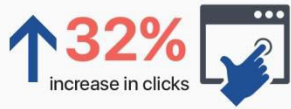




SUCCESS STORY

Google Text ADS:



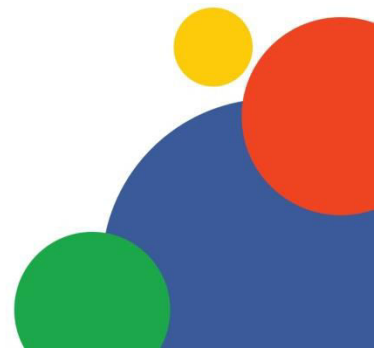
Goal's achieved in a short duration of 1 MONTH

ABOUT DENTYS:

- Dentys, India's Largest Dental Chain, Awarded Global Health Care Excellence in 2016 was established in 2009. With a vision to develop Dentistry as a reliable and comprehensive stream that gives patients Full Care & Cure that they deserve to change their lives for the better. Their motto being to strive towards treating their patients while giving them a wholesome and a transparent diagnosis.
- They promise only the most advanced infrastructure, meticulous sterilization and expert techniques and procedures that can help patients in the best possible manner.

CHALLENGES

- To Reduce cost per click for ongoing ppc campaigns in a duration of 1 Month
- Increase conversions for treatment specific landing pages
- Increase authentic clicks to landing pages & website



How did we address the need?

- ① To Increase the amount of clicks and reduce CPC, a City level optimization plan was initiated which resulted in considerable amount of achievement towards the first step of our goal.
- ① Key Keywords were optimized to leverage good results
- ① Addition of search intent specific Ad copies increased clicks and maximized the number of conversions on landing pages.



SUCCESS STORY

Goal's achieved in a short duration of 3 MONTHS

33,316 
Impressions

3,271 
Clicks

22% 
Click-through rate

336 
Leads

ABOUT MY HOME CONSTRUCTION:

- My Home Construction Pvt. Ltd. a leading Construction Company in Hyderabad and part of My Home Group engaged in Construction of Residential & Commercial Complexes over a period of Two decades

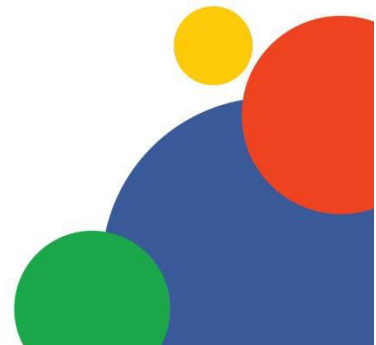
BUSINESS CHALLENGE

- My Home needed a scalable & cost-effective marketing program to market and sell the new project, Avatar that was launched in March 2016.

SEARCH MARKETING CHALLENGE:

The client had utilized various advertising channels in the past with varied success, but was new to Search Engine Marketing and faced some interesting challenges:

- Cost-effectiveness: - How to efficiently reach and capture qualified searchers and avoid costly mistakes up-front
- Target Audience: How to effectively identify and segment the target audience (Individuals, Corporate HR/Operations Directors)
- Geographic Targeting: How to reach qualified customers searching for properties
- Time to market: How to fill their units within a tight time frame



How did we address the need?

- ⦿ In partnering with the My Home Group, we put our campaign management process, software and expertise to work for the Real Estate client.
- ⦿ We developed an extensive, geo-targeted keyword list (i.e. using "negative" keywords to limit exposure to non-qualified customers)
- ⦿ Implemented 3rd party performance tracking
- ⦿ Began aggressively optimizing keywords and creative, and used sophisticated ROI-based bidding rules – such as time of day.





SUCCESS STORY

ABOUT SKYFEST:

- ⦿ A First Of It's Kind World Class Unique Festival, Celebrating the Spirit Of Hyderabad.
- ⦿ A Festival with Multiple activities which have diverse Interest Covered - Interactions, Activities, Shows, Experiences, Indulgence as well as Food Courts & MANY FIRSTS that Hyderabad would see.

f Facebook:

9,71,748

Acquired a total global reach



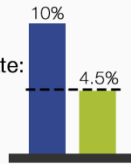
6,144

Total Likes



Acquired Engagement Rate:

For an industry benchmark of



CHALLENGES

- ⦿ Create awareness through Facebook page
- ⦿ Increase engagement on Skyfest Facebook page
- ⦿ Driving traffic to micro site
- ⦿ Make the event go viral

OUR APPROACH

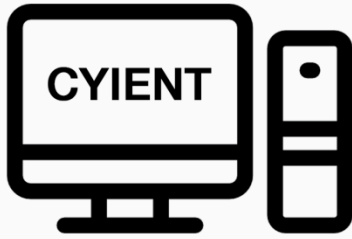
- ⦿ Create multiple posts in a day
- ⦿ Tried to keep updating about the event details time to time
- ⦿ As part of this process, our content team asked some trivia questions where people can engage themselves and our creative team designed attractive post which can visually attract audiences.
- ⦿ Using CTA button to generate leads.
- ⦿ Tried to update on communities about the details.



How did event Skyfest 2015 became successful?

- ⦿ The question asked on the page was kept easy and engaging.
- ⦿ The posts were reposted on the event page over a period of time.
- ⦿ Asking cross question on comment area and replying every question made people aware about the event.
- ⦿ carousel post played a major role on Driving traffic to micro site.
- ⦿ Daily community updates also played a huge role in making the event go viral.





SUCCESS STORY

ABOUT CYIENT:

Celebrating its 25th anniversary in 2016, Cyient is an acknowledged leader in engineering design services, design-led manufacturing, networks and operations, data transformation, and analytics.

Cyient's industry focus are aerospace, defense, rail transportation, power generation, mining, oil & gas, communications, utilities, geospatial, semiconductor and medical technology. This reflects in the deep, long-standing relationships that they have developed and sustained with some of the leading names in these industries.

f Facebook:

8,03,929

Acquired a total global reach



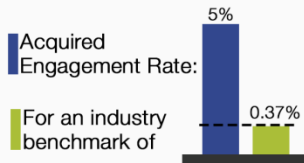
Organic

324,342

Paid

479,587

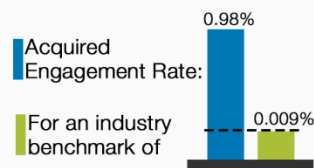
Reach



in LinkedIn:

102891

Total Impressions



CHALLENGES

- To globally reach a B2B segment in 38 locations (North America, Europe, and the Asia-Pacific regions) with an audience size of 26,297,000 to promote Cyient's 25th-anniversary event
- Engage & build an online B2B community

0.89%
Acquired CTR

0.3%
For an industry benchmark of



How We Address The Need

1) To Maximize B2B Reach:

- By creating valuable & shareable content on the brand, its services, success and achievements globally
- Campaign that leveraged Cyient's global influencers to speak about the brand, their association with the brand and achievements.
- Targeted media buy ads to increase maximum reach globally across the B2B segment



2) Event Marketing - to Engage & Build awareness of the Cyient's 25 years of celebration:

- Promoted social campaigns to popularize event celebrations and futurist innovations of the company
- Popularized industry and campaign hashtags that leveraged event celebrations and brand engagement
- Social Contest's to increase interaction and conversation with Cyient associates to increase brand visibility and engagement