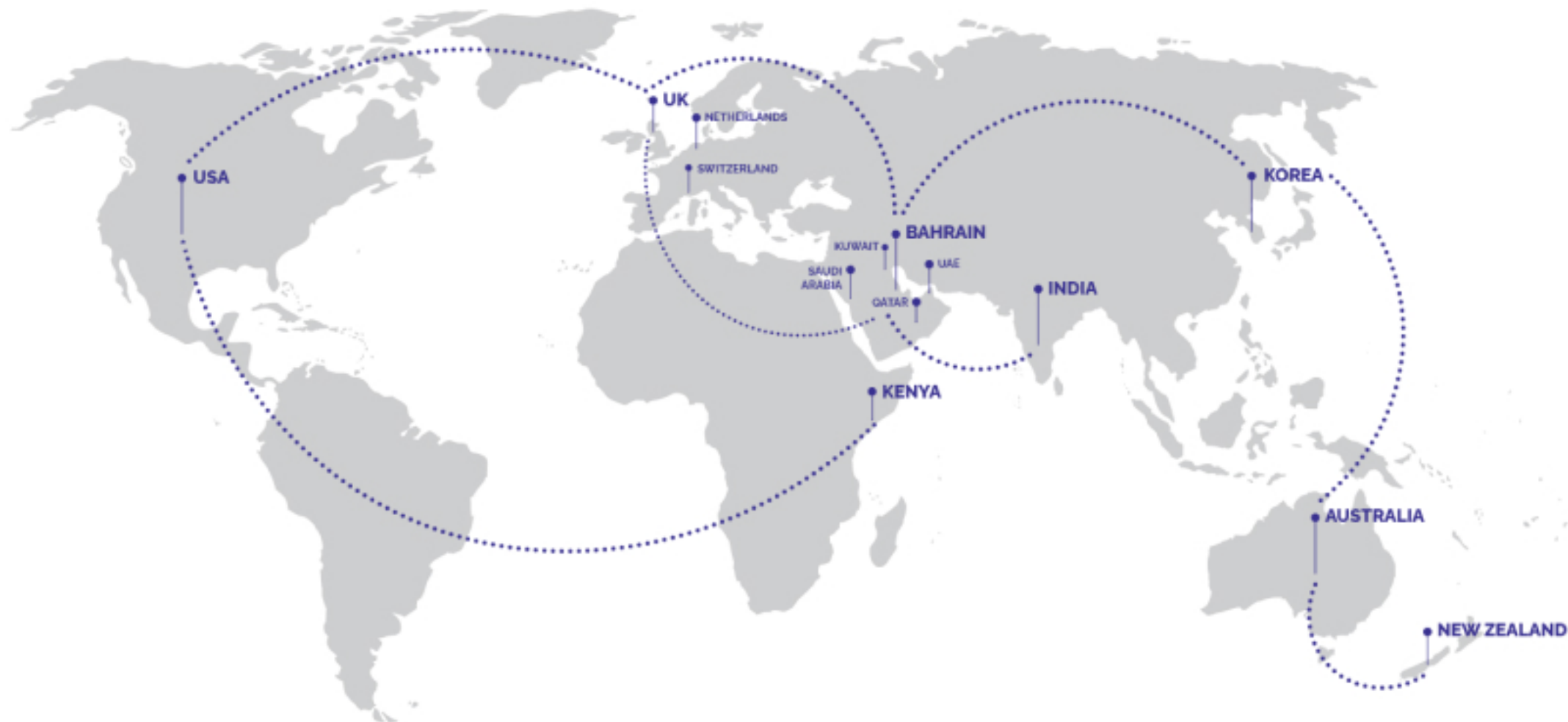
DCBOOKS

aisle

Amrut Veni

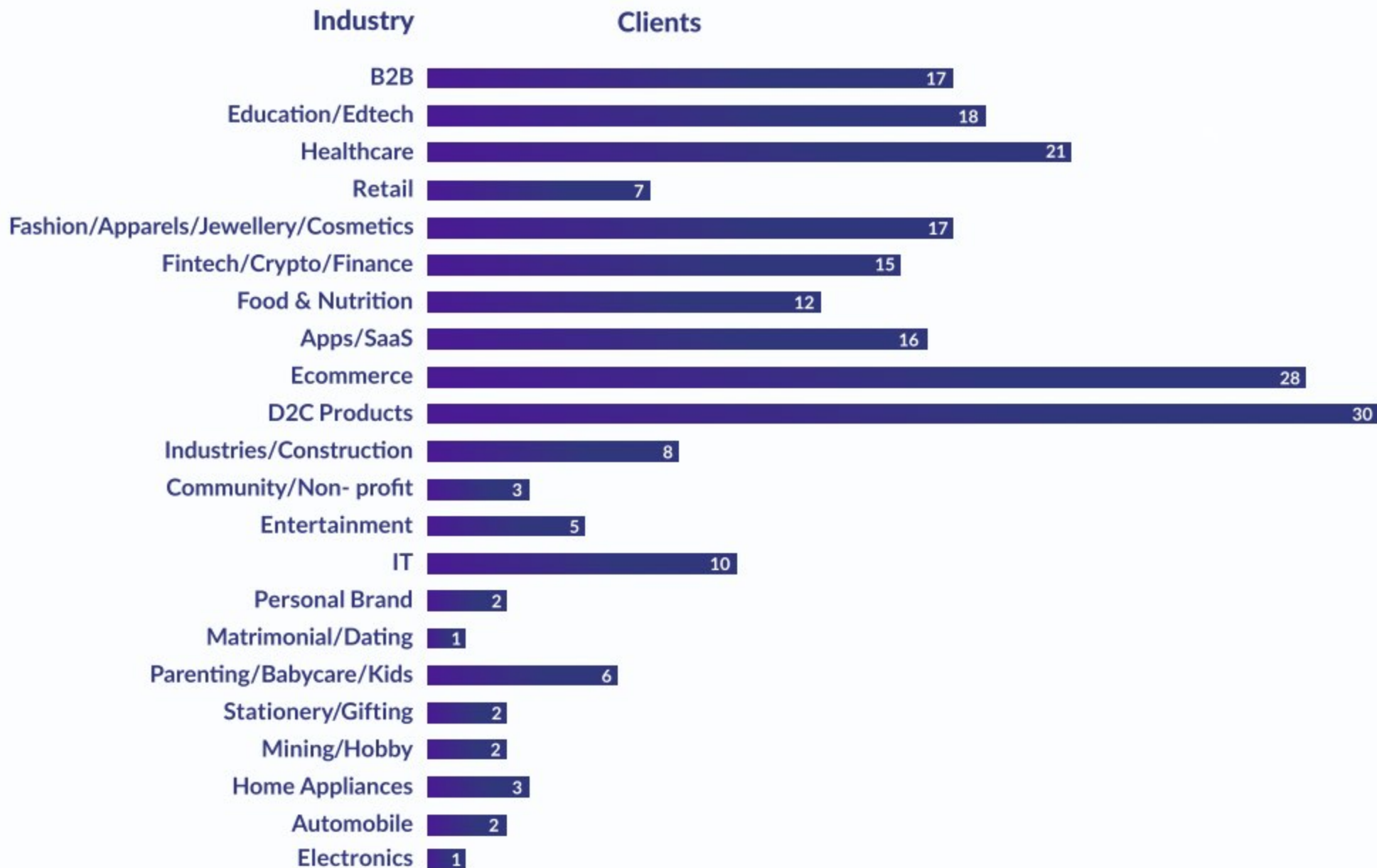
CLIENT BASE

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- BAHRAIN
- USA
- UK
- NETHERLAND
- SWITZERLAND
- SAUDI ARABIA
- KUWAIT
- QATAR
- UAE
- INDIA
- SOUTH KOREA
- AUSTRALIA
- NEW ZEALAND
- KENYA
- OMAN

INDUSTRIES



A background network diagram consisting of a grid of light blue dots connected by thin grey lines, forming a complex web of triangles and polygons. The dots are arranged in a roughly rectangular pattern, with some missing or faded, creating a sparse, interconnected structure.

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WORKS

**PERFORMANCE
MARKETING**



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Performance
Marketing

E-Commerce



E-Commerce Pharmacy In Middle East

Amount Spent: QAR 1,012,004

📈 Sales: **QAR 19,343,463**

📈 ROAS: **19.11**

Overview

📅 Jan 16, 2020–Jan 31, 2025

No comparison

Gross sales

QAR 20,833,925.12



Returning customer rate

31.43%



Total sales over time

QAR 19,343,463.67

QAR 600K

QAR 400K

QAR 200K

QAR 0

Jan 2020

Aug 2020

Mar 2021

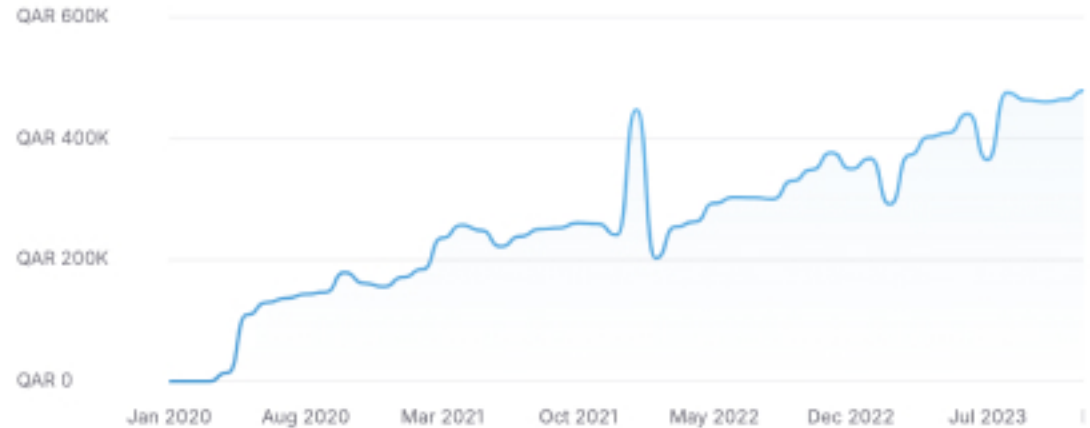
Oct 2021

May 2022

Dec 2022

Jul 2023

— Jan 16, 2020–Jan 31, 2025

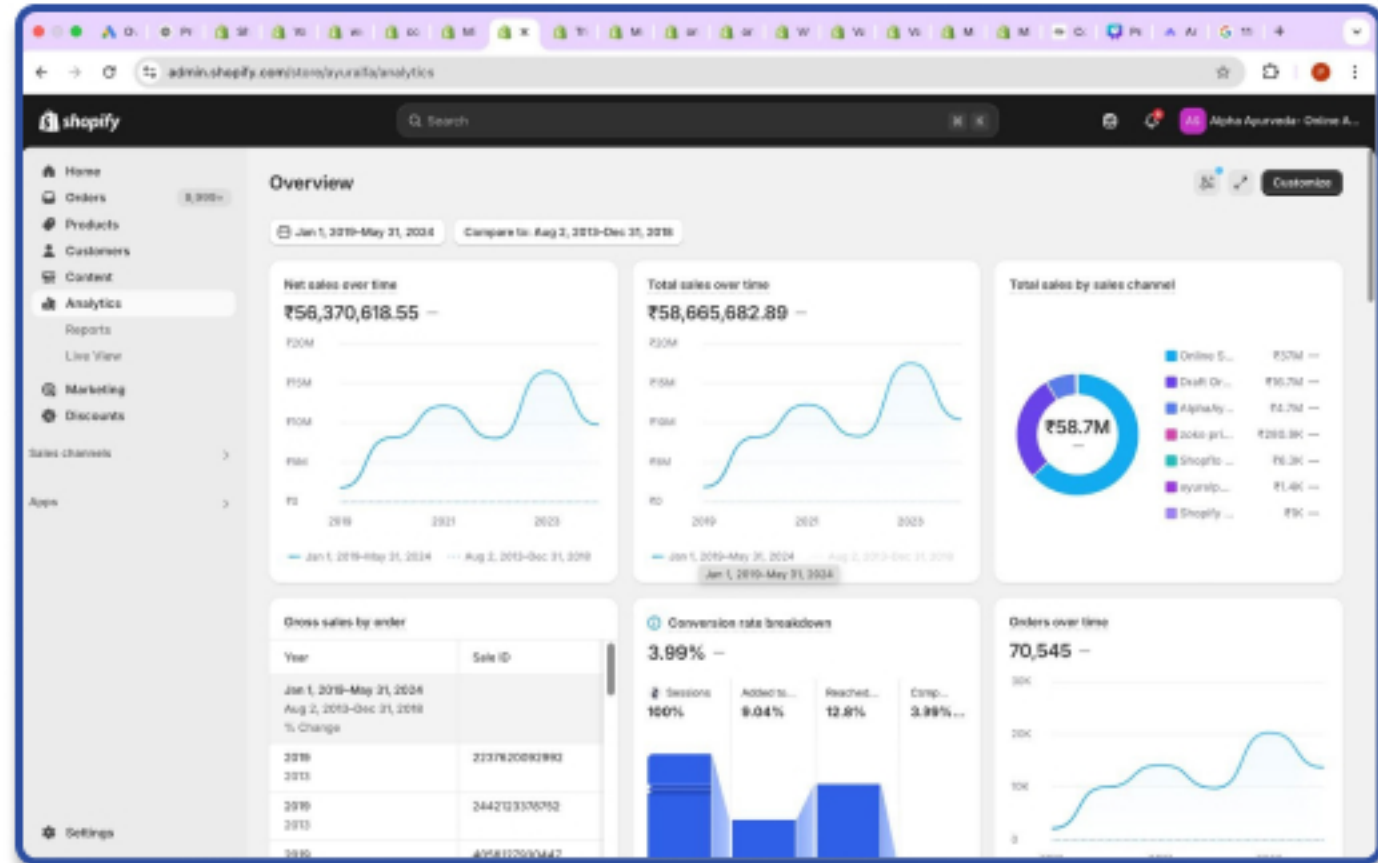


Ayurvedic Healthcare & Wellness

Amount Spent: INR 55,57,918

📈 Sales: **56,370,618.55**

📈 ROAS: **10.14**

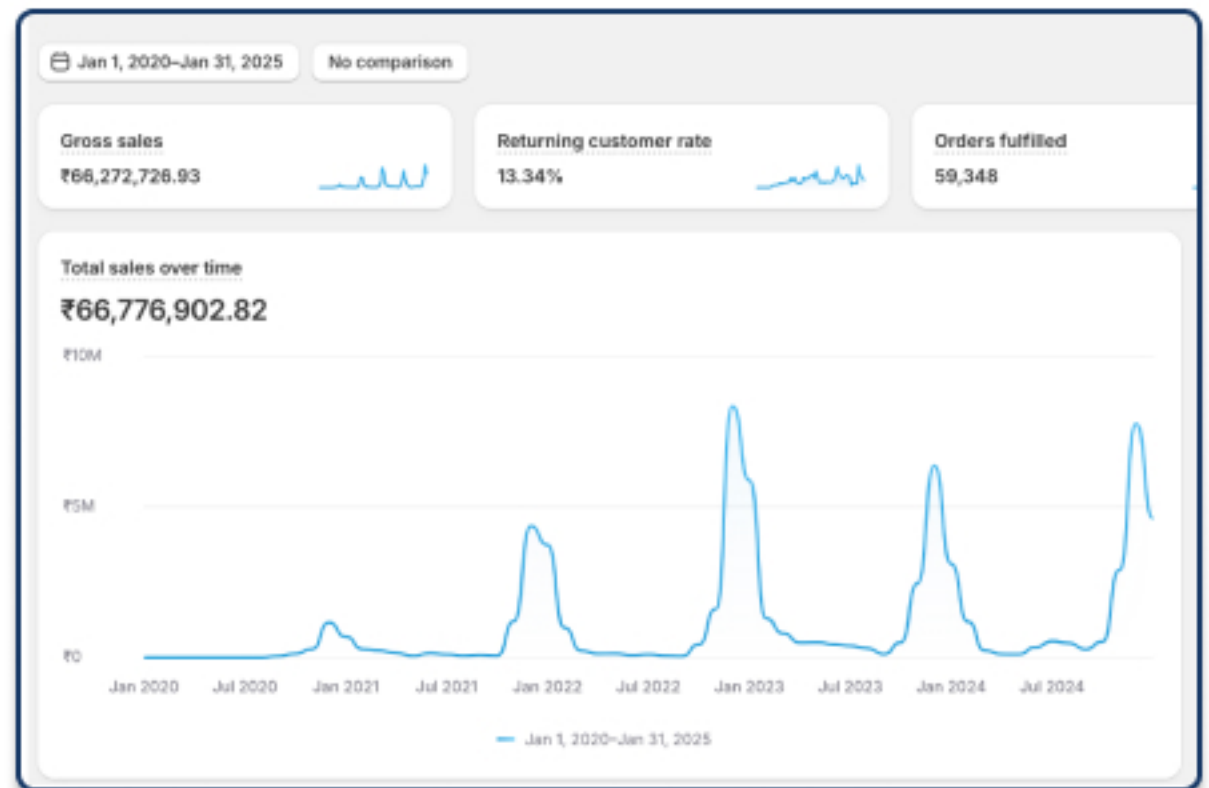


Stationary Brand

Amount Spent : INR 6,336,453

✔ Sales Meta: **66,776,902**

✔ ROAS: **10.53**



Gifting & Product Customization Brand

PLATFORM: META

Ad Spent: INR 2,140,272

Conversion Value: **6,359,548**

ROAS: **2.97**

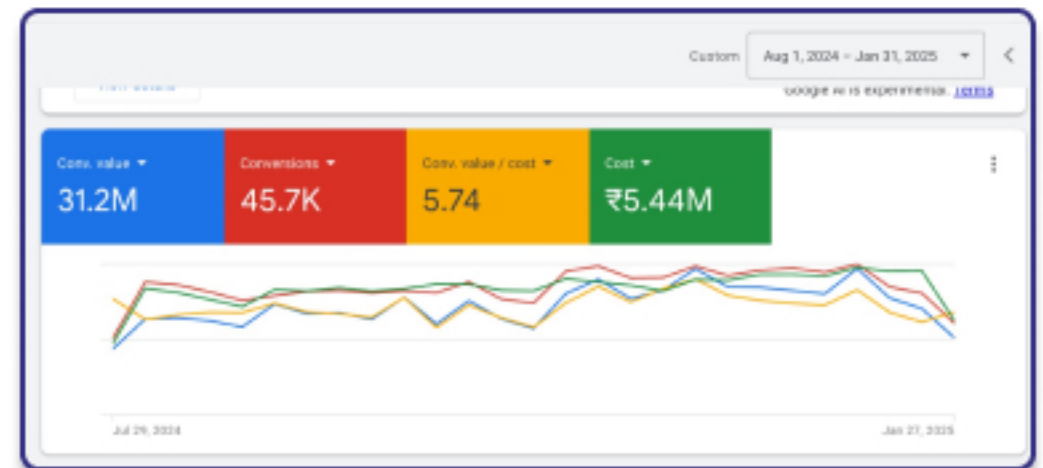
CR/Co	Campaign	Attribution setting	Results	Reach	Impressions	Budget	Amount spent	Cost per result	Frequency	Ends
	05 - Catalogue - Apparel - 28 Jan	7-day click	3	30,601	52,776	Using ad vert...	₹1,036.30	₹358.84	248	On
	05 - Double product - Catalogue - 01 Oct	7-day click	409	541,026	1,878,025	Using ad vert...	₹93,490.46	₹227.88	242	On
	05 - Catalogue Winter product - 01 Nov	7-day click	1,232	1,026,896	5,295,825	Using ad vert...	₹120,716.77	₹97.95	230	On
	05 - Remarketing - Catalogue - Non above s...	7-day click	2,885	381,143	6,803,287	Using ad vert...	₹39,678.70	₹13.73	13.81	On
	05 - Catalogue - Jewellery - 13 Sep - 1 day p...	Multiple attrib...	1,136	2,202,870	6,106,104	Using ad vert...	₹180,103.82	₹159.03	248	On
	Non-Phone/Click Advantage - Shipping Est...	7-day click	5,340	5,937,195	16,301,711	Using ad vert...	₹909,064.91	₹168.54	3.81	On
	05 - Catalogue - Click - 7 Dec	7-day click	509	894,285	710,076	Using ad vert...	₹91,281.09	₹179.74	2.33	On
	05 - Catalogue - K-nees Category - 25 Nov	7-day click	87	75,438	128,873	Using ad vert...	₹10,719.84	₹123.28	1.80	On
	05 - 8 month Purchase value > 1000 - L14 L...	Multiple attrib...	85	91,059	26,258	Using ad vert...	₹1,944.36	₹22.87	1.75	On
	05 - L14 - 1 % - Catalogue - Nonphone user...	7-day click	136	606,896	784,105	Using ad vert...	₹106,696.04	₹782.26	2.53	On
	05 - Sale - 1 unit - 21 Sep - 1 day click	7-day click	30	35,295	66,885	Using ad vert...	₹10,270.07	₹342.37	1.87	On
	05 - Sale - Cap - 21 Sep - 1 day click	7-day click	12	28,101	36,314	Using ad vert...	₹6,206.01	₹517.17	1.63	On
	05 - Campaign - Place - 13 Jan - 1 day click	7-day click	14	30,436	76,435	Using ad vert...	₹1,746.57	₹124.74	1.84	On
	Results from 20 campaigns	Multiple attrib...	14	6,681,729	45,048,186		₹1,982,220.88		4.48	

PLATFORM: GOOGLE

Ad Spent: INR 5,460,531

Conversion Value: **31,221,079**

ROAS: **5.71**

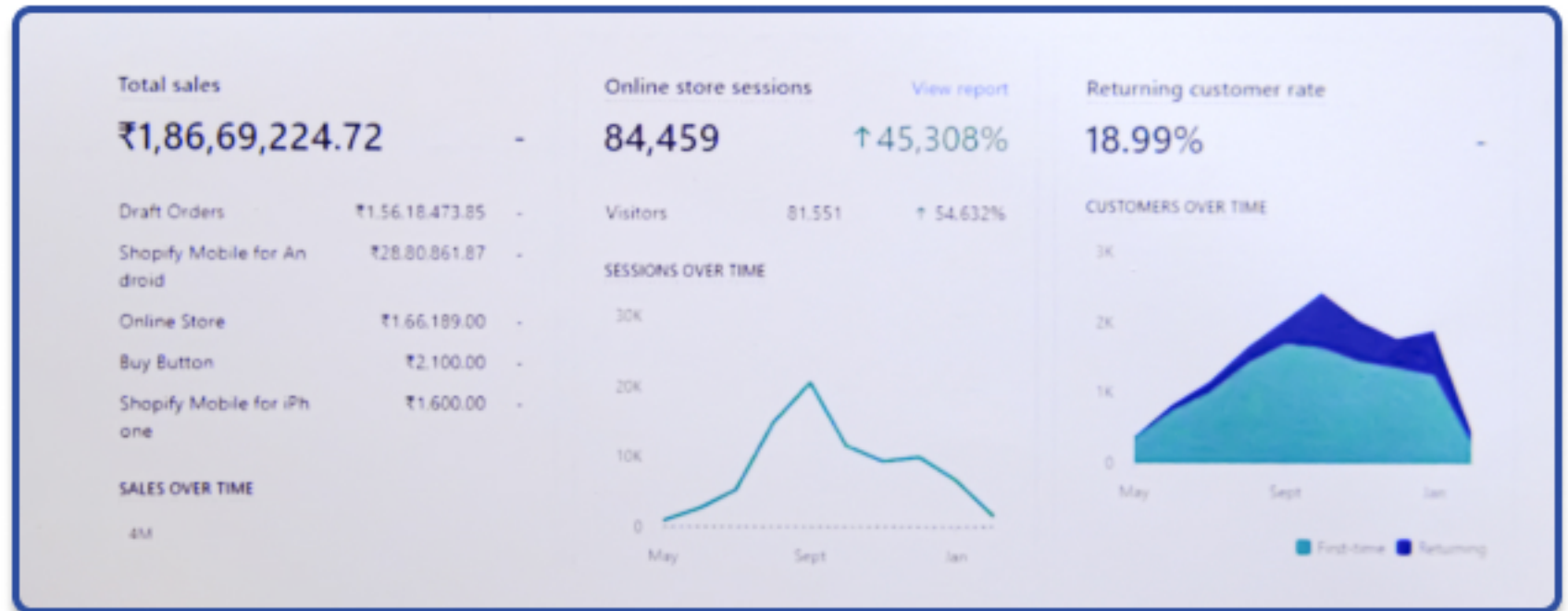


Ayurvedic Healthcare & Wellness

1st May 2021 - 8th Feb 2022

📈 Sales: **INR 1,86,69,224.72**

📈 ROAS: **13.36**



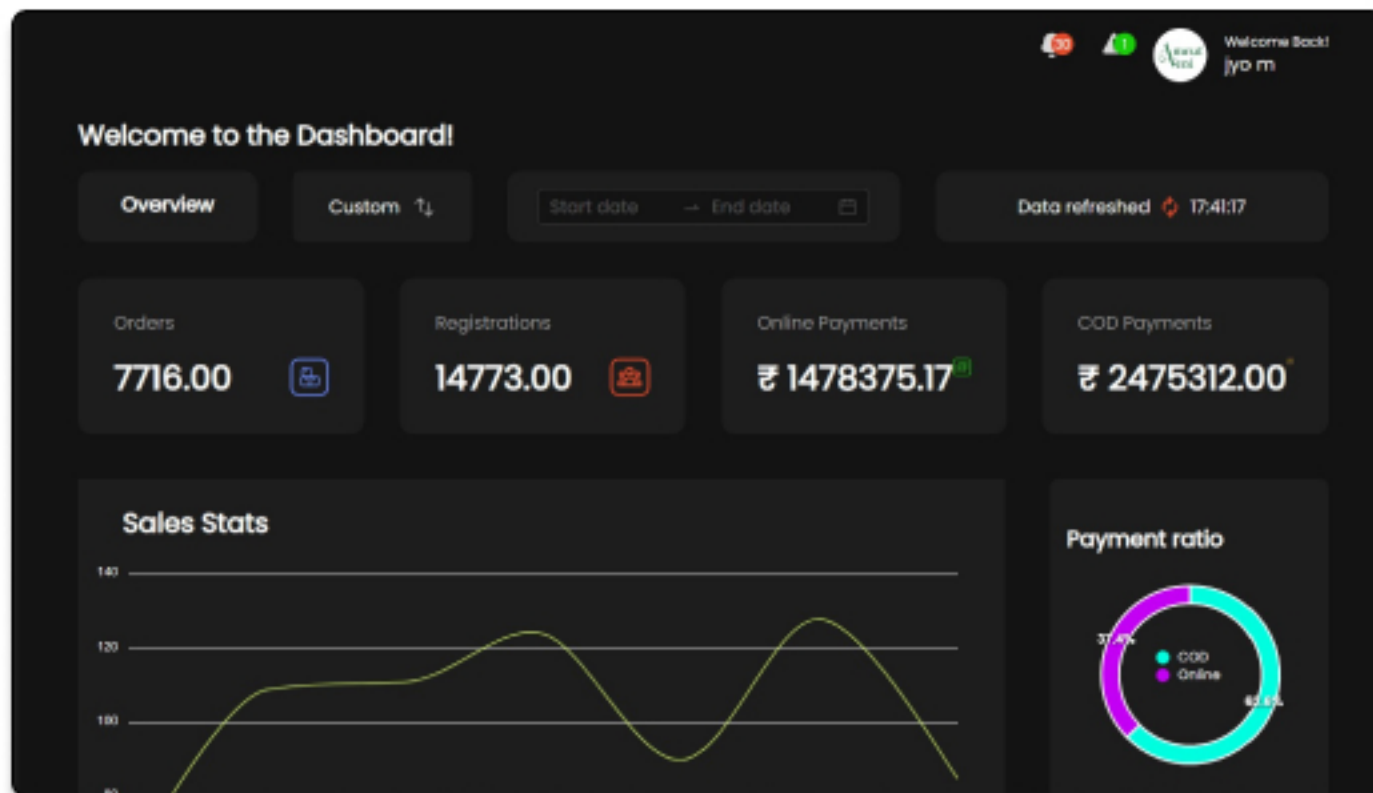
Biotechnology-Driven Hair Care Solutions

Amount Spent: INR 21,47,399

📈 Sales: **39,53,687**

📈 ROAS: **1.84**

PERFORMANCE MARKETING

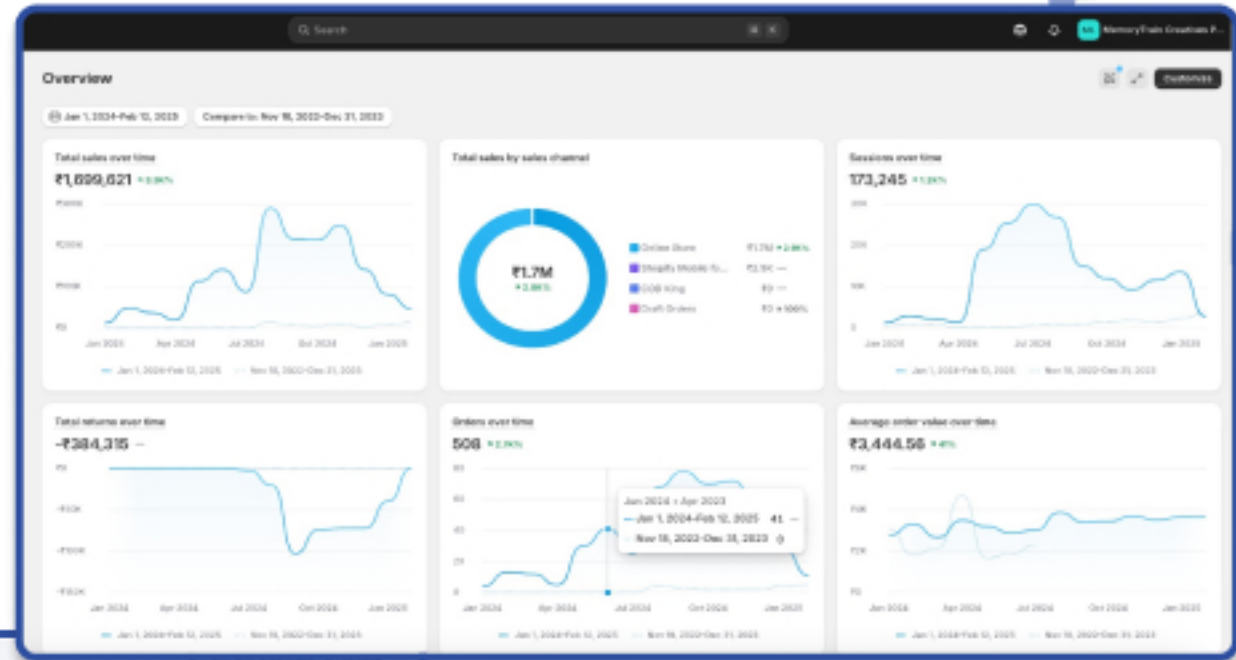


Souvenirs & Gifting

Total Spent: INR 1,170,478

✔ Total Sale: **20,83,936**

✔ ROAS: **1.78**



OR/ID	Campaign	Budget	Amount spent	Cost per result	Frequency	Ends	CPM based per 1,000...	CTR (link click-through rate)	CPC (cost per link click)	Landing page views
●	05 - Overall - Customer list - 11 October	Using ad set bu...	₹0,079.10	₹865.22 ^{Per purchase}	2.03	Ongoing	₹424.70	1.2%	₹35.30	
●	05 - Nurture - Sale - 22 Jan	Using ad set bu...	₹18,763.68	₹3,033.20 ^{Per purchase}	1.86	Ongoing	₹263.68	1.7%	₹16.23	
●	05 (L1A) retargeting Test (03 Feb)	₹620.00 Daily	₹7,916.81	₹3,638.60 ^{Per purchase}	1.82	Ongoing	₹295.12	2.0%	₹14.95	
●	05 - Overall Campaign	Using ad set bu...	₹1,891.18	₹1,428.39 ^{Per purchase}	1.17	Ongoing	₹416.85	2.0%	₹23.87	
●	05 - Remarketing - 23 Jan	Using ad set bu...	₹0,543.04	₹5,543.04 ^{Per purchase}	3.16	Ongoing	₹344.05	2.0%	₹16.95	
●	05 - Geo location - 06 Jan	Using ad set bu...	₹4,989.07	₹4,989.07 ^{Per purchase}	1.88	Ongoing	₹80.26	1.8%	₹4.77	
●	05 - OnSite - 11 Jun	Using ad set bu...	₹2,413.86	₹2,413.86 ^{Per purchase}	1.27	Ongoing	₹134.93	0.8%	₹16.84	
●	05 - Scaling Campaigns - 1 November at new clients ^{at 50%} ^{at 50%} ^{at 50%}	Using ad set bu...	₹0.00	— ^{Per purchase}	—	Ongoing	—	—	—	
●	05 - Sales Specialist - Jan - 25 July	Using ad set bu...	₹1,906.18	— ^{Multiple conversions}	2.57	Ongoing	₹65.38	0.7%	₹9.83	
●	05 - High Middle - 12 July	Using ad set bu...	₹3,274.50	— ^{Per purchase}	1.28	Ongoing	₹86.85	1.2%	₹10.89	
●	05 - Advantage - Q3 - Cities - 21 June Cam.	Using ad set bu...	₹4,024.12	— ^{Per purchase}	1.46	Ongoing	₹209.31	2.2%	₹9.46	
Results from 24 campaigns			₹1,170,478.35 Total Spent	— ^{Multiple conversions}	3.05		₹121.58 Per 1,000 impressions	1.88% Per Impressions	₹6.18 Per Action	

Food & Beverage Ingredients

Amount Spent: INR 673,629

✔ Total Sale: **914,809**

✔ ROAS: **1.3**

Campaigns 22 selected X Search by name, ID or metrics Clear

Campaigns 22 selected X Ad sets for 22 Campaigns Ads for 22 Campaigns 1 Feb 2024 - 31 Dec 2024

+ Create Duplicate Edit A/B test More Columns: E Commerce - Sale Breakdown Reports Export Charts

Off/On	Campaign	Id	Results	Reach	Purchases conversion...	Website purchases...	Amount spent	Frequency	Cost per result	Budget
✔	BS - Vanilla Frappe - video - 16 Sep	ok or ...	7 Website purchases	4,645	₹3,520.00	₹3,520.00	₹3,914.27	1.66	₹559.18 Per purchase	Using ad set be...
✔	BS - X mass - Offer Coupon - dec 3	ok or ...	5 Website purchases	15,850	₹3,013.00	₹3,013.00	₹11,174.00	2.02	₹2,234.99 Per purchase	Using ad set be...
✔	BS - Remarketing - 21 Aug	ok or ...	5 Website purchases	4,051	₹2,290.00	₹2,290.00	₹3,551.68	1.66	₹710.34 Per purchase	Using ad set be...
✔	BS - Horeca - Chef - Carousel - 29 Aug	ok or ...	4 Website purchases	10,124	₹1,590.00	₹1,590.00	₹7,471.02	1.59	₹1,867.26 Per purchase	Using ad set be...
✔	BS - Cataloge - 22 Aug	ok or ...	4 Website purchases	3,258	₹1,166.00	₹1,166.00	₹2,481.44	1.82	₹620.36 Per purchase	Using ad set be...
✔	BS - Sale - Divali - Combo - 17 Oct	ok or ...	3 Website purchases	4,278	₹1,329.00	₹1,329.00	₹4,441.51	2.20	₹1,480.50 Per purchase	Using ad set be...
✔	BS - Sale - parotta Softener - 09 Oct	ok or ...	3 Website purchases	17,721	₹1,620.00	₹1,620.00	₹3,389.84	1.78	₹1,123.28 Per purchase	Using ad set be...
✔	BS - Sale - partnership- t&ss_h_food- 29 O...	ok or ...	2 Website purchases	3,541	₹1,685.00	₹1,685.00	₹1,832.38	1.17	₹916.19 Per purchase	Using ad set be...
✔	BS - Sale - Navaratri - Combo - 10 Oct	ok or ...	1 Website purchase	1,091	₹510.00	₹510.00	₹1,295.93	1.39	₹1,295.93 Per purchase	Using ad set be...
✔	BS - Orans - Existing Post - Sale - 9 Sep	ok or ...	1 Website purchase	9,475	₹765.00	₹765.00	₹3,986.39	2.38	₹3,986.39 Per purchase	Using ad set be...
✔	BS - Conversion - 06 March 24	ok, 1-...	— Website purchase	1,072,747	₹0.00	₹0.00	₹49,003.15	1.37	— Per purchase	Using ad set be...
Results from 22 campaigns			2,009,422	2,009,422	₹14,809.65	₹14,809.65	₹673,629.59	2.66	—	Multiple conversions
			Accounts Centre acc...	Total	Total	Total Spent	Per Accounts Centre ...	Multiple conversions		



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Performance
Marketing

Lead Generation



India's Leading Gold Loan NBFC

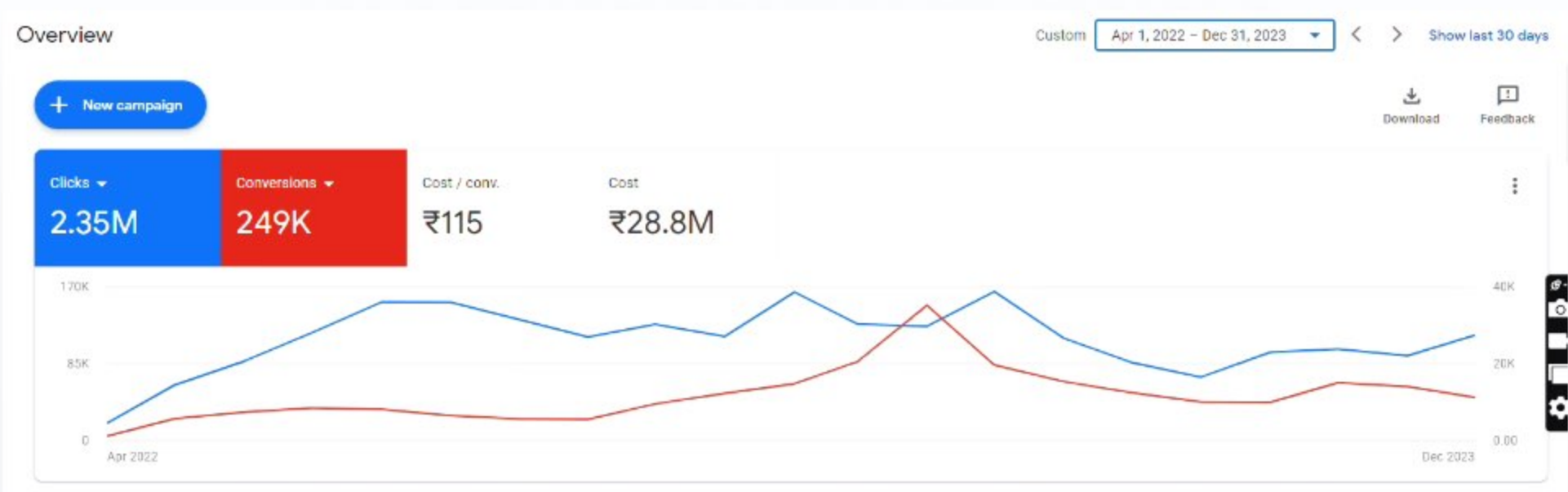
April 1, 2022 - Dec 31, 2023

Amount spent **₹2.8 Crore**

Leads **249K**

CPL **115**

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



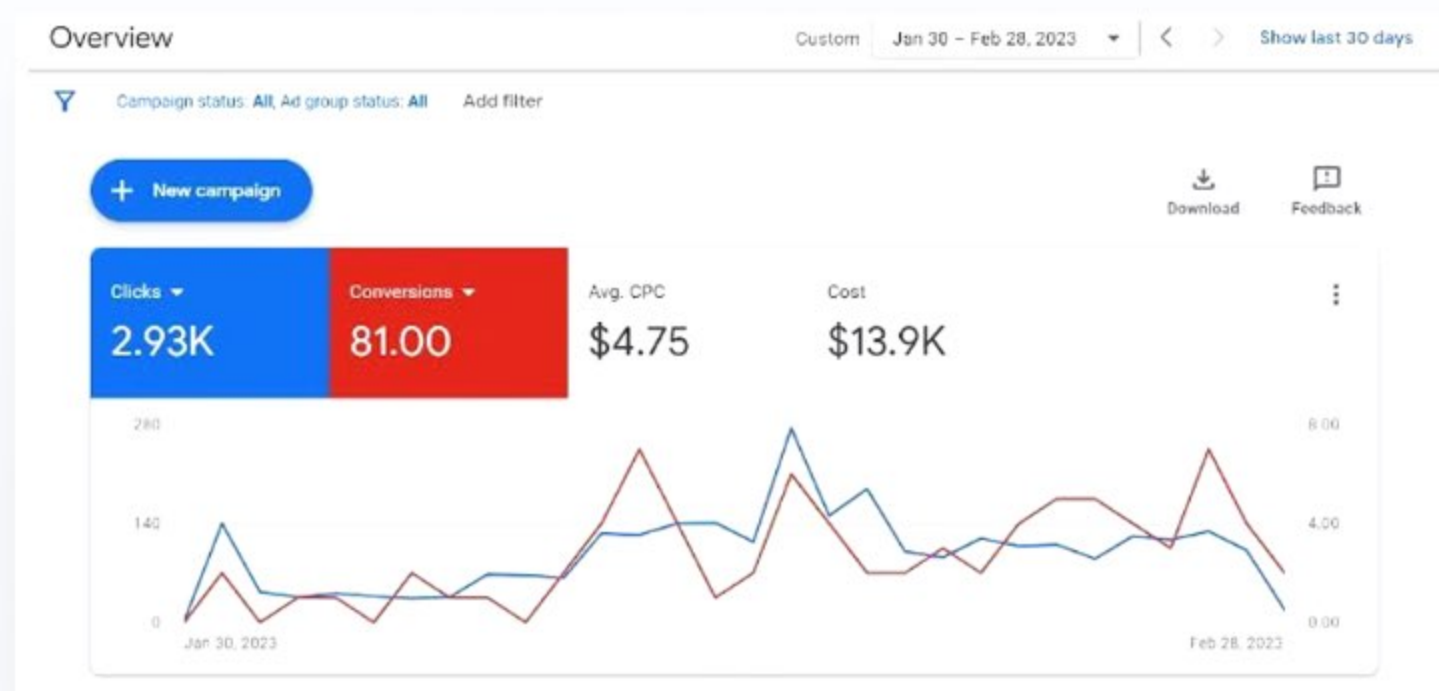
US Based B2B SAAS

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.



Real Estate

Amount Spent: INR 2,457,445

✔ Leads: **1687**

✔ Cost per lead: **1456**

<input type="checkbox"/>	Off / On	Campaign	Delivery	Amount spent	Results	Cost per result	Bid strategy	Bi
<input type="checkbox"/>	<input checked="" type="checkbox"/>	BS SP Lead Kochi	Payment error	₹1,117,543.15	1,130 Facebook leads	₹988.98 Per On-Facebook Le...	Using ad set bid...	Us
<input type="checkbox"/>	<input checked="" type="checkbox"/>	BS SP Lead GCC	Payment error	₹776,738.84	554 Facebook leads	₹1,402.06 Per On-Facebook Le...	Using ad set bid...	Us
<input type="checkbox"/>	<input checked="" type="checkbox"/>	BS Pinnacle Lead	Payment error	₹332,091.71	139 Facebook leads	₹2,389.15 Per On-Facebook Le...	Using ad set bid...	Us
<input type="checkbox"/>	<input type="checkbox"/>	BS SP ABO Lead Creative - Test	Off	₹106,400.94	80 Leads	₹1,273.35 Per Lead	Using ad set bid...	Us
<input type="checkbox"/>	<input type="checkbox"/>	BS SP Adv - Leads Broad	Off	₹52,008.11	76 Facebook leads	₹684.32 Per On-Facebook Le...	Using ad set bid...	Us
<input type="checkbox"/>	<input type="checkbox"/>	BS RF ABO LEAD GEN	Off	₹26,039.75	11 Facebook leads	₹2,367.25 Per On-Facebook Le...	Using ad set bid...	Us
<input type="checkbox"/>	<input type="checkbox"/>	BS SP RT & LLA ABO	Off	₹20,318.54	29 Facebook leads	₹700.64 Per On-Facebook Le...	Using ad set bid...	Us
Results from 179 campaigns				₹2,457,445.68 Total spent	Multiple conversions	Multiple conversions		

Travel & Tourism

PLATFORM: META

AD SPENT: INR 429,444

Leads: **7,864**

Cost per lead: **54.61**

Conversion: **4680**

OS/OSs	Campaign	Bid strategy	Budget	Ad Budget setting	Results	Reach	Impressions	Cost per result	Amount spent	
	ES - MALAYSIA - COORINTRA - 04 DAYS - M...	Using ad set bid ...	Using ad set bud...	7-day click or ...	5	47	21,087	RS.375	RS.134.03	RS.1305.36
	ES - THAILAND - LOKAMYTRA - 05 DAYS - THAI...	Using ad set bid ...	Using ad set bud...	7-day click or ...	5	36	22,906	RS.13.18	RS.1335.07	RS.1335.07
	ES - THAILAND - LOKAMYTRA - 05 DAYS - THAI...	Using ad set bid ...	Using ad set bud...	7-day click or ...	5	30	31,371	RS.9.96	RS.1936.09	RS.1936.09
	ES - AMSTISAR KULLU MANALI	Using ad set bid ...	Using ad set bud...	7-day click or ...	5	70	65,537	RS.14.04	RS.7362.97	RS.7362.97
	ES - COMBODRE - TRAVEL UTSAY	Using ad set bid ...	Using ad set bud...	7-day click or ...	5	79	21,629	RS.28.70	RS.246.33	RS.246.33
	ES - NEW ZEALAND & AUSTRALIA	Using ad set bid ...	Using ad set bud...	7-day click or ...	5	46	36,996	RS.28.11	RS.2590.11	RS.2590.11
	ES - TRAVEL UTSAY - KANNUR - REIMAGINING	Using ad set bid ...	Using ad set bud...	7-day click or ...	5	81	76,396	RS.36.36	RS.308.99	RS.308.99
	ES - TRAVEL UTSAY - PANNAKAMPHETA - REL...	Using ad set bid ...	Using ad set bud...	7-day click or ...	5	6	11,994	RS.14.77	RS.90.62	RS.90.62
	ES - ANDHRA PRADESH	Using ad set bid ...	Using ad set bud...	7-day click or ...	5	505	83,604	RS.16.44	RS.376.04	RS.376.04
	ES - TRAVEL UTSAY - KANNUR	Using ad set bid ...	Using ad set bud...	7-day click or ...	5	106	81,733	RS.74.75	RS.1383.34	RS.1383.34
	ES - CLASSIC EUROPEAN VISA - COORINTRA	Using ad set bid ...	Using ad set bud...	7-day click or ...	5	111	32,360	RS.30	RS.6296.13	RS.6296.13
	ES - MALAYSIA - COORINTRA	Using ad set bid ...	Using ad set bud...	7-day click or ...	5	149	86,325	RS.43.82	RS.14276.46	RS.14276.46
	Results from 36 campaigns			7-day click or ...	7864	7864	265,586	RS.54.61	RS.429,444.67	RS.429,444.67

PLATFORM: GOOGLE

AD SPENT: INR 5,460,531

CBSE & Cambridge International School

PERFORMANCE MARKETING

PLATFORM: META

AD SPENT: **INR 456,144**

Leads: **836**

Cost per lead: **545**

ON/OFF	Campaign	Bid strategy	Budget	Ad rotation setting	Results	Reach	Impressions	Cost per result	Amount spent	
✓	BS - TOP RANKING SCHOOL IN HYDRABAD	Using ad set bid ...	Using ad set bud...	7-day click or ...	462 Facebook leads	526,308	1,021,094	₹117.29 Per on-Facebook leads	₹191,871	
✓	BS - RETARGETING	Using ad set bid ...	Using ad set bud...	7-day click or ...	Facebook leads	10,623	15,874	Per on-Facebook leads	₹2,519	
✓	BS - 9th BEST SCHOOL - NEW	Using ad set bid ...	Using ad set bud...	7-day click or ...	30 Facebook leads	54,803	118,796	₹400.73 Per on-Facebook leads	₹18,263	
✓	BS - KCSE, CBSE & IFC	Using ad set bid ...	Using ad set bud...	7-day click or ...	3 Facebook leads	5,228	11,232	₹342.67 Per on-Facebook leads	₹2,628	
✓	BS - 9th BEST SCHOOL	Using ad set bid ...	Using ad set bud...	7-day click or ...	61 Facebook leads	92,903	263,723	₹406.13 Per on-Facebook leads	₹27,094	
✓	BS - WORLD CLASS FACILITIES - AUGUST 28	Using ad set bid ...	Using ad set bud...	7-day click or ...	76 Facebook leads	107,408	409,147	₹527.02 Per on-Facebook leads	₹10,698	
✓	BS - 10th BEST SCHOOL - 22 AUGUST	Using ad set bid ...	Using ad set bud...	7-day click or ...	199 Facebook leads	247,240	634,900	₹315.13 Per on-Facebook leads	₹90,576	
✓	BS - CAMBRIDGE - 22 AUGUST	Using ad set bid ...	Using ad set bud...	7-day click or ...	15 Facebook leads	37,710	61,640	₹414.56 Per on-Facebook leads	₹10,790	
✓	BS - ADMISSION VIDEO - 30	Using ad set bid ...	Using ad set bud...	7-day click or ...	42 Facebook leads	127,589	358,620	₹854.65 Per on-Facebook leads	₹68,910	
Results from 9 campaigns					7-day click or ...	836	252,347	3,715,627	₹545.00	₹456,144

PLATFORM: GOOGLE

AD SPENT: **INR 242,731**

Leads: **380.50**

Cost per lead: **637.93**

Campaign	CPM	Imps	Interactions	Interaction rate	Avg. cost	Cost	Conversions	Cost / conv.	Views
BS - CAMBRIDGE - SEARCH - 21-08-2024	6.80	10,094	1,021 clicks	7.60%	₹43.18	₹44,084.92	46.00	₹958.37	0
BS - CAMBRIDGE - VIDEO	9.12	55,864	6,237 engagements, views	11.20%	₹40.35	₹2,185.29	0.00	₹0.00	2,376
BS - performance Max - 17 July	0.18	101,637	6,050 clicks, engagements	5.94%	₹4.21	₹26,477.58	79.00	₹332.60	1,122
BS - Search Cambridge	8.13	2,233	170 clicks	7.61%	₹40.30	₹9,051.14	0.00	₹0.00	0
BS - CBSE Search July24	0.87	9,585	827 clicks	8.63%	₹25.36	₹242,542.57	24.83	₹9,777.55	0
BS Location Keyword search - 11/07/2024	3.05	34,384	4,199 clicks	12.21%	₹52.12	₹1,84,890.08	230.67	₹794.78	0
Total: Campaigns in your current view	8.59	216,997	18,527 clicks, engagements, views	8.54%	₹13.10	₹242,731.58	380.50	₹637.93	3,498

Education & Study Abroad Consultancy

PLATFORM: META

AD SPENT: INR 1,806,536

Leads: 22,571

Cost per lead: 80

Conversion: 592

On/Off	Campaign	Bid strategy	Budget	Any budget setting	Results	Reach	Impressions	Cost per result	Amount spent
✓	BS - GERMAN LANGUAGE	Using ad set bid...	Using ad set bid...	7-day click or...	1,348	511,322	1,708,179	₹164.87	₹222,248.82
✓	BS - WEBINAR FOR	Using ad set bid...	Using ad set bid...	7-day click or...	101	48,079	199,889	₹162.91	₹16,433.52
✓	BS - MEDICAL GERMAN	Using ad set bid...	Using ad set bid...	7-day click or...	36	30,126	97,091	₹255.28	₹14,948.90
✓	BS - OPPORTUNITY CARD - 01 NOVEMBER	Using ad set bid...	Using ad set bid...	7-day click or...	275	37,341	86,358	₹51.44	₹11,059.73
✓	BS - GERMAN LEARNING PLATFORM	Using ad set bid...	Using ad set bid...	7-day click or...	32	25,724	125,191	₹508.39	₹16,912.58
✓	BS - NURSE RECRUITMENT	Using ad set bid...	Using ad set bid...	7-day click or...	81	21,675	126,820	₹157.17	₹12,759.42
✓	BS - WEBINAR	Using ad set bid...	Using ad set bid...	7-day click or...	619	92,313	347,683	₹26.87	₹21,941.59
✓	BS - OPPORTUNITY CARD	Using ad set bid...	Using ad set bid...	7-day click or...	145	83,351	260,028	₹167.47	₹24,362.31
✓	BS - STUDENWOLLEG	Using ad set bid...	Using ad set bid...	7-day click or...	45	14,675	36,089	₹175.13	₹7,888.69
✓	BS - ICL - DEUT	Using ad set bid...	Using ad set bid...	7-day click or...	77	32,249	69,930	₹172.38	₹13,267.39
Results from 10 campaigns					22,571	3,188,433	22,296,797	₹80.04	₹1,806,536.79

PLATFORM: GOOGLE

AD SPENT: INR 46,623

Leads: 191

Cost per lead: 244

☐	📺 Ausbildung - Video Efficient reach - May 23	Video	₹0.11	₹19.64	216,372	48,081 engagements	22.22%	₹0.09	₹4,248.52
☐	📺 BS - AUSBILDUNG	Video	₹0.20	₹13.03	1,493,989	207,795 engagements	13.91%	₹0.09	₹19,473.16
☐	🔍 BS - GERMAN LANGUAGE	Search	—	₹1,942.64	11,080	516 clicks	4.65%	₹41.74	₹21,539.98
☐	🔍 BS - STUDY ABOARD - 17 DEC	Search	—	₹1,249.66	1,090	26 clicks	2.39%	₹52.39	₹1,362.13
Total: Campaigns in your current view			₹0.18	₹27.07	1,722,539	256,418 clicks, engagements	14.89%	₹0.18	₹46,623.78
Total: Account			₹0.18	₹27.07	1,722,539	256,418 clicks, engagements	14.89%	₹0.18	₹46,623.78

Financial & Business Advisory

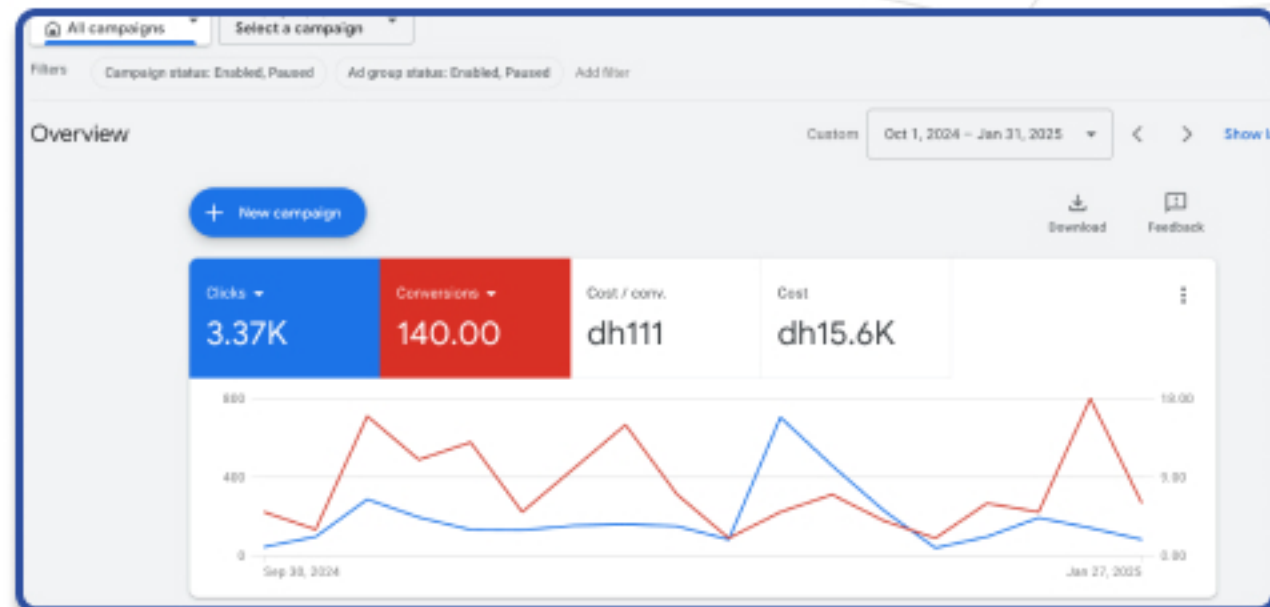
Amount Spent: 17149 AED

✔ Leads: **272**

✔ Cost per Lead: **63 AED**

✔ Conversion Value: **77800 AED**

✔ ROI: **4.54**



Campaigns | 4950131330970570 (495...)

Updated just now | Review and publish

All ads | Active ads | Had delivery | See more

Campaign Name contains | Search by name, ID or metrics

Campaigns | Ad sets | Ads | 1 Oct 2024 - 31 Jan 2025

+ Create | Duplicate | Edit | A/B test | More

Columns: Performance | Breakdowns | Charts

Off/on	Campaign	Location	Results	Reach	Impressions	Cost per result	Amount spent	Ends
<input type="checkbox"/>	BS LO Website	click or ...	2 Website leads	1,852	3,531	188.24 Per lead	296.67	0
<input type="checkbox"/>	BS Whatsapp	click or ...	133 Messaging conver...	9,873	26,689	5.58 Per messaging co...	1,372.03	0
<input type="checkbox"/>	BS LO	click or ...	5 Facebook leads	547	709	10.18 Per on-Facebook lea...	50.81	0
Results from 3 campaigns			Multiple conversions	11,481	30,929	Multiple conversions	1,819.51 Total Spent	

Nutritional Consultancy And Wellness Services

Amount Spent: INR 490321

Leads: **3383**

Conversions: **12**

Off/On	Campaign	Results	Reach	Views	Frequency	Cost per result	Budget	Amount spent
<input type="checkbox"/>	BS Medical	291 Facebook leads	97,698	172,691	1.88	₹209.36 Per on-Facebook leads	Using ad set bud...	₹60,923.39
<input type="checkbox"/>	BS Sports Nutrition	764 Facebook leads	693,002	2,010,722	2.80	₹181.83 Per on-Facebook leads	Using ad set bud...	₹138,916.51
<input type="checkbox"/>	BS LifeStyle	2,022 Facebook leads	580,001	1,033,805	1.78	₹102.90 Per on-Facebook leads	Using ad set bud...	₹208,056.36
<input type="checkbox"/>	BS Weight Loss Campaign	20 Facebook leads	4,489	5,410	1.16	₹106.45 Per on-Facebook leads	Using ad set bud...	₹2,129.00
<input type="checkbox"/>	BS Sports Adv Campaign	196 Facebook leads	166,513	448,586	2.64	₹216.99 Per on-Facebook leads	Using ad set bud...	₹42,529.11
<input type="checkbox"/>	BS Chandigarh Lead Gen	81 Facebook leads	107,695	219,608	1.97	₹389.03 Per on-Facebook leads	Using ad set bud...	₹31,511.62
<input type="checkbox"/>	BS Diwali Offer Lead Gen	9 Facebook leads	4,396	9,289	2.11	₹695.09 Per on-Facebook leads	Using ad set bud...	₹6,255.77
Results from 7 campaigns		3,383 On-Facebook leads	1,515,013 Accounts Centre accou..	3,900,111 Total	2.52 Per Accounts Centre a..	₹144.94 Per on-Facebook leads		₹490,321.78 Total Spent



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Performance
Marketing

Brand Awareness



Health & Wellness

Amount Spent: INR 2331983

✔ CPM Meta: **7,864**

✔ CPM Google: **54.23**

The screenshot displays the Google Ads interface for a campaign named 'Health & Wellness'. The top navigation bar includes filters for 'All ads', 'Active ads', and 'Had delivery', along with a search bar and a 'Create a view' button. The main content area shows a table of campaigns with columns for Campaign, City, Cost per result, Budget, Amount spent, Ends, Impressions, and CPM. The table lists five campaigns: 'BS Reach Cities', 'BS Reach Pune', 'BS Reach Bangalore', 'BS Reach Mumbai', and 'BS PHYSIO'. A summary row at the bottom indicates 'Results from 44 campaigns' with a total amount spent of ₹1,308,092.99 and 230,891,974 impressions.

GM/On	Campaign	City	Cost per result	Budget	Amount spent	Ends	Impressions	CPM (cost per 1,000)
<input type="checkbox"/>	BS Reach Cities		3.34 Per 1,000 people r...	₹9.51 Using ad set bu...	₹97,935.07	Ongoing	34,451,207	
<input type="checkbox"/>	BS Reach Pune		3.66 Per 1,000 people r...	₹9.42 Using ad set bu...	₹41,957.43	Ongoing	16,300,834	
<input type="checkbox"/>	BS Reach Bangalore		4.22 Per 1,000 people r...	₹11.49 Using ad set bu...	₹58,190.12	Ongoing	25,019,907	
<input type="checkbox"/>	BS Reach Mumbai		3.57 Per 1,000 people r...	₹9.49 Using ad set bu...	₹86,613.36	Ongoing	32,544,985	
<input type="checkbox"/>	BS PHYSIO		2.16 Per result/network t...	₹334.00 Using ad set bu...	₹25,717.74	Ongoing	80,160	
Results from 44 campaigns			5.14 Multiple conversions	—	₹1,308,092.99 Total Spent		230,891,974 Total	

The bottom section of the screenshot shows the 'Overview' tab with a sidebar menu containing 'Create', 'Campaigns', 'Goals', 'Tools', 'Billing', and 'Admin'. The main area displays a table of filtered campaigns with columns for Campaign, Cost, Imps, Avg. CPM, and Clicks. The table shows a total of 12 filtered campaigns with a total cost of ₹1,022,891.88 and 18,791,362 impressions. Individual campaign rows include details like 'BS Video Reach- Jyoti Pojari-Bangalore Rest of the City' with a cost of ₹7,433.26 and 230,814 impressions.

Campaign	Cost	Imps	Avg. CPM	Clicks
Total Filtered campaigns	₹1,022,891.88	18,791,362	₹54.43	62,832
BS Video Reach- Jyoti Pojari-Bangalore Rest of the City	₹7,433.26	230,814	₹32.20	1,268
BS Video Updated Green Physio Target Frequency 02 - 02 - 24	₹5,842.64	79,889	₹73.90	253
BS Video Target Frequency Updated Orange Physio 02-02-24	₹4,641.62	54,197	₹85.64	154
BS Video Target Frequency Update Green 25-01-23	₹5,228.90	53,092	₹98.49	152
BS Video OrangeTarget Frequency 02-02-24	₹5,207.67	55,614	₹93.64	159

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





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Performance
Marketing

App Installs



Logistics And Delivery

Amount Spent: INR 302,223

✔ App Registrations: **3539**

✔ CPR: **85.40**

Ad set	Amount spent	Results	Cost per result
Bangalore Pincodes	₹67,318.51	433 In-app registrations	₹155.47 Per in-app registration
Coimbatore Pincodes	₹10,974.91	60 In-app registrations	₹182.92 Per in-app registration
Mysore Pincodes	₹32,186.44	158 In-app registrations	₹203.71 Per in-app registration
Trivandrum Pincodes	₹4,431.54	6 In-app registrations	₹738.59 Per in-app registration
Trivandrum	₹1,529.48	12 In-app registrations	₹127.46 Per in-app registration
Mysore	₹13,665.79	155 In-app registrations	₹88.17 Per in-app registration
Coimbatore	₹1,546.00	9 In-app registrations	₹171.78 Per in-app registration
Chennai Broad	₹35,276.91	506 In-app registrations	₹69.72 Per in-app registration
Results from 13 ad sets ⓘ	₹302,223.93 Total Spent	3,539 In-app registrations	₹85.40 Per in-app registration

Parenting App

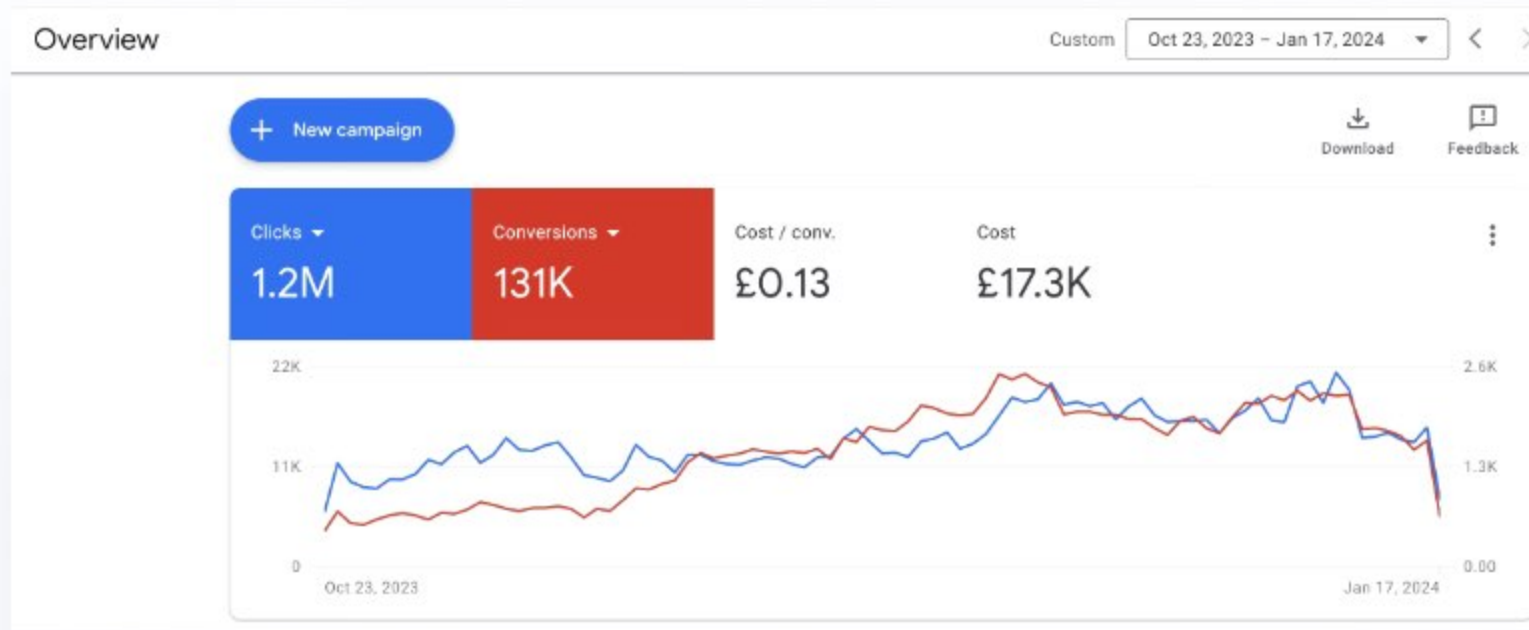
Oct 23, 2023 - Jan 17, 2024

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	435 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



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Performance
Marketing

Automation



Abad Builders

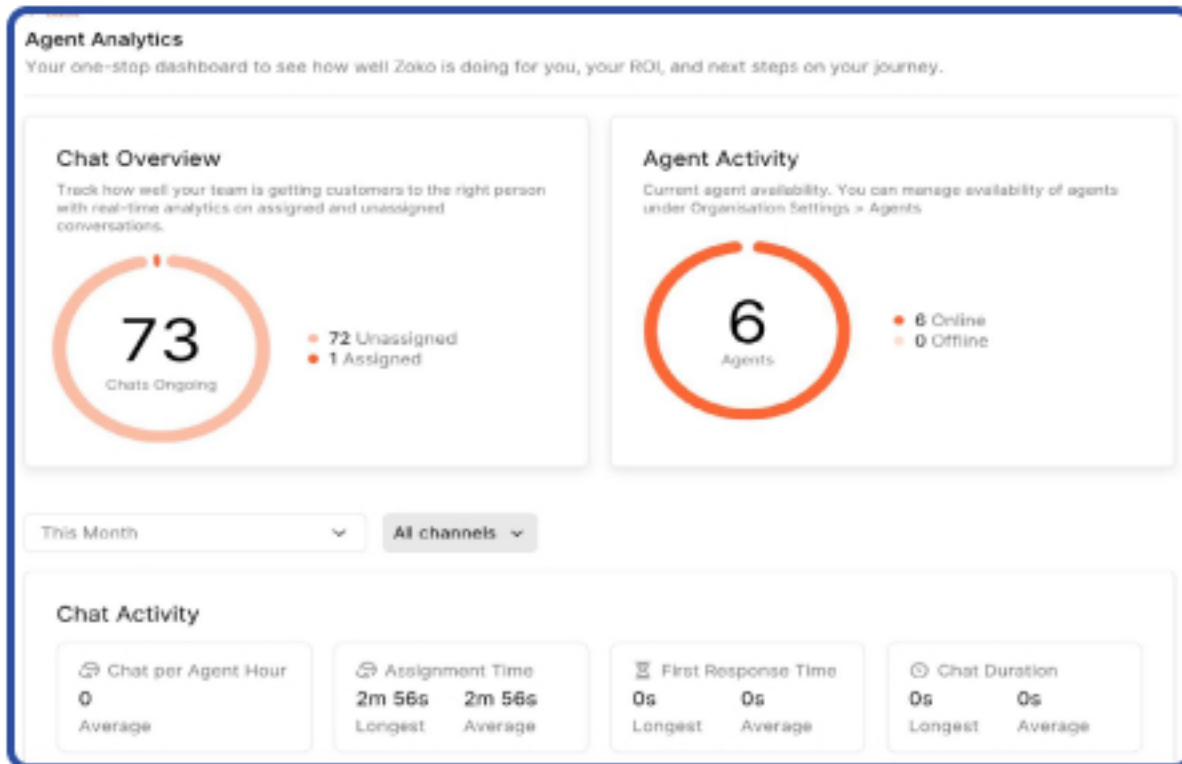
Platform:  happilee

← / ABAD BUILDERS / Broadcast / Broadcast Details / BS %7C WP Hand Over %7C Jan 22 %7C Kuwait Expo %7C Kochi Expo %7C Meta Leads New

Category	Percentage	Count
Overview	100%	(223)
Sent	66%	(147)
Delivered	64%	(143)
Read	40%	(89)
Replied	1% (3)	
Not Replied	39%	(86)
Failed	34%	(76)

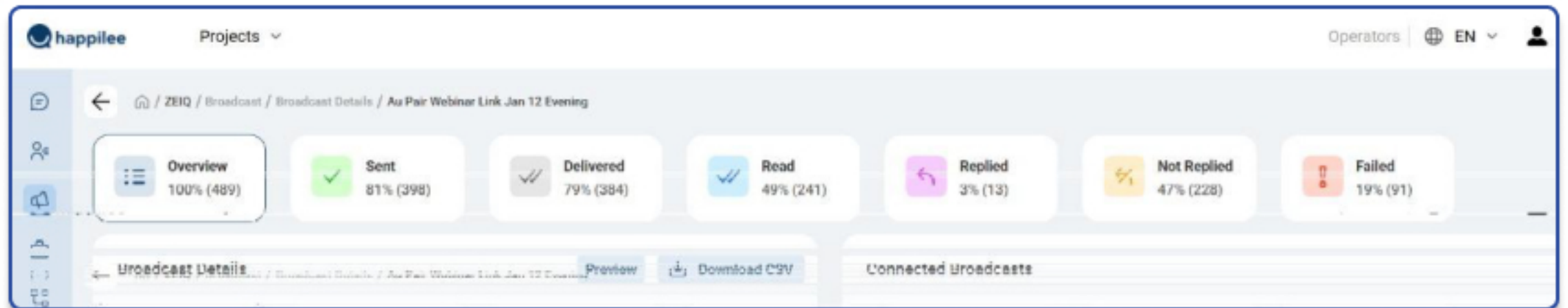
Memmmory Train

Platform:  **zoko**



ZeIQ Consultants

Platform:  happilee



The screenshot displays the happilee interface for a broadcast project. At the top, the 'happilee' logo and 'Projects' dropdown are visible on the left, and 'Operators | EN' with a user icon is on the right. The breadcrumb trail reads: / ZEIQ / Broadcast / Broadcast Details / Au Pair Webinar Link Jan 12 Evening. Below this, a row of seven summary cards shows the following data:

Category	Percentage	Count
Overview	100%	489
Sent	81%	398
Delivered	79%	384
Read	49%	241
Replied	3%	13
Not Replied	47%	228
Failed	19%	91

Below the summary cards, the 'Broadcast Details' section includes a 'Preview' button and a 'Download CSV' button. To the right, there is a section for 'Connected Broadcasts'.

BRAINS BEHIND BLUSTEAK



TELSON THOMAS
(Co-Founder)



JAISON THOMAS
(Co-Founder)



MANJIT CHERIAN
(CEO)



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