

Digital Marketing Portfolio

Hi, I'm Ravinder Singh!

I'm a Digital Marketing Strategist (MBA in Business Marketing) 6+ years of experience. I help businesses grow online by reaching the right audience and increasing sales.

I offer services like:

- SEO (Google ranking)
- PPC Ads (Paid ads)
- Social Media Marketing
- Facebook & Instagram Ads

💰 Affordable pricing with quality work

I believe in giving great results at budget-friendly rates so every business can grow.

Let's grow your business together



My Certifications

Semrush Academy Certificate



Ravinder Singh

is awarded this certificate of achievement for the successful completion of the

GA4 for SEO - How data helps businesses grow with Jeff Sauer

Certificate expires 01.07.2026
Certificate of completion f99680632
Certification exam Exam id-6

Jeff Sauer

Semrush Academy Certificate



Ravinder Singh

is awarded this certificate of achievement for the successful completion of the

Become an AI-Powered Marketer

Certificate expires 01.07.2026
Certificate of completion 8ab1b422d2
Certification exam Exam id-26

Michael Hage

Semrush Academy Certificate



Ravinder Singh

is awarded this certificate of achievement for the successful completion of the

Mastering YouTube Search Trends and SEO Strategies

Certificate expires 05.07.2026
Certificate of completion 6c37a7b7cf
Certification exam Exam id-1

Google Analytics Academy

Getting Started With Google Analytics 360
Certificate of Completion

Ravinder singh

Awarded for successfully completing
the course "Getting Started With
Google Analytics 360"



Google Analytics Academy

Google Tag Manager Fundamentals
Certificate of Completion

Ravinder singh

Awarded for successfully completing
the course "Google Tag Manager
Fundamentals"



Google Digital Unlocked

Ravinder Singh

Is hereby awarded this certificate of achievement for the successful
completion of **The Fundamentals of Digital Marketing** certification exam
on 27/03/2020

Matt Britton
President - Google EMEA



Townsend Pamela Frechan
CEO - IAB Europe

Certificate ID: HCE 7977 U81

Verify the authenticity of this certificate at: <https://learn.digital.withgoogle.com/digitalunlocked>

RAVINDER SINGH

CONTRIBUTION

This Project in
DIGITAL MARKETING



STRATEGY
PLANNING



SEARCH ENGINE
OPTIMIZATION



GOOGLE ADS
MANAGEMENT



SOCIAL MEDIA
MARKETING



PERFORMANCE
ANALYTICS

STRATEGY

CREATIVITY

OPTIMIZATION

RESULTS

PROUDLY WORKED WITH

MICRO WEB
experts

RUDRA BEADS
A Transforming & Healing Practice



THE VISION SYSTEMS
Excellent Tech Support



CURVE GRAPHICS

FUTURE info

SOAP
COSMETIC CLASSES

RAJ KARN
SOLUTIONS

Brown Bite



Astro Nupur
— REDUCE YOUR COSMIC BLUEPRINTS & REMEDIES —

RDX
THE FITNESS EXPLOSION
RDX GYM AND SPA



marc surface coating

LALJI
ASSOCIATES & PROJECTS

infotech
SoftNet COMPUTER EDUCATION

SUNCONTROLS

G.S. TRADERS

SHIVAM
INDUSTRIES

Prakash Auto Industries

Skyokart



OSERD

S.S.REKHI & CO.



Moon Hospitality

BonIN Bon

BUSINESSinPOCKET



PLANNED SMARTER

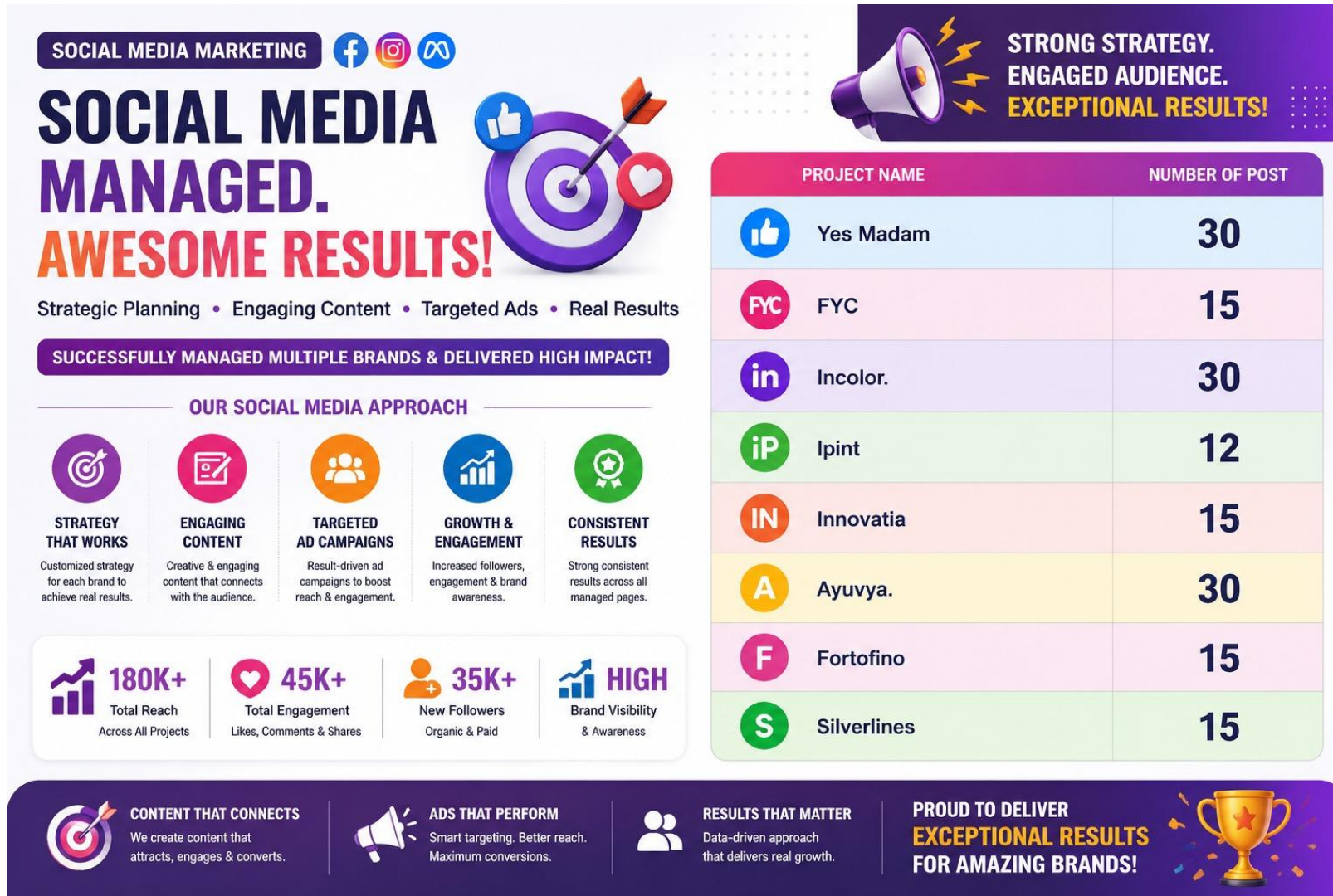


CREATED BETTER



DELIVERED RESULTS

*Thank you for your trust
and the opportunity to contribute.*



Social Media Approach
Strategy That Works
Customized strategy for each brand to achieve real results
Engaging Content
Creative & engaging content that connects with the audience
Targeted Ad Campaigns
Result-driven ad campaigns to boost reach & engagement
Growth & Engagement
Increased followers,

Strategic. Creative. Consistent.

SOCIAL MEDIA PLANNER

Planned Today. Perform Tomorrow.
Smart planning for stronger engagement and **consistent growth**.

Managed For

**Giftme bazar**
Make Gifting Memorable

**electronicspices**
Best Quality, Redefined.

WHAT I PLAN & MANAGE

CONTENT CALENDAR

POST SCHEDULING

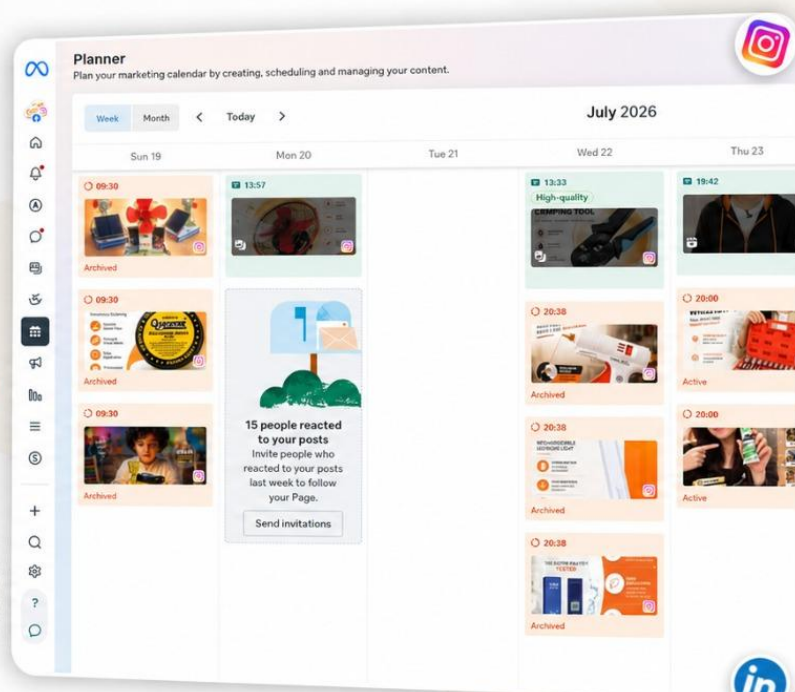
PERFORMANCE ANALYSIS

AUDIENCE ENGAGEMENT

TREND & HASHTAG RESEARCH

CREATIVE CONTENT STRATEGY

Building Brands. One Post at a Time. | **LET'S GROW TOGETHER**



Services

Monthly Content Calendar
Post Scheduling
Performance Analytics
Audience Growth
Trend Research
Content Strategy

Book Your Free Consultation

SOCIAL MEDIA & CONTENT MARKETING

CREATIVE CONTENT. STRONG ENGAGEMENT. REAL RESULTS.



bogo  boutique
— FASHION THAT INSPIRES —



TARGET AUDIENCE FOCUS

Focused on Millennials – the core audience who love fashion, trends & online shopping.



CROSS-CHANNEL STRATEGY

Strong presence on Facebook, Instagram, Pinterest, Twitter & Polyvore for maximum reach & engagement.



ENGAGING CONTENT

Visually appealing, interactive & trend-focused content that connects with the audience and drives action.



INFLUENCER COLLABORATION

Partnered with fashion bloggers through an affiliate program to boost brand awareness & trust.

THE RESULT?



Our Pinterest campaign delivered outstanding results with

20% OF ALL SALES
COMING FROM PINTEREST!

OUR STRATEGY IN ACTION



DATA DRIVEN STRATEGY

Built strategy around customer journey & key touchpoints.



RIGHT CONTENT AT RIGHT TIME

Delivered the right message to the right audience.



PROMOTED SMARTER

Higher engagement through promoted pins & social ads.



BETTER ROI

Generated a great ROAS with optimized ad spend.

CREATIVE CONTENT.
STRATEGIC PROMOTION.
OUTSTANDING GROWTH.



We don't just post, we connect. We don't just promote, we grow your brand!

bogo  boutique

Core Strategy Pillars

Target Audience Focus

Focused on Millennials — the core audience who love fashion, trends & online shopping.

Cross-Channel Strategy

Strong presence on Facebook, Instagram, Pinterest, Twitter & Polyvore for maximum reach & engagement.

Engaging Content

Visually appealing, interactive & trend-focused content that connects with the audience and drives action.

Influencer Collaboration

Partnered with fashion bloggers through an affiliate program to boost brand awareness & trust.

 PINTEREST SUCCESS
INSPIRED PINS.
REAL RESULTS.

— Turning Inspiration into Growth —



MORE VIEWERS
Growing audience every day



MORE IMPRESSIONS
Increased visibility for your pins



MORE CLICKS
Driving traffic to your website



MORE SAVES
Building trust & brand love



 GROWTH IN NEW VIEWERS OVER TIME



United States
www.bogoboutique.us

TOP PIN IMPRESSIONS From the last 30 days

	Impressions	Clicks	Saves	Pin type
 Cute As A Button Tunic Top	256,980	334	1,913	R
 Charming Sleeveless Tunic Maxi Dress	28,163	31	137	R
 Autumn Adore Vest in Rustic Brown, Nav...	21,982	10	88	R
 Fall Casual Long Sleeve Tunic Dress	19,643	10	47	R
 Autumn Adore Vest in Rustic Brown, Nav...	14,285	6	63	R

Avg. daily impressions

17,829

 374.31%

Avg. daily viewers

16,236

 374.48%



TARGETED PINS
Right content for the right audience



DATA DRIVEN
Insights that drive smarter decisions



CONSISTENT GROWTH
Sustainable results over time



PROVEN STRATEGY
Turning pins into performance

MORE PINS. MORE TRAFFIC.
MORE SALES. MORE SUCCESS!



 **MORE INSPIRATION**

 **MORE ENGAGEMENT**

 **MORE GROWTH**

- Monthly Viewers: 458K+ (showing steady, sharp upward growth from Jan 1 to Apr 1)
- Average Daily Impressions: 17,829 (+374.31% increase)
- Average Daily Viewers: 16,236 (+374.48% increase)

SMO / BRANDING PORTFOLIO

CREATIVE POSTS • STRONG BRANDING • BETTER ENGAGEMENT

Building Brands. Creating Impact.

BRAND AWARENESS
 ENGAGEMENT GROWTH
 LEAD GENERATION
 RESULT DRIVEN

OUR APPROACH

- STRATEGY FIRST**
Understanding audience & creating smart strategy.
- CREATIVE CONTENT**
Eye-catching designs & engaging post creatives.
- CONSISTENT POSTING**
Regular posting schedule for better reach.
- TARGETED ENGAGEMENT**
Engaging with the right audience.
- BRAND BUILDING**
Stronger brand identity & online presence.
- MEASURABLE RESULTS**
Tracking performance & improving results.

STRONG BRANDING
BETTER ENGAGEMENT
MAXIMUM RESULTS

HostLonger India
17 September

Get LiteSpeed Web Hosting - 100% FREE + Upto 500 MB SSD Disk Space, Free SSL Certificate, cPanel & 1-Click Apps Installer!

100% FREE SSD Disk Space
Free SSL Certificate
cPanel Control Panel
1-Click Apps Installer

HOSTLONGER.COM
FREE Web Hosting : Launch Your Website Today!

13 likes, 1 share

Csdo Classes
27 December at 20:28

Learn the art of making Liquid Detergent !
Care for your loved ones with home-made detergent
Learn with experts at India's best institute "CSDO"

Learn the art of making Liquid Detergent

STARTS 29 DEC 4 PM - 6 PM

ENROL NOW

8920309257 | VOCATIONAL-COURSES.CO.IN

7 likes, 4 comments, 29 shares

HostLonger India
8 September

Looking for Web Hosting? ** Get Hosting in your BUDGET

HOSTING IN YOUR BUDGET

HOSTLONGER.COM
Budget Web Hosting - Launch Your Website Today!

23 likes, 1 share

Csdo Classes
21 December at 20:25

Taste the Taste
Learn to make amazing "Makhana" with experts
Connect "Csdo Classes" for more information.
9811272193 | Vocational-courses.co.in

6 shares

MORE VISIBILITY FOR YOUR BRAND
 ENGAGE MORE CONVERT BETTER
 CREATIVE POSTS THAT CONNECT & CONVERT
 RESULTS THAT DRIVE GROWTH

- **Strategy First**
Understanding audience & creating smart strategy.
- **Creative Content**
Eye-catching designs & engaging post creatives.
- **Consistent Posting**
Regular posting schedule for better reach.
- **Targeted Engagement**
Engaging with the right audience.
- **Brand Building**
Stronger brand identity & online presence.
- **Measurable Results**
Tracking performance & improving results.



MY AD CREATIVE

FACEBOOK AD SAMPLES



•• Creative Ads. Real Engagement. Better Results. ••



TARGETED
AUDIENCE



HIGHER
ENGAGEMENT



MORE LEADS
& SALES



BRAND
VISIBILITY



BETTER ROI &
RESULTS

facebook

Global Education
Sponsored · 🌐

Make Amazing Education & Travel Experiences A Life Time Memory! 🌍✈️ Study in Top Universities Abroad.



SchoolDunia - You Are One Click Away from Your Dreams [Apply Now](#)

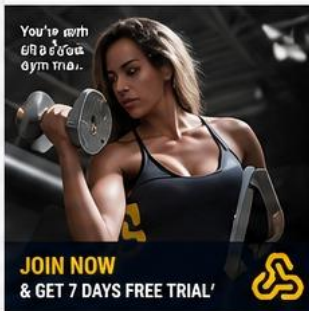
👍❤️👍 125 15 Comments

👍 Like 💬 Comment ➦ Share

facebook

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You're worth more than your average gym trial. 💪



FitLife Gym & Fitness Center
Start Your Transformation Today! [Sign Up](#)

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Introductory Offer: Buy 1 Get 1 Free Just Add 2 Organik To Get 4! 🌱 Organic & Fermented Whole Foods Supplements For Greater Health.



Organic & Fermented Whole Foods & 54+ [SHOP NOW](#)

👍❤️👍 180 12 Comments

👍 Like 💬 Comment ➦ Share

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Hustle And Flow Workshop
Sponsored · 🌐

Plan Your Wedding Photoshoot with Ashley Izquierdo Now! Sign A Proposal & Pay 75% Remaining balance In 4 EMIs.

Book Now! 💕



[SHOP NOW](#)

👍❤️👍 98 2 Comments

👍 Like 💬 Comment ➦ Share

facebook

Realty Management Group
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Our 900+ Plan Flat-Fee Structure Allows You To Inform Your Clients Of Exact Cost When They Can Expect Top Pay For Management Services! 🏡

We Will Pay You \$200 🏠 For Each Referral

Contact Us:
📞 (619) 456-0000
📧 info@choosermg.com



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👍❤️👍 76 5 Comments

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Fitman - The Mental Game
Sponsored · 🌐

Dress the Part - Show All of Your Swag & Confidence with The T-shirt ones #FITMAN, Made with High Quality 95% Cotton & 5% Spandex 🙌👕

USE CODE "FITMAN10" TO GET 10% OFF + Free Shipping! 📦



[SHOP NOW](#)

FITMANCOTTON Soft Cotton T-Shirt [SHOP NOW](#)

👍❤️👍 64 4 Comments

👍 Like 💬 Comment ➦ Share



STRATEGIC
AD COPY



EYE-CATCHING
VISUALS



STRONG
CALL TO ACTION



BETTER ENGAGEMENT
& CONVERSIONS

GREAT ADS DON'T JUST GET CLICKS, THEY GET RESULTS.

LET'S GROW YOUR BUSINESS TOGETHER!



Campaign Results (Last 30 Days)
 Reached **94,556+** audience
 Generated **118,530** total views
 Achieved **8,346** website visits
 Total impressions: **7,08,624+**

Achieved high reach & traffic at lowest cost efficiency, helping the brand grow faster and smarter.

Instagram Ads Campaign Performance

KPI:

Transactions: **1233**

ROAS: **338%**

Off / On	Campaign	Results	Purchase ROAS (return on ad...)	Reach	Frequency	Cost per result	Amount spent
	IG - Reel - Scale 1 - Scaling	460	3.69	203,107	6.05	\$10.63	\$4,891.07
	IG - Reel - ROAS (Adv + ROQ) Campaign	303	2.15	236,975	2.68	\$12.60	\$3,615.82
	IG - Reel - Reel - ROAS (Adv + ROQ) Campaign	213	2.22	181,092	3.01	\$11.62	\$2,474.83
	Website Purchase New Ad	126	3.25	114,961	2.22	\$10.79	\$1,358.73
	ROAS (Adv + ROQ) - Advantage+ shopping camp...	35	3.13	109,278	1.20	\$10.59	\$604.38
	SAAS Campaign	35	2.21	36,683	1.32	\$13.25	\$198.75
	IG - purchase - Scale	5	1.28	10,411	1.53	\$30.01	\$150.06
	IG - purchase - Scale	5	1.28	10,939	1.53	\$30.01	\$150.06
	IG - purchase - Scale	5	1.58	17,939	1.03	\$12.29	\$106.47
	IG - purchase - Scale	5	1.58	17,939	1.03	\$12.29	\$106.47
	Results from 54 campaigns	3,338	1,016,111	5.34			\$25,376.58
	Multiple conversions	Average	Accounts Center acce...	Per Accounts Center ac...	Multiple conversions		Total spent

Website: www.roboman.info

Results for a high AOV Shopify store's Meta ad campaign during our 1st month of running the ads for them: 5.68 ROAS!

Off / On	Campaign	Amount spent	Purchase ROAS (return o...)	Website purchase ROAS...	Purchas...	Cost per purchase	Purchases conversion value
	TDM: TOF ...	\$759.39	13.39	13.39	6	\$126.57	\$10,166.50
	TDM: BOF ...	\$325.11	1.41	1.41	1	\$325.11	\$459.00
	TDM: TOF ...	\$300.02	0.33	0.33	1	\$300.02	\$100.00
	TDM: MO...	\$381.84	—	—	—	—	\$0.00
	TDM: BOF ...	\$649.69	2.67	2.67	3	\$216.56	\$1,731.74
	TDM: TOF ...	\$86.82	—	—	—	—	\$0.00
	TDM: TOF ...	\$794.33	7.89	7.89	10	\$79.43	\$6,269.30
	Results fr...	\$3,297.20	5.68	5.68	21	\$157.01	\$18,726.54
	Total Spent		Average	Average	Total	Per Action	Total

Helping eCommerce brands scale with data-driven Meta Ads campaigns that maximize ROAS and revenue.

5.6X ROAS

- ✓ 1,200+ Purchases
- ✓ 338% Revenue Growth
- ✓ Optimized Conversion Campaigns

FACEBOOK ADS
CASE STUDY

E-COMMERCE SALES CAMPAIGN

OBJECTIVE
Increase online sales and revenue through Facebook & Instagram Ads.

- STRATEGY**
- Conversion Campaign
 - Meta Pixel Optimization
 - Retargeting Campaigns
 - Lookalike Audience (1% & 2%)
 - Creative Testing (Image + Video)
 - Budget Optimization (CBO)

CAMPAIGN DETAILS

Campaign Objective Sales (Website Purchases)

Duration 01 May – 31 May 2024 (31 Days)

Ad Spend ₹50,000

Audience Interest + Lookalike + Retargeting

Placements Facebook, Instagram, Audience Network

KEY RESULTS

Amount Spent	₹49,872
Website Purchases	312
Purchase Conversion Value	₹3,62,450
ROAS (Return on Ad Spend)	7.26x
Cost Per Purchase	₹160
Reach	5,12,000
Impressions	9,45,000
CTR (Link Click Through Rate)	4.12%
CPC (Cost Per Click)	₹6.45

FINAL OUTCOME

312+ Orders | 7.26X ROAS | High Revenue

Low Cost Per Purchase | Improved Conversions

Campaigns

Search and filter

May 1, 2024 – May 31, 2024

+ Create Duplicate Edit A/B test More

Columns: Performance Breakdown Reports

Off / On	Campaign	Delivery	Results	Reach	Impressions	Cost per result	Amount spent
☐	Purchase Campaign - Website	Active	312 Purchases	5,12,000	9,45,000	₹160.10 Per Purchase	₹49,872.00
☐	Retargeting - Add to Cart	Active	78 Purchases	1,25,000	2,10,000	₹152.30 Per Purchase	₹11,879.00
☐	Lookalike 1% - Purchase	Active	154 Purchases	2,15,000	3,95,000	₹158.60 Per Purchase	₹24,466.00
☐	Lookalike 2% - Purchase	Active	80 Purchases	1,10,000	2,05,000	₹162.48 Per Purchase	₹13,527.00
Results from 4 campaigns			312 Total	5,12,000 Accounts Center accounts	9,45,000 Total	₹160.10 Per Purchase	₹49,872.00 Total Spent

Website Purchases

312 Total

Purchase Conversion Value

₹3,62,450 Total

ROAS (Return on Ad Spend)

7.26x Average

Cost Per Purchase

₹160 Per Purchase

Amount Spent

₹49,872 Total

PERFORMANCE OVERVIEW

Reach	Impressions	Link Clicks	CTR (Link Click-Through Rate)	CPC (Cost Per Click)
5,12,000 ▲ 38.6%	9,45,000 ▲ 29.4%	18,950 ▲ 45.3%	4.12% ▲ 1.02%	₹6.45 ▼ 11.8%

Reach Impressions

CONVERSION FUNNEL

Add to cart	1,520
Initiate checkout	820
Purchases	312
Purchase rate	20.52%

COST & CONVERSION SUMMARY

7.26x ROAS

Revenue Generated	₹3,62,450
Ad Spend	₹49,872
Net Revenue	₹3,12,578
ROAS	7.26x

RETURN ON AD SPEND

7.26x

For every ₹1 spent, ₹7.26 earned in return

AUDIENCE BREAKDOWN

Age

18-24	12%
25-34	38%
35-44	28%
45-54	15%
55+	7%

Gender

Male	61%
Female	37%
Other	2%

PLACEMENTS

Facebook Feed	58%
Instagram Feed	25%
Audience Network	9%
Stories	8%

TOP PERFORMING AD

Electronics DIY Kit Complete Starter Kit Best for Students & Engineering Projects	Results Purchases	Cost per purchase	CTR
Active	156	₹148.35	4.35%

KEY TAKEAWAYS

- ✓ Targeted audience & retargeting increased sales.
- ✓ Lookalike audiences helped in scaling.
- ✓ Creative testing improved CTR & reduced CPC.
- ✓ Optimized campaigns delivered 7.26X ROAS.
- ✓ High-quality traffic resulted in better conversions.



STUNNING CAMPAIGNS. OUTSTANDING RESULTS!

Smart Strategy. High Performance. Real Growth.



HIGHER REACH

Reach the right audience



MORE ENGAGEMENT

Build strong connections



QUALITY TRAFFIC

Drive targeted traffic to your website



MAXIMUM CONVERSIONS

Turn clicks into valuable customers



EVERY CAMPAIGN HAS A PURPOSE. EVERY RESULT HAS AN IMPACT.



TOP PERFORMING CAMPAIGNS

Consistent Results. Continuous Growth.



IMPRESSIONS

5,49,492+ ▲ Growing



REACH

4,52,171+ ▲ Growing



CLICKS (ALL)

20,647+ ▲ High Intent Traffic



AMOUNT SPENT

₹5,135.94 ▲ Optimized Spend



CONVERSIONS

High Volume ▲ More Sales & Leads



BETTER STRATEGY = BETTER RESULTS

We don't just run ads, we build growth engines!

Campaigns Account: Spice (\$7985..) Opportunity score Updated just now Discard Drafts Review and publish (7) Create a view

Describe what you're looking for

Campaigns Ad sets Ads Last 30 days: 24 Jun 2026 - 23 Jul 2026

+ Create Duplicate Edit Analyse A/B test More Columns Breakdown Download Share

☐	Off...	Campaign	Actions	Results	Cost per result	Budget	Impressions	Reaches	Engage	Ends	Attribution setting	Bid strategy
☐	☐	Tailored web traffic campaign 09/02/2026 Camp...		16,993	₹0.30	Using ad set bu...	₹5,135.94	549,492	—	Ongoing	1-day click	Highest volume
☐	☐	web traffic campaign 09/02/2026 Campaign		439	₹1.96	Using ad set bu...	₹4,928	24,928	—	Ongoing	1-day click	Highest volume
☐	☐	18/07/2026 (New Traffic campaign)		—	—	Using ad set bu...	₹0.00	—	—	Ongoing	1-day click	Highest volume
☐	☐	15/07/2026 (ES) New Engagement campaign		—	—	Using ad set bu...	₹0.00	—	—	Ongoing	1-day click	Highest volume
☐	☐	New Engagement campaign product Name		—	—	Using ad set bu...	₹0.00	—	—	Ongoing	1-day click	Highest volume
☐	☐	09/02/2026 New Traffic Campaign		—	—	Using ad set bu...	₹0.00	—	—	Ongoing	1-day click	Highest volume
☐	☐	02/02/2026 Electronic spices New Traffic Camp...		—	—	Using ad set bu...	₹0.00	—	—	Ongoing	1-day click	Highest volume
☐	☐	New Traffic Campaign with recommended settin...		—	—	Using ad set bu...	₹0.00	—	—	Ongoing	1-day click	Highest volume
☐	☐	Engement Campains 29/01/2026 Campaign		—	—	Using ad set bu...	₹0.00	—	—	Ongoing	1-day click	Highest volume
☐	☐	Engoment campaign (29/01/2026) Campaign		—	—	Using ad set bu...	₹0.00	—	—	Ongoing	1-day click	Highest volume
☐	☐	Engoment Campaign Electronic spices 29/01/20...		—	—	Using ad set bu...	₹0.00	—	—	Ongoing	1-day click	Highest volume
☐	☐	New Traffic Campaign 27/01/2026 - Copy		—	—	Using ad set bu...	₹0.00	—	—	Ongoing	1-day click	Highest volume

Results from 17 campaigns



TARGETED AUDIENCE
Right People, Right Time



DATA DRIVEN DECISIONS
Optimize. Scale. Succeed.



CONTINUOUS OPTIMIZATION
Better Ads Everyday
Better Results Forever



EXPERT MANAGEMENT
Your Growth is Our Mission

GREAT CAMPAIGNS
DON'T HAPPEN BY LUCK,
THEY HAPPEN BY STRATEGY!

★ MORE REACH. MORE CLICKS. MORE CONVERSIONS. MORE GROWTH! ★

FACEBOOK ADS CASE STUDY

E-COMMERCE SALES CAMPAIGN

OBJECTIVE
Increase Online Sales & Revenue

- STRATEGY**
- Conversion Campaign
 - Meta Pixel Optimization
 - Retargeting Campaigns
 - Lookalike Audience (1% & 2%)
 - Creative Testing (Image + Video)
 - Budget Optimization

CAMPAIGN DURATION
30 Days (01 May – 30 May 2024)

KEY RESULTS

Amount Spent	₹48,750
Website Purchases	280
Purchase Conversion Value	₹3,20,000
ROAS (Return on Ad Spend)	6.56x
Cost Per Purchase	₹174
CTR (Link Click Through Rate)	3.80%

Campaigns

Updated just now

Discard Drafts

Review and publish (2)

Search and filter

May 1, 2024 – May 30, 2024

+ Create

Duplicate

Edit

A/B test

More

Columns: Performance

Breakdown

Reports

	Off / On	Campaign	Delivery	Results	Reach	Impressions	Cost per result	Amount spent
☐	☒	Purchase Campaign - Website	Active	280 Purchases	480,000	860,000	₹174.11 Per Purchase	₹48,750.00
☐	☒	Retargeting - Add to Cart	Active	65 Purchases	120,000	210,000	₹153.85 Per Purchase	₹10,000.00
☐	☒	Lookalike 1% - Purchase	Active	95 Purchases	200,000	360,000	₹167.33 Per Purchase	₹15,900.00
☐	☒	Lookalike 2% - Purchase	Active	40 Purchases	95,000	150,000	₹162.25 Per Purchase	₹6,500.00
Results from 4 campaigns				480 Total	895,000 Accounts Center acco...	1,580,000 Total	₹169.27 Per Purchase	₹81,150.00 Total Spent

Website Purchases

280

Total

Purchase Conversion Value

₹3,20,000

Total

ROAS (Return on Ad Spend)

6.56x

Average

Cost Per Purchase

₹174

Per Purchase

Amount Spent

₹48,750

Total

Performance overview

Day

Columns

Breakdown

Reports

Export

Reach

480,000

▲ 32.6%

Impressions

860,000

▲ 28.4%

Link clicks

14,900

▲ 41.2%

CTR (Link click-through rate)

3.80%

▲ 0.91%

CPC (Cost per link click)

₹6.90

▼ 12.6%

Reach

Impressions

60K

40K

20K

0

May 1

May 6

May 11

May 16

May 21

May 26

May 30

Conversion Funnel

Add to cart

1,250

Initiate checkout

650

Purchases

280

Purchase rate

22.40%

Audience overview

Age

18-24

13%

25-34

38%

35-44

28%

45-54

15%

55+

6%

Gender

Male

62%

Female

37%

Other

1%

Top placements

Facebook Feed

62%

Instagram Feed

24%

Stories

8%

Audience Network

6%

CASE STUDY SUMMARY

Ad Spend

₹48,750

Revenue Generated

₹3,20,000

ROAS

6.56x

Orders

280

BEFORE vs AFTER

Metrics	Before Ads	After Ads (30 Days)	Improvement
Monthly Revenue	₹65,000	₹3,20,000	392% ▲
Orders	48	280	483% ▲
ROAS	1.25x	6.56x	425% ▲
Cost Per Purchase	₹520	₹174	66% ▲

KEY TAKEAWAYS

✓ Targeted audience & retargeting increased conversion rate.

✓ Lookalike audience helped to scale the sales.

✓ Creative testing improved CTR and reduced CPC.

✓ ROAS improved by 425% with optimized strategy.

6

6.56x

AVERAGE ROAS ACHIEVED

FACEBOOK ADS CASE STUDY

E-COMMERCE SALES CAMPAIGN



OBJECTIVE

Increase Online Sales & Revenue



STRATEGY

- Conversion Campaign
- Meta Pixel Optimization
- Retargeting Campaigns
- Lookalike Audience (1% & 2%)
- Creative Testing (Image + Video)
- Budget Optimization



CAMPAIGN DURATION

30 Days (01 May – 30 May 2024)

KEY RESULTS

Amount Spent	₹48,750
Website Purchases	280
Purchase Conversion Value	₹3,20,000
ROAS (Return on Ad Spend)	6.56x
Cost Per Purchase	₹174
CTR (Link Click Through Rate)	3.80%

Campaigns

Website Purchase Campaign (2024)

Updated just now



Discard Drafts

Review and publish (2)



Search and filter

May 1, 2024 – May 30, 2024

+ Create

Duplicate

Edit

A/B test

More

Columns: Performance

Breakdown

Reports

☐	Off / On	Campaign	Delivery	Results	Reach	Impressions	Cost per result	Amount spent
☐	☒	Purchase Campaign - Website	Active	280 Purchases	480,000	860,000	₹174.11 Per Purchase	₹48,750.00
☐	☒	Retargeting - Add to Cart	Active	65 Purchases	120,000	210,000	₹153.85 Per Purchase	₹10,000.00
☐	☒	Lookalike 1% - Purchase	Active	95 Purchases	200,000	360,000	₹167.33 Per Purchase	₹15,900.00
☐	☒	Lookalike 2% - Purchase	Active	40 Purchases	95,000	150,000	₹162.25 Per Purchase	₹6,500.00
Results from 4 campaigns				480 Total	895,000 Accounts Center acco...	1,580,000 Total	₹169.27 Per Purchase	₹81,150.00 Total Spent

Website Purchases



280

Total

Purchase Conversion Value



₹3,20,000

Total

ROAS (Return on Ad Spend)



6.56x

Average

Cost Per Purchase



₹174

Per Purchase

Amount Spent



₹48,750

Total

Performance overview

Day

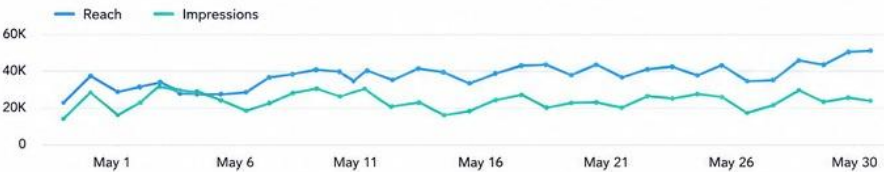
Columns

Breakdown

Reports

Export

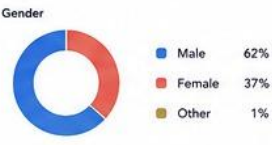
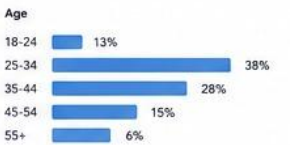
Reach	Impressions	Link clicks	CTR (Link click-through rate)	CPC (Cost per link click)
480,000 32.6%	860,000 28.4%	14,900 41.2%	3.80% 0.91%	₹6.90 12.6%



Conversion Funnel

Add to cart	1,250
Initiate checkout	650
Purchases	280
Purchase rate	22.40%

Audience overview



CASE STUDY SUMMARY

Ad Spend	Revenue Generated	ROAS	Orders
₹48,750	₹3,20,000	6.56x	280

BEFORE vs AFTER

Metrics	Before Ads	After Ads (30 Days)	Improvement
Monthly Revenue	₹65,000	₹3,20,000	392%
Orders	48	280	483%
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KEY TAKEAWAYS

- ✓ Targeted audience & retargeting increased conversion rate.
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- ✓ Creative testing improved CTR and reduced CPC.
- ✓ ROAS improved by 425% with optimized strategy.



6.56x
AVERAGE ROAS
ACHIEVED

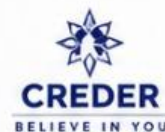
RAVINDER SINGH

SEO RELATED CONTRIBUTIONS

ON THESE PLATFORMS



Driving Visibility
Improving Rankings
Delivering Results



ON-PAGE SEO
OPTIMIZATION



TECHNICAL SEO
AUDITS



CONTENT STRATEGY
& OPTIMIZATION



KEYWORD RESEARCH
& ANALYSIS



LOCAL SEO
& CITATIONS



RANKINGS
THAT GROW

BETTER SEO • BETTER TRAFFIC • BETTER BUSINESS

 **PROVEN SEO RESULTS**

I RANKED THESE WEBSITES ON GOOGLE


TOP RANKINGS. MORE TRAFFIC. REAL RESULTS.

TOP RANKINGS
Multiple Keywords
Ranked #1 on Google

MORE TRAFFIC
High Visibility Leads
to More Business

PROVEN STRATEGY
Data-Driven SEO
That Delivers Results

SUSTAINABLE GROWTH
Long Term Results
With White-Hat SEO

RANKED #1
FOR HIGHLY COMPETITIVE KEYWORDS
ACROSS MULTIPLE INDUSTRIES!

 **EXPERT SEO STRATEGY**
 **QUALITY CONTENT**
 **TECHNICAL EXCELLENCE**
 **CONSISTENT RESULTS**


#1

Keyword	Rank	Search Engine
ipint Crypto payment gateway	1	www.google.com
ipint invoices	1	www.google.com
ipint Crypto payment gateway	1	www.google.com
ETH payment gateway	1	www.google.com
ipint Crypto payment gateway india	1	www.google.com
BCH payment gateway	1	www.google.com
btc payment gateway	10	www.google.com



#1

Keyword	Rank	Search Engine (USA)
Smart Soda	1	www.google.com
Soda for restaurant	1	www.google.com
Organic Soda Pops	1	www.google.com
Soda for restaurant	1	www.google.com
soda machine for office	1	www.google.com
water machine for restaurant	1	www.google.com
fountain drink dispenser office	1	www.google.com
alkaline water vending machines	1	www.google.com
alkaline water vending machines soda	1	www.google.com
Slushie Machines	1	www.google.com



#1

Keyword	Rank (Dec 2022)	Search Engine (UK)
Flavoured Sparkling Water Dispenser Uk	1	www.google.com
Hoshizaki ice machines distributors london	1	www.google.com
soda dispenser uk	1	www.google.com
craft soda drink dispenser uk	1	www.google.com
soft drinks dispensers for pubs uk	1	www.google.com
sparkling water machines for restaurants uk	1	www.google.com
Healthy soda dispensers for office uk	2	www.google.com
flavoured sparkling water dispensers for the office uk	4	www.google.com
soft drinks dispensers for petrol forecourts uk	1	www.google.com
healthy drinks systems on the go uk	1	www.google.com

THOMAS MATHEW

#1

Keyword	Rank	Search Engine
thomas mathew and rashtrapati bhavan	1	www.google.com
dr thomas mathew author	1	www.google.com
dr thomas mathew ias	1	www.google.com
thomas mathew writer	1	www.google.com
dr thomas mathew	1	www.google.com
dr thomas mathew book	1	www.google.com



#1

Keyword	Rank	Search Engine
sapient	1	www.google.com
sapient consulting	2	www.google.com
sapient consultant	2	www.google.com
sapient services	1	www.google.com
sapient company	5	www.google.com
business valuation advisory in delhi	6	www.google.com
business valuation service in Delhi	5	www.google.com
valuation of services in Delhi	2	www.google.com
business valuation consulting in Delhi	5	www.google.com
valuation and advisory services in Delhi	1	www.google.com



#1

Keyword	Rank (Jan 2023)	Search Engine
shijay	1	www.google.com
shijay projects	1	www.google.com
geophysics services in delhi	3	www.google.com
geophysical survey services in delhi	3	www.google.com
utility mapping services in delhi india	1	www.google.com
gpr survey services in delhi	9	www.google.com
Geophysical instruments provider in India	1	www.google.com
uphole seismic survey in delhi	1	www.google.com
Magnetic survey in Delhi	1	www.google.com
MASW/Remi Survey in India	23	www.google.com


100+
Keywords Ranked
in Top 10

#1
Rank Achieved for
Competitive Keywords

Multiple
Industries
Covered

More Traffic
More Leads
More Business

OUR MISSION:
RANK HIGHER. GET NOTICED.
GROW FASTER.

**IN-DEPTH
KEYWORD RESEARCH**

**ON-PAGE &
TECHNICAL SEO**

**QUALITY LINK
BUILDING**

**HIGH QUALITY
CONTENT**

**PERFORMANCE
TRACKING**
**YOUR SUCCESS
IS OUR STRATEGY!**
LET'S GROW TOGETHER!


ELECTRONICSPICES AWESOME RESULTS!



**GREAT STRATEGY
POWERFUL SEO
OUTSTANDING
GROWTH!**

STRONGER VISIBILITY. HIGHER RANKINGS. MAXIMUM GROWTH!



WHAT THIS MEANS?



MORE CLICKS
More people are visiting your website.



MORE IMPRESSIONS
Your site is visible to a wider audience.

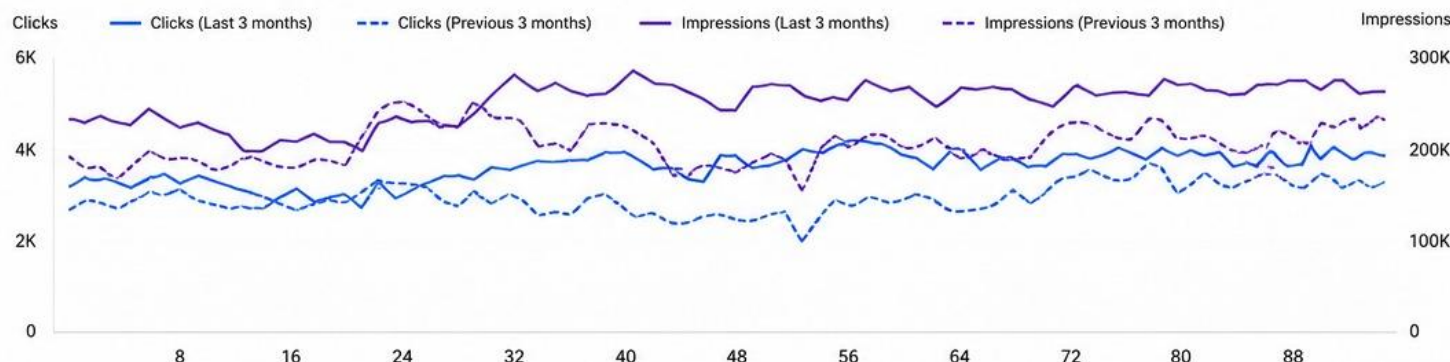


BETTER CTR
Your content is more relevant and engaging.



BETTER POSITIONS
Your rankings are improving consistently.

PERFORMANCE OVER TIME



**KEEPING THE MOMENTUM.
CREATING THE FUTURE!**

We analyze. We optimize.
We grow your business.



**DATA DRIVEN
STRATEGY**
Smart decisions for maximum impact.



**INCREASED
VISIBILITY**
Rank higher. Get noticed more.



**MORE TRAFFIC
MORE GROWTH**
Turning visibility into valuable customers.



CONSISTENT RESULTS
Continuous efforts.
Long term success.

**YOUR SUCCESS IS OUR MISSION!
LET'S GROW TOGETHER!**

SEO PORTFOLIO

MY STRATEGY, YOUR TOP RANKINGS



Proven Strategies
Higher Rankings
Real Results

-  KEYWORD RESEARCH
-  ON-PAGE OPTIMIZATION
-  QUALITY BACKLINKS
-  TECHNICAL SEO
-  HIGHER RANKINGS
-  MORE TRAFFIC
BETTER RESULTS

01 Website: www.groundgrocer.com

No	Targeted Keyword	Search Engine	Ranking Position (19-06-17)
1	compost thermometer	Google.com.au	1
2	compost thermometers	Google.com.au	1
3	compost probe	Google.com.au	1
4	buy compost thermometer	Google.com.au	1
5	em1	Google.com.au	1



All 5 Keywords Ranked on Page #1

02 Website: www.seniorsfinance.com.au

No	Targeted Keyword	Search Engine	Ranking Position (19-06-17)
1	Heartland reverse mortgage	Google.com.au	1
2	reverse mortgage home repairs	Google.com.au	1
3	reverse mortgage documents	Google.com.au	1
4	reverse mortgage news	Google.com.au	1
5	aged care reverse mortgage	Google.com.au	3



Top Rankings for Competitive Financial Keywords

03 Website: www.housenet.com.au

No	Targeted Keyword	Search Engine	Ranking Position (19-06-17)
1	meet people in Enmore	Google.com.au	1
2	meet people in Stanmore	Google.com.au	3
3	Local news in Enmore	Google.com.au	4



Strong Visibility for Local Community Keywords

04 Website: www.countryclublawnandtree.com

No	Targeted Keyword	Search Engine	Ranking Position (19-06-17)
1	Tree Shrub Care Fairview Heights	Google.com	1
2	Fall Aeration Fairview Heights	Google.com	1
3	Overseeding Glen Carbon	Google.com	1
4	Lawn Renovation Edwardsville	Google.com	2
5	Tree Shrub Care Glen Carbon	Google.com	4



Leading Rankings in Lawn & Tree Care Niche



MY RANKING
STRATEGY

SEO PORTFOLIO

Real Results. Real Rankings.



PROVEN STRATEGIES
HIGHER RANKINGS
BETTER RESULTS

google.com/search?q=Cosmetic+Making+Class... Incognito

Google Cosmetic Making Classes

About 1,91,00,000 results (0.38 seconds)

https://www.intevast.com > ... > Our Products > **PROFESSIONAL COSMETIC CLASSES - Online ...**

Online Course Making Classes - No of Exposure: 1 ; Course Duration: 3 DAYS;
Pretoned Timing: 10:30 AM-12:30 PM ; Course Fees, Rs. 2999/-; Course Mode:
Online
Course Type: Part Time Course Duration: 3 DAYS
Course Fees: Rs. 2999/-

★★★★★ Rating: 4 - 154 votes

2nd Place

https://cosmeticacourses.co.in > blog > cosmetic-maki... > **Cosmetic Making Course in Delhi / India**

The classes are designed to make a beginner an expert in the industry. In the class, you will be taught a proper way to learn various techniques to add ...

google.com/search?q=Chocolate+Making+Cou... Incognito

Google Chocolate Making Course

About 57,00,000 results (0.57 seconds)

https://www.chocolateacademy.online > **Chocolate Academy Online**

Our step-by-step courses from expert chefs will show you how to master techniques so you can recreate those recipes, and start creating your own. With a wide ...

Courses: Login, Chefs - Free Team

https://chocolatemcourses.co.in > blog > chocolate-maki... > **Chocolate Making Courses in Delhi / India**

The professional chocolate making courses are vocational courses that are offered at CSOD and are specially designed considering the demand of the trainees.

People also ask >

How do I become a chocolatier? >

How do I start a chocolate business? >

2nd Place

google.com/search?q=best+nilit+institute+in+utam... Incognito

Google best nilit level institute in uttam nagar

About 19,200 results (0.40 seconds)

https://www.justdial.com > ... > 2+ Listings > **Top Nilit Institutes in Uttam Nagar - Delhi - Justdial**

NIELIT Institutes Uttam Nagar , Delhi : DICS Computer Education in Near Tilak Nagar Fly Over
Opposite Metro Pillar Number 258 Prem Nagar ; Dics Computer Education.

★★★★★ Rating: 4.5 - 1,066 votes

3rd Place

https://www.siksha.com > nilit-in-level-training > utt... > **Best Institute for Nilit/doeacc 'O' Level Course in Delhi**

Best Institute of DOEACC / NIELIT O LEVEL in Uttam Nagar, Delhi. Govt diploma govt. govt oriented professional classes, institute in Delhi.

google.com/search?q=best+nilit+institute+in+utam... Incognito

Google best nilt institute in uttam nagar

About 19,200 results (0.43 seconds)

https://www.justdial.com > ... > 2+ Listings > **Top Nilit Institutes in Uttam Nagar - Delhi - Justdial**

NIELIT Institutes Uttam Nagar , Delhi : DICS Computer Education in Near Tilak Nagar Fly Over
Opposite Metro Pillar Number 258 Prem Nagar ; Dics Computer Education.

★★★★★ Rating: 4.5 - 1,066 votes

3rd Place

https://www.ittechsoftech.com > best-institute-o-level... > **Best Institute for Nilit/doeacc 'O' Level Course in Delhi**

Best Institute of DOEACC / NIELIT O LEVEL in Uttam Nagar, Delhi. Govt diploma govt. govt oriented professional classes, institute in Delhi.

MY RANKING STRATEGY



KEYWORD RESEARCH

Targeting high intent keywords with proper search volume and low competition.



ON-PAGE OPTIMIZATION

Optimized titles, meta descriptions, headings, content & internal linking for better relevance.



QUALITY CONTENT

Created valuable, unique & user-focused content that ranks & converts.



OFF-PAGE SEO

High quality backlinks, guest posting, citations & brand mentions.



TECHNICAL SEO

Improved site speed, mobile-friendliness, schema, sitemap & indexing.



CONTINUOUS ANALYSIS

Regular tracking, analysis & algorithm-based updates for consistent growth.



High Rankings | More Traffic
Better Visibility | More Leads



HIGHER RANKINGS

Rank on Top & stay ahead of your competitors.



INCREASED TRAFFIC

Get more targeted traffic from search engines.



MORE LEADS & SALES

Convert traffic into leads and boost your business.

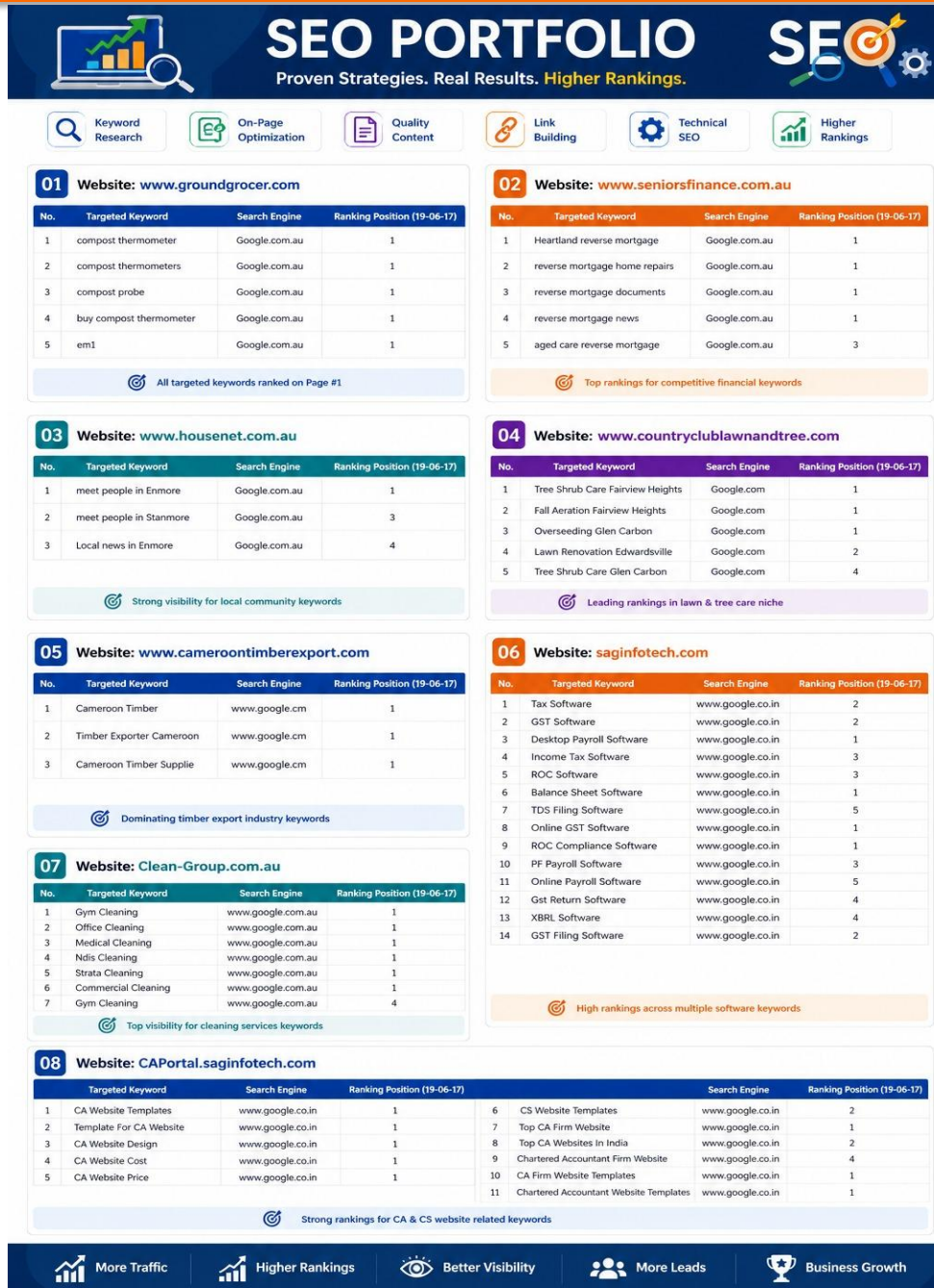


SUSTAINABLE GROWTH

Ethical SEO practices for long term success.

RESULTS SPEAK LOUDER

Strategy + Execution = Success



Proven Strategies. Real Results. Higher Rankings.

Core Services

Keyword Research
On-Page Optimization
Quality Content
Link Building
Technical SEO
Higher Rankings

Results You Can Expect

More Traffic
Higher Rankings
Better Visibility
More Leads
Business Growth



More Traffic, Higher Conversions & Maximum Growth for Your Business

INCREASED TRAFFIC
From the right audience through smart strategies

HIGHER ENGAGEMENT
Engaging content & design that builds trust & loyalty

MORE CONVERSIONS
Turning visitors into happy paying customers

BETTER RESULTS
Data-backed decisions for long-term success

GOOGLE ADS CASE STUDY

E-COMMERCE SALES CAMPAIGN

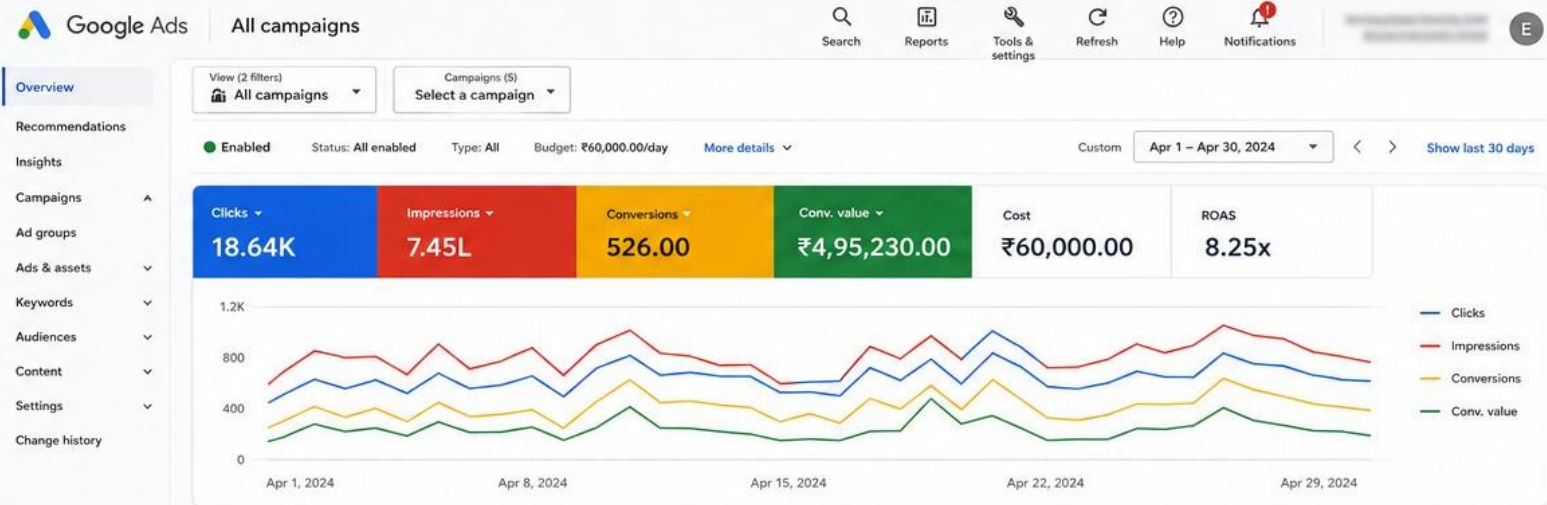
-  **OBJECTIVE**
- Increase online sales and revenue through Google Ads.
-  **STRATEGY**
- ✓ Search Campaign (High Intent Keywords)
 - ✓ Performance Max Campaign
 - ✓ Shopping Campaign
 - ✓ Remarketing Campaign
 - ✓ Conversion Tracking (Purchase)
 - ✓ Keyword & Bidding Optimization
 - ✓ Ad Copy & Landing Page Optimization

CAMPAIGN DETAILS	
Campaign Type	Search + Performance Max + Shopping
Goal	Website Purchases
Duration	01 Apr – 30 Apr 2024 (30 Days)
Ad Spend	₹60,000
Target Audience	India – All States
Devices	All Devices
Network	Google Search, Display, YouTube, Shopping

KEY RESULTS	
 Clicks	18,642
 Impressions	7,45,000
 CTR	2.50%
 Avg. CPC	₹3.22
 Conversions (Purchases)	526
 Cost / Conversion	₹114.07
 Conversion Value	₹4,95,230
 ROAS	8.25x

FINAL OUTCOME	
526+ Orders 8.25X ROAS High Revenue	
Low Cost Per Conversion Excellent ROI	

OVERALL SUMMARY	
Google Ads campaign generated excellent results with high ROI and strong conversion performance.	



CAMPAIGN PERFORMANCE

Campaign	Clicks	Impr.	CTR	Avg. CPC	Cost	Conversions	Cost / conv.	Conv. value	ROAS
 Search Campaign	8,952	3,25,000	2.75%	₹3.18	₹28,480.00	250.00	₹113.92	₹2,35,200.00	8.25x
 Performance Max	5,463	2,10,000	2.60%	₹3.35	₹18,290.00	154.00	₹118.77	₹1,50,300.00	8.21x
 Shopping Campaign	3,512	1,45,000	2.42%	₹3.10	₹10,900.00	90.00	₹121.11	₹95,680.00	8.77x
 Remarketing Campaign	715	65,000	1.10%	₹2.93	₹2,340.00	32.00	₹73.13	₹13,850.00	5.92x
Total (All campaigns)	18,642	7,45,000	2.50%	₹3.22	₹60,000.00	526.00	₹114.07	₹4,95,230.00	8.25x

DEVICES



Mobile Phones

63.2%

Desktops

29.1%

Tablets

7.7%

TOP CONVERTING KEYWORDS

Keyword	Clicks	Conversions	Cost / conv.
buy electronic components online	1,452	52.00	₹95.70
arduino kits online	1,125	41.00	₹98.29
robotics kit for students	1,002	38.00	₹92.11
raspberry pi kit	865	33.00	₹86.06
soldering iron kit	720	27.00	₹79.41
All keywords	< 1 / 5 >		

CONVERSION SUMMARY

Conversions

526.00

Cost / conv.

₹114.07

Conversion Value

₹4,95,230.00

ROAS

8.25x

Clicks

18,642

Add to Cart

2,156

Checkout Initiated

1,028

Purchases

526

Conv. rate (Clicks to Purchases): 2.82%

METRICS OVERVIEW

Metric	This Month	Last Month	Change
Clicks	18,642	13,122	▲ 42.1%
Impressions	7,45,000	5,31,000	▲ 40.3%
CTR	2.50%	2.47%	▲ 1.2%
Avg. CPC	₹3.22	₹3.71	↓ 13.2%
Conversions	526.00	348.00	▲ 51.1%
Conv. Value	₹4,95,230	₹3,21,450	▲ 53.9%

TOP PERFORMING ADS (Search Ads)

Ad	Clicks	CTR	Conversions	Conv. rate
Buy Electronic Components Online Best Quality Fast Delivery	5,852	3.25%	168.00	2.87%
Arduino Kits for Students Best Price Shop Now	3,946	2.91%	124.00	3.14%
Robotics Kits Online Perfect for Learning & Projects	3,102	2.52%	98.00	3.16%
All ads	< 1 / 3 >			

 Ad Spend	₹60,000	 Revenue Generated	₹4,95,230	 ROAS	8.25x	 Purchases	526	 Cost Per Conversion	₹114.07	 ROI	725%
--	---------	---	-----------	--	-------	---	-----	---	---------	---	------

GOOGLE ADS

CASE STUDY

E-COMMERCE SALES CAMPAIGN



OBJECTIVE

Increase online sales and revenue through Google Ads.



STRATEGY

- ✓ Search Campaign (High Intent Keywords)
- ✓ Performance Max Campaign
- ✓ Shopping Campaign
- ✓ Remarketing Campaign
- ✓ Conversion Tracking (Purchase)
- ✓ Keyword & Bidding Optimization
- ✓ Ad Copy & Landing Page Optimization



CAMPAIGN DETAILS

Campaign Type	Search + Performance Max + Shopping
Goal	Website Purchases
Duration	01 Apr – 30 Apr 2024 (30 Days)
Ad Spend	₹50,000
Target Audience	India – All States
Devices	All Devices
Network	Google Search, Display, Shopping, YouTube



KEY RESULTS

Clicks	15,690
Impressions	6,25,000
CTR	2.51%
Avg. CPC	₹3.19
Conversions (Purchases)	432
Cost / Conversion	₹115.74
Conversion Value	₹3,85,620
ROAS	7.71x



FINAL OUTCOME

432+ Orders | 7.71X ROAS | High Revenue
Low Cost Per Conversion | Excellent ROI



SUMMARY

Google Ads campaign generated excellent results with high ROI and strong conversion performance.



Google Ads

All campaigns



Search



Reports



Tools & settings



Refresh



Help



Notifications

E

Overview

Recommendations

Insights

Campaigns

Ad groups

Ads & assets

Keywords

Audiences

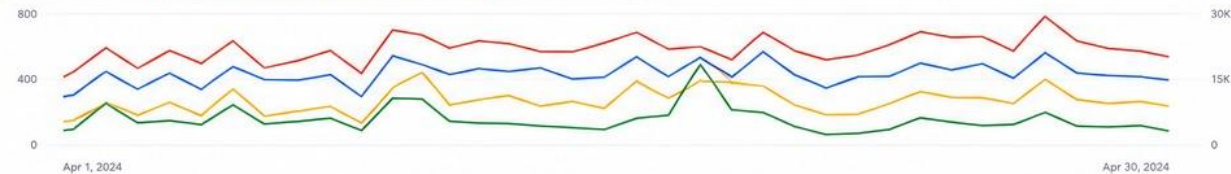
Content

Settings

Change history

Overview

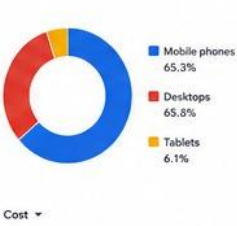
Clicks	Impressions	Conversions	Conv. value / cost	Cost
15.69K	6.25L	432.00	7.71	₹50,000.00



Campaigns

Campaign	Clicks	Impr.	CTR	Avg. CPC	Cost	Conversions	Cost / conv.	Conv. value
Search Campaign	7,852	2,85,000	2.76%	₹3.21	₹25,188.20	238.00	₹105.83	₹2,15,430.00
Performance Max	4,562	1,75,000	2.61%	₹3.42	₹15,619.04	142.00	₹110.00	₹1,25,620.00
Shopping Campaign	2,456	1,10,000	2.23%	₹2.98	₹7,318.88	48.00	₹152.48	₹38,560.00
Remarketing Campaign	820	55,000	1.49%	₹2.29	₹1,873.88	4.00	₹468.47	₹6,010.00
Total: All campaigns	15,690	6,25,000	2.51%	₹3.19	₹50,000.00	432.00	₹115.74	₹3,85,620.00

Devices



Top Converting Keywords

Keyword	Clicks	Conversions	Cost / conv.
buy electronic components online	1,250	52.00	₹98.25
arduino kits online	980	41.00	₹96.30
robotics kit for students	870	36.00	₹103.72
raspberrypi kit	760	31.00	₹108.90
soldering iron kit	690	28.00	₹97.68
All keywords	< 1 / 5 >		

Conversion Summary

Conversions	Cost / conv.	Conversion value	ROAS
432.00	₹115.74	₹3,85,620.00	7.71x

Clicks

15,690

Add to Cart

1,245

Checkout Initiated

648

Purchases

432

Conv. rate (Clicks to Purchases): 2.76%

Metrics Overview

Clicks	15,690	↑ 28.4%
Impressions	6,25,000	↑ 31.7%
CTR	2.51%	↑ 2.5%
Avg. CPC	₹3.19	↓ -6.2%
Conversions	432.00	↑ 35.8%
Conv. Value	₹3,85,620.00	↑ 42.6%

Ad Performance (Top 3 Ads)

Ad	Clicks	CTR	Conversions	Conv. rate
Buy Electronic Components Online Wide Range Best Quality Fast Delivery	5,210	3.21%	152.00	2.92%
Arduino Kits for Students Best Prices Easy to Use Shop Now	3,850	2.87%	108.00	2.80%
Robotics Kits Online Perfect for Learning & Projects	3,120	2.43%	82.00	2.63%
All ads	< 1 / 3 >			



Ad Spend
₹50,000



Revenue Generated
₹3,85,620



ROAS
7.71x



Purchases
432



Cost per Purchase
₹115.74



ROI
671%

Google Ads ECOMMERCE CASE STUDY

E-COMMERCE SALES CAMPAIGN

**Electronic
SPICES**

Electronicspices

Campaign Type: Search + Shopping

Goal: Online Sales

Duration: Apr 1 - Apr 30, 2024

Budget: ₹50,000

ROAS: 6.41x



Gift me bazar

Campaign Type: Search + Performance Max

Goal: Increase Sales

Duration: Apr 1 - Apr 30, 2024

Budget: ₹40,000

ROAS: 5.28x



**Indian
SHOPPERS**

Indianshoppers

Campaign Type: Search + Display

Goal: Maximize Conversions

Duration: Apr 1 - Apr 30, 2024

Budget: ₹30,000

ROAS: 4.76x



KEY RESULTS (Combined)

Clicks	23,482
Impressions	8,91,000
CTR	2.63%
Avg. CPC	₹2.20
Conversions (Purchase)	1,248
Cost / Conversion	₹48.08
Conv. Value	₹2,88,700
ROAS	5.48x

FINAL OUTCOME (Combined)

1,248+ Orders | 5.48x ROAS | High Revenue
Low Cost Per Conversion | Excellent ROI

SUMMARY (All Campaigns)

Excellent performance across all brands with high ROI and strong conversion growth.

Google Ads

All campaigns

Search

Reports

Tools &
settings

Refresh

Help

Notifications

R

Overview

Recommendations

Insights

Campaigns

Ad groups

Ads & assets

Keywords

Audiences

Content

Settings

Change history

Overview

Clicks

23.48K

Impressions

8.91L

Conversions

1,248.00

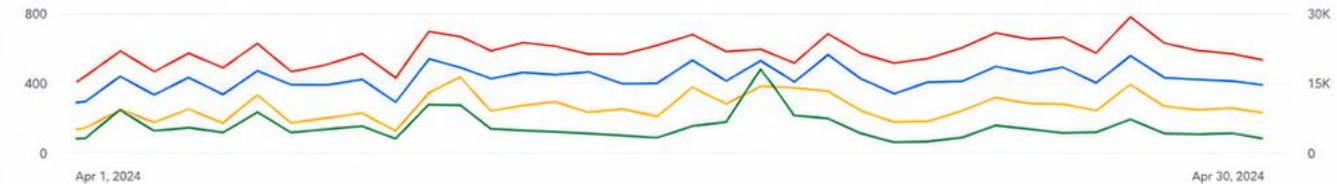
Conv. value / cost

5.48

Cost

₹1,20,000.00

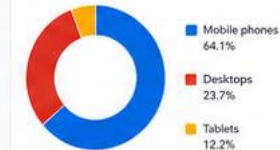
Download



Campaigns

Campaign	Clicks	Impr.	CTR	Avg. CPC	Cost	Conversions	Cost / conv.	Conv. value
Electronicspices	9,125	3,20,000	2.85%	₹2.23	₹20,360.00	426.00	₹47.79	₹1,30,500.00
Gift me bazar	7,856	2,95,000	2.66%	₹2.11	₹16,550.00	348.00	₹47.56	₹87,400.00
Indianshoppers	6,501	2,96,000	2.20%	₹2.29	₹14,890.00	274.00	₹54.34	₹70,800.00
Total: All campaigns	23,482	8,91,000	2.63%	₹2.20	₹1,20,000.00	1,248.00	₹48.08	₹2,88,700.00

Devices



Cost

Top Converting Keywords

Keyword	Clicks	Conversions	Conv. value
buy electronics online	1,260	52.00	₹15,600
gifts online delivery	980	41.00	₹12,300
best deals online	820	36.00	₹10,800
indian shopping site	760	31.00	₹9,300
online discount store	600	25.00	₹7,500

All keywords

< 1 / 5 >

Performance by Brand (Campaigns)

Campaign	Conv. value / cost	Conversions	Cost	ROAS
Electronicspices	6.41x	426.00	₹20,360.00	6.41x
Gift me bazar	5.28x	348.00	₹16,550.00	5.28x
Indianshoppers	4.76x	274.00	₹14,890.00	4.76x
All campaigns	5.48x	1,248.00	₹1,20,000.00	5.48x

Metrics Overview

Clicks	23,482	▼ 2.8%
Impressions	8,91,000	▲ 6.2%
CTR	2.63%	▼ 2.5%
Avg. CPC	₹2.20	▲ 1.4%
Conversions	1,248.00	▲ 8.6%
Conv. value	₹2,88,700.00	▲ 10.3%

Top Performing Ads

Ad	Clicks	CTR	Conversions	Conv. rate
Electronicspices Deals Shop Now & Save Big!	2,879	3.21%	152.00	5.28%
Gift me bazar - Best Gifts Perfect Gifts for Every Occasion	2,450	2.86%	108.00	4.41%
Indianshoppers Offers Best Prices - Great Quality	2,100	2.62%	92.00	4.38%

All ads

< 1 / 3 >



Ad Spend

₹1,20,000



Revenue Generated

₹2,88,700



ROAS

5.48x



Purchases

1,248



Cost per Purchase

₹48.08



ROI

548%



Ravinder Singh
Digital Marketing Freelancer
Helping Businesses Grow Online

AFFORDABLE PRICE
PROFESSIONAL SERVICES • POWERFUL RESULTS



RESULT DRIVEN
GROWTH FOCUSED



SEO SERVICES

Improve Rankings &
Get Organic Traffic

BASIC

₹4,999 /month

- ✓ Website Audit
- ✓ Keyword Research
- ✓ On-Page SEO
- ✓ Monthly Report

STANDARD

₹9,999 /month

- ✓ Everything in Basic
- ✓ Technical SEO
- ✓ Off-Page SEO
- ✓ 5 Keywords Targeting
- ✓ Monthly Report

PREMIUM

₹17,999 /month

- ✓ Everything in Standard
- ✓ Competitor Analysis
- ✓ 10 Keywords Targeting
- ✓ Content Strategy
- ✓ Weekly Report
- ✓ Priority Support



GOOGLE ADS

Get Quality Leads &
Increase Conversions

BASIC

₹4,999 /month

- ✓ Campaign Setup
- ✓ Keyword Research
- ✓ Ad Creation
- ✓ Monthly Report

STANDARD

₹9,999 /month

- ✓ Everything in Basic
- ✓ Conversion Tracking
- ✓ Audience Targeting
- ✓ A/B Ad Testing
- ✓ Monthly Report

PREMIUM

₹17,999 /month

- ✓ Everything in Standard
- ✓ Advanced Targeting
- ✓ Remarketing Setup
- ✓ Landing Page Suggestion
- ✓ Weekly Optimization
- ✓ Priority Support



FACEBOOK ADS

Reach More People &
Boost Sales

BASIC

₹4,999 /month

- ✓ Campaign Setup
- ✓ Audience Research
- ✓ Ad Creation
- ✓ Monthly Report

STANDARD

₹9,999 /month

- ✓ Everything in Basic
- ✓ Pixel Setup
- ✓ Custom Audience
- ✓ A/B Ad Testing
- ✓ Monthly Report

PREMIUM

₹17,999 /month

- ✓ Everything in Standard
- ✓ Lookalike Audience
- ✓ Conversion Campaign
- ✓ Funnel Setup
- ✓ Weekly Optimization
- ✓ Priority Support



VIDEO REELS

Engaging Reels That
Drive Real Results

BASIC

₹3,999 /month

- ✓ 4 Reels / Month
- ✓ Basic Editing
- ✓ Text & Transitions
- ✓ Background Music

STANDARD

₹7,999 /month

- ✓ 8 Reels / Month
- ✓ Advanced Editing
- ✓ Captions & Titles
- ✓ Trending Effects
- ✓ Content Strategy

PREMIUM

₹14,999 /month

- ✓ 16 Reels / Month
- ✓ Premium Editing
- ✓ Voiceover & Effects
- ✓ Thumbnail Design
- ✓ Content Strategy
- ✓ Priority Support



AI SERVICES

Smart AI Solutions to
Save Time & Grow Fast

BASIC

₹4,999 /month

- ✓ AI Content Writing
- ✓ AI Image Generation
- ✓ Basic Chatbot Setup
- ✓ Monthly Report

STANDARD

₹9,999 /month

- ✓ Everything in Basic
- ✓ AI Workflow Automation
- ✓ Advanced Chatbot
- ✓ AI SEO Optimization
- ✓ Monthly Report

PREMIUM

₹17,999 /month

- ✓ Everything in Standard
- ✓ Custom AI Solutions
- ✓ AI Integration
- ✓ Advanced Automation
- ✓ Weekly Report
- ✓ Priority Support

WHY CHOOSE ME?



Result
Driven



Affordable
Pricing



Proven
Strategies



Dedicated
Support



On-Time
Delivery

LET'S GROW YOUR BUSINESS TOGETHER!

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India

QUALITY WORK • FAIR PRICE
MAXIMUM RESULTS

Thank You

for Visiting My

PORTFOLIO



I help brands grow with **SEO, PPC & Performance Marketing** strategies.



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Ravinder Singh

Digital Marketing Strategist



SEO



PPC



Performance
Marketing



Brand
Growth



Strategic Marketing.
Real Results. **Business Growth.**