



USE CASE

Current Condition

The overall spend increased by 20% but sales were stagnant at 1X-2X only



Goal

Increase the sales and provide at least 4X ROAS



Timeline of Solutions

1st month: Fixing the analytics deploying heat maps, Writing content for AB testing, Making creatives (single image, carousels videos etc), Deploying ads

2nd-3rd month: Analysing the ads result, scaling up the campaigns horizontally and vertically

Digileap Solution & Methodology

Defining the Ideal Customer Profile

Ad testing for Keywords, Ad copies
Creatives and Target audience

Analysis the best performing ads
and other parameters

Identifying the keywords

Writing persuasive ad copies

Scaling up the best performing
keywords, ad copies, creatives and
target audience

RESULT PROVIDED BY DIGILEAP

THE AIM WAS TO GAIN 4X ROAS
BUT WE WERE ABLE TO ACHIEVE

20X ROAS

Clicks

404

Revenue

₹18K

Client vertical: Apparel and
fashion company



DIGILEAP
MARKETING

Top Campaigns

Clicks

Cost

Google Ads
Revenue

Search New Si... 17397476876

185

₹903.74

₹18,048.00



DIGILEAP
MARKETING

Matrices to track the result

- ROAS
- The Total Number of Clicks
- Click Through Rate [CTR]
- Cost

