



# A Software Solutions Company Increased Their ROI By 10x Times With A Custom Digital Marketing Strategy



## Case Study – PPC Campaign



## About The Client

**Industry:** IT

**Location:** Bangalore

**Size:** 11–50 Employees



We are one of the best software development company in Bangalore. We wanted to implement a custom digital marketing strategy with a focus on leads and website visitors

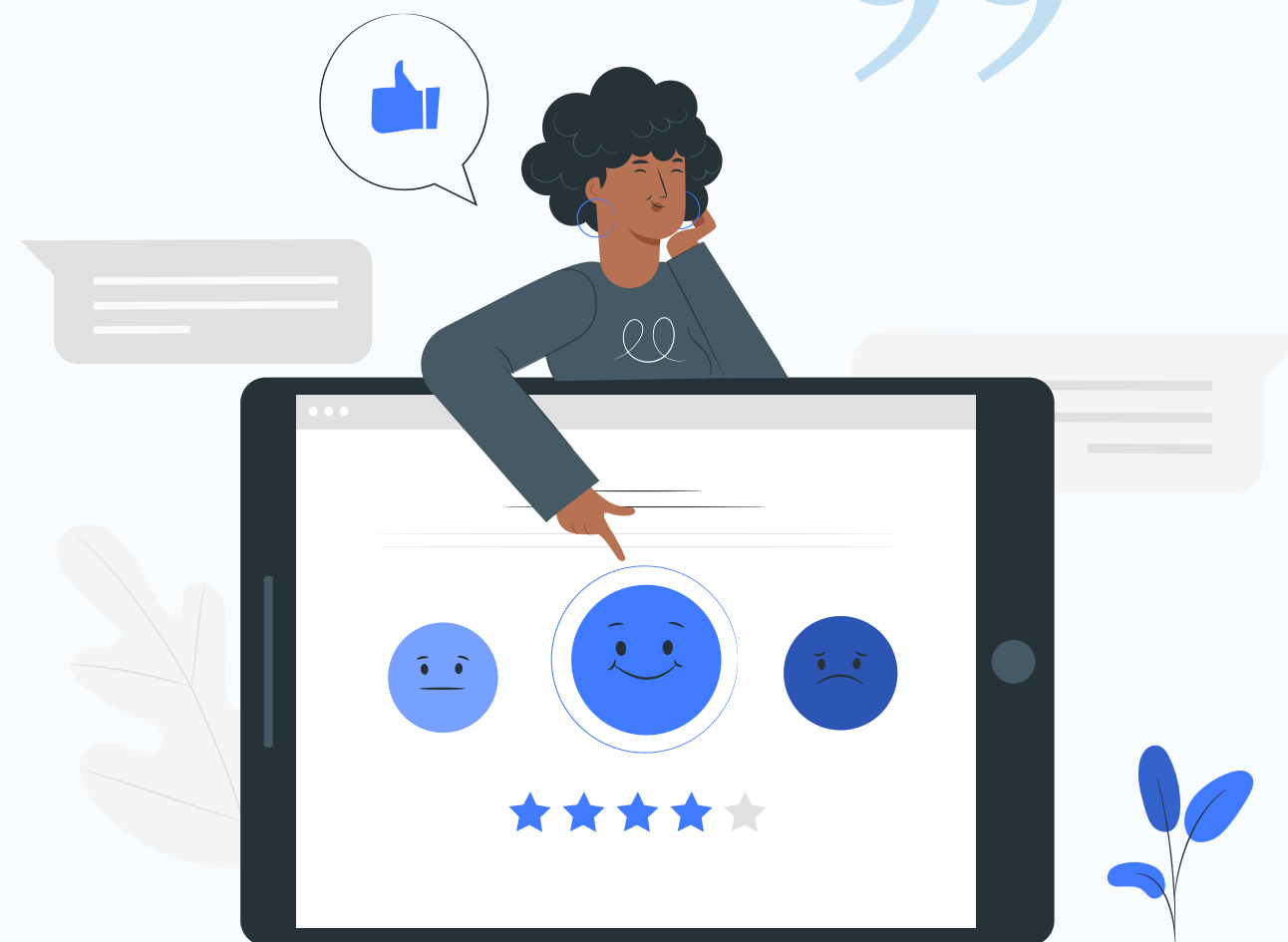


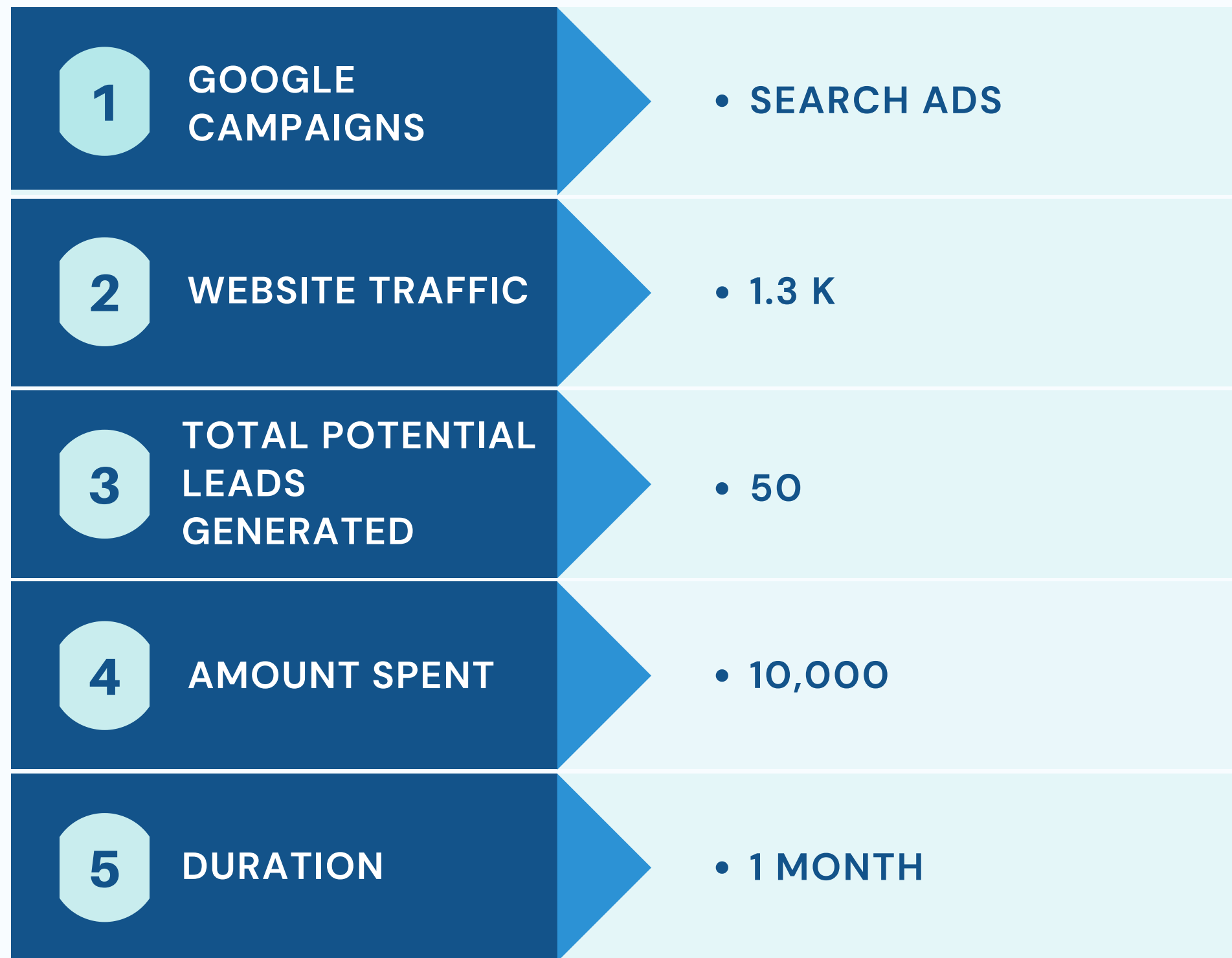
## About the Client's ideal persona:

**Target Requirement:** Website Traffic and Quality Leads

**Target Location:** Bangalore

Increasing Website Visitor's and Sales





Based on the client requirement, We did a website audit and market analysis to create a custom digital marketing strategy that focuses on running **paid campaigns** targeting **leads** and **traffic** in google ads with less ad budget.

Our team designed different search campaigns based on the requirement.

## Results:

Within the first month we were able to generate 1.2k website traffic and around 50 potential leads which are of high quality and the conversion rate was up to 70%.



## Challenges Solved:

- Website Traffic
- Lead Generation
- Brand Awareness