

SOCIAL MEDIA AD REPORTS

Case Study #01

Client: ITC Hotels - Fortune India
Industry: Hospitality

- Fortune Hotel has approx **48 properties** spread across all over India.
- Main Objective was to increase **Room Bookings & Hotel Revenue.**
- We launched Google Search Campaign following BCG Strategy i.e., targeting **Brand, Generic & Competitor Keywords.**
- In the span of **4 months**, we spend approx **8 Lakh** on Search campaign to generate direct website booking and to increase revenue.
- We achieved the **ROAS of 6X - 7X** during the duration of Campaign.
- **More traffic** was generated on the company website, building trust among the audiences

Campaign Performance



Avg Room Rate: 8,000
Web Conv: 759
Total Revenue: 6,072,000
Total Ad Spend: 893,000
ROAS: 6X-7X

Case Study #02

Client: Microgravity Gurgaon
Industry: Gaming

- Microgravity is VR Gaming Centre in Gurgaon and is directly competing with Smaaash.
- Main Objective was to increase **B2B & B2C Event Leads**
- We launched Performance Max Campaign on Google and Lead Gen Campaign on Meta.
- In the span of **6 months**, we spend approx **1.8 Lakh** on campaigns to generate B2B leads for events at Microgravity Gaming Centre
- We achieved the **ROAS of 10X** during the duration of Campaign.
- **More traffic** was generated on the company website, building trust among the audiences

Campaign Performance



Total Leads: 3100
Cost per Lead: 5418
Total Ad Spend: 168,000
Considering **5% Conv rate** means out of 3100 leads, **155** get converted and booked the gaming centre for B2B Events.
Minimum charge is **10k** per event bringing the total revenue to **15.5L** and achieving the **ROAS of Approx 10X.**