

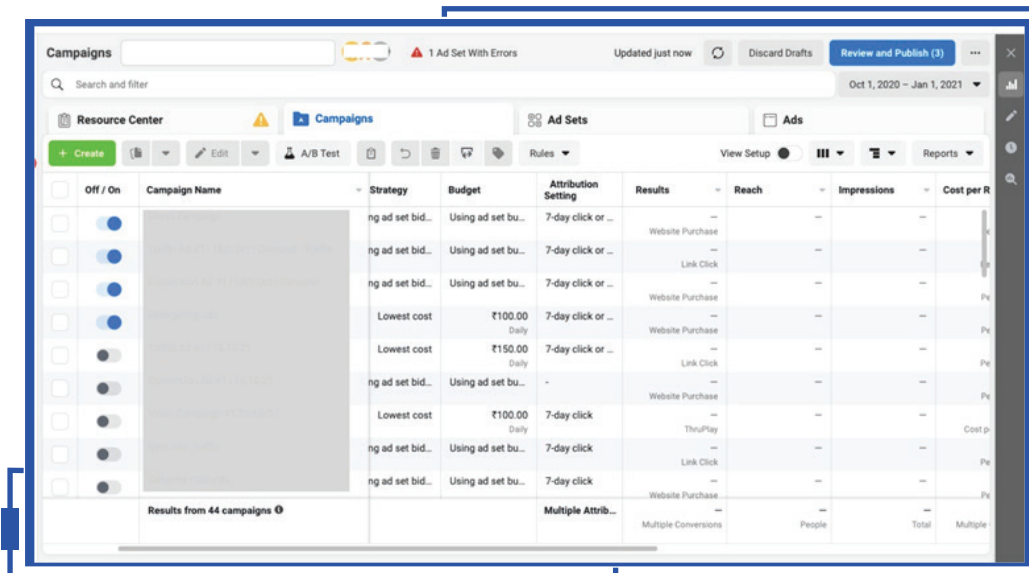
# Digileap Paid advertisement used case

## Customer requirement:

Start selling using paid advertisement

## Customer current condition

Zero sales using Facebook ads



The screenshot displays the Facebook Ads Manager interface. At the top, there's a 'Campaigns' tab selected, with a search bar and filters. Below the tabs, there's a table listing various campaigns. The table has columns for 'Off / On', 'Campaign Name', 'Strategy', 'Budget', 'Attribution Setting', 'Results', 'Reach', 'Impressions', and 'Cost per R'. The table shows multiple rows of campaigns, some with 'Lowest cost' strategies and others with specific budgets like ₹100.00 and ₹150.00. The 'Results' column shows various actions like 'Website Purchase', 'Link Click', and 'ThruPlay'. The 'Cost per R' column shows values like 'Pe' and 'Cost p'. At the bottom, it says 'Results from 44 campaigns'.

Off / On	Campaign Name	Strategy	Budget	Attribution Setting	Results	Reach	Impressions	Cost per R
<input type="checkbox"/>	ng ad set bid...	Using ad set bu...	7-day click or ...	Website Purchase	---	---	---	---
<input type="checkbox"/>	ng ad set bid...	Using ad set bu...	7-day click or ...	Link Click	---	---	---	---
<input type="checkbox"/>	ng ad set bid...	Using ad set bu...	7-day click or ...	Website Purchase	---	---	---	---
<input type="checkbox"/>	Lowest cost	₹100.00	7-day click or ...	Website Purchase	---	---	---	---
<input type="checkbox"/>	Lowest cost	₹150.00	7-day click or ...	Link Click	---	---	---	---
<input type="checkbox"/>	ng ad set bid...	Using ad set bu...	---	Website Purchase	---	---	---	---
<input type="checkbox"/>	Lowest cost	₹100.00	7-day click	ThruPlay	---	---	---	---
<input type="checkbox"/>	ng ad set bid...	Using ad set bu...	7-day click	Link Click	---	---	---	---
<input type="checkbox"/>	ng ad set bid...	Using ad set bu...	7-day click	Website Purchase	---	---	---	---
<input type="checkbox"/>	Multiple Attrib...	Multiple Conversions	People	Total	Multiple	---	---	---

## DigiLeap solution

Pixel was configured

Website suggestions for better conversion rate optimisation

Customer persona was developed

Brainstorming and implementing the perfect BOF,MOF& TOF strategy

Formulating the perfect retargeting strategy

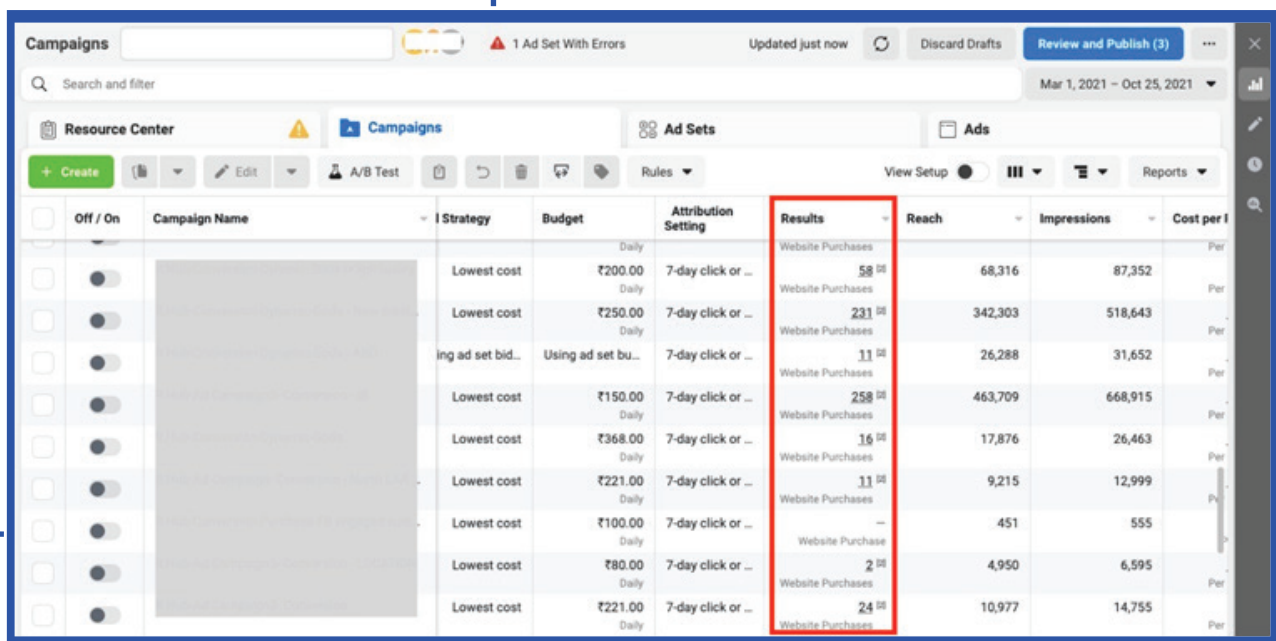
AB testing of creatives, ad angles

Scaling of ads which are performing well

## Outcome

The explosive growth from zero to of \$1331 dollars in few months

ROAS 4



Off / On	Campaign Name	Strategy	Budget	Attribution Setting	Results	Reach	Impressions	Cost per
		Lowest cost	₹200.00	Daily	Website Purchases			Per
				7-day click or ...	58	68,316	87,352	Per
		Lowest cost	₹250.00	Daily	Website Purchases			Per
				7-day click or ...	231	342,303	518,643	Per
		ing ad set bid...	Using ad set bu...	Daily	Website Purchases			Per
				7-day click or ...	11	26,288	31,652	Per
		Lowest cost	₹150.00	Daily	Website Purchases			Per
				7-day click or ...	258	463,709	668,915	Per
		Lowest cost	₹368.00	Daily	Website Purchases			Per
				7-day click or ...	16	17,876	26,463	Per
		Lowest cost	₹221.00	Daily	Website Purchases			Per
				7-day click or ...	11	9,215	12,999	Per
		Lowest cost	₹100.00	Daily	Website Purchase			Per
				7-day click or ...	—	451	555	Per
		Lowest cost	₹80.00	Daily	Website Purchases			Per
				7-day click or ...	2	4,950	6,595	Per
		Lowest cost	₹221.00	Daily	Website Purchases			Per
				7-day click or ...	24	10,977	14,755	Per

## Clients' testimonial



**Aparna Agarwal**

Co-founder & CEO  
RudrakshaHub

April 19, 2021, Aparna was a  
client of  Sanjeev's

Sanjeev is one of the most dedicated and passionate digital marketer with a great knowledge of marketing strategies. Our company has been working with him for over 3 months now and we have seen a sky rocketing change in our performance. As promised by him, he helped us achieve our sales targets for a month within 15 days only.

I strongly recommend Sanjeev and his team for end-to-end marketing services because if he could help a start-up gain traction in the most competitive scene, he will be an asset to all forms of businesses. [See less](#)