

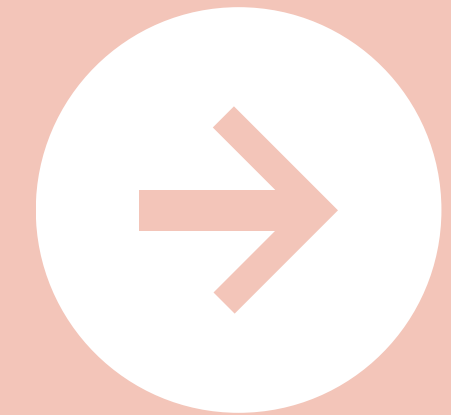


Company Profile

Presentation by AdNinja

www.adninja.pro

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Good things take time.



We are End to End Digital Advertisement Agency And We Help You Achieve The Right ROI

- Ad Budget Spent Till Date : **\$30,000**

Expertise in Facebook & Google Ads

Achieved a **ROAS upto 5X**

What We Do



01.

Business Analysis

We study the business and understand the competition and pain trigger points and create a list of our understanding

02.

Ad-Setup

Based on our analysis we create a budget segmentation across channels create a monthly ad plan with a ROI. Ad copy and creatives are also taken care of in this phase.

03.

Ad-Optimization

Once the ad is active we optimize it as and when needed and share reports twice a month to give the client an overview of the entire progress.

Adninja Process

Understanding the right approach



01. Communication

We rely on clear, constant communication to gain client insights, support goals, and exceed expectations.

02. Objectives

We use a systematic approach to understand our client's objectives and goals from the ground up, and then develop effective marketing and advertising objectives that are definitive and produce maximum ROI.

03. Strategic Development

We will develop a Go-To-Market strategy that will bring measureable results.

04. Accountability

We provide clear ROI within our comprehensive reports. ROI is as important to us as it is to our clients.



Our Services

Understanding our core services

- **Ad Management**

Facebook/Instagram/ LinkedIn and Google Ads complete management

- **Ad Copy & Creatives**

Our team of copywriters ensures your ad has the best foot forward when it comes to ad copy. Our designs are inclined towards your business goals.



OUR CLIENTELE

Our Clientele



.....More

Case Study-1



We were the performance marketing partners for a real estate company based out of Mumbai India and we were running Google ads for them. We spent around 20 lacs INR (\$24,000) for 6 months with an ROAS of 6.5X.



YEAR **2022**

ROLE Google ad management

Case Study-2



We delivered results for a big financial institution dealing in investments for NRI /HNI and spent around 17 lacs (\$18,000) and achieved a ROAS of 4.5x in 7 months time.

Amount spent	Schedule	Link clicks	Cost per Lead	Leads (form) ↓
₹137,210.73	14 Apr 2022–Ongoing	37,644	₹286.45 ^[2]	414
₹104,885.59	9 Nov 2020–Ongoing	16,350	₹286.57 ^[2]	309
₹104,448.48	18 Dec 2021–Ongoing	34,772	₹342.45 ^[2]	287
₹120,436.21	11 Jan 2019–Ongoing	15,635	₹382.34 ^[2]	273
₹67,533.97	10 Mar 2022–Ongoing	3,507	₹265.88 ^[2]	220
₹59,941.84	18 Dec 2021–Ongoing	5,732	₹268.80 ^[2]	199
₹140,819.98	1 Apr 2022–Ongoing	5,172	₹718.47 ^[2]	196
₹90,262.97	8 May 2019–Ongoing	4,073	₹414.05 ^[2]	194
₹30,029.08	7 Nov 2020–Ongoing	3,769	₹162.32 ^[2]	174
₹1,705,095.46 Total Spent		280,488 Total	— Per Action	3,597 Total

YEAR **2022**

ROLE **Facebook ad management**

Case Study-3



For that, I targeted the students based on their age group, demographics, and parents of those students. Generated over 3700 leads for the institution.

They were able to close over 100+ students offline and 220+ students online.

Budget	Attr sett	Results↓	Reach	Impressions	Cost per result	Amount spent
Using ad set bu...	2...	966 On-Facebook leads	295,935	548,445	₹74.05 Per on-Facebook l...	₹71,534.1
₹500.00 Daily	2...	864 On-Facebook leads	38,716	97,207	₹18.61 Per on-Facebook l...	₹16,081.0
₹500.00 Daily	2...	502 On-Facebook leads	89,041	369,451	₹69.59 Per on-Facebook l...	₹34,935.3
₹4,100.00 Daily	2...	453 On-Facebook leads	317,571	662,454	₹180.66 Per on-Facebook l...	₹81,837.3
₹1,000.00 Daily	2...	290 On-Facebook leads	170,464	301,407	₹72.14 Per on-Facebook l...	₹20,920.0
₹7,000.00 Daily	2...	264 On-Facebook leads	245,887	434,422	₹378.79 Per on-Facebook l...	₹100,000.0
₹500.00 Daily	2...	235 On-Facebook leads	56,272	80,828	₹23.19 Per on-Facebook l...	₹5,450.4
₹700.00 Daily	2...	174 On-Facebook leads	76,256	229,325	₹404.27 Per on-Facebook l...	₹70,343.4

YEAR **2022**

ROLE **Facebook ad management**

Case Study-4



Following are the results of an online course-selling startup.

Their requirement was to sell courses through their paid and free webinar, and for that they need leads.

Results	Reach	Impressions	Cost per result	Amount sp
On-Facebook leads			Per on-Facebook lea...	
212	42,522	49,313	₹11.28	₹
On-Facebook leads			Per on-Facebook lea...	
161	27,576	30,725	₹15.31	₹
On-Facebook leads			Per on-Facebook lea...	
39	15,805	18,193	₹31.64	₹
On-Facebook leads			Per on-Facebook lea...	
1,275	15,428	16,055	₹0.22	
Link Clicks			Per link click	
146	39,087	51,451	₹35.55	₹
On-Facebook leads			Per on-Facebook lea...	
142	24,544	33,624	₹18.68	₹
On-Facebook leads			Per on-Facebook lea...	
47	7,216	9,196	₹23.44	₹
—	421,429	589,217	—	₹
Multiple conversions	People	Total	Multiple conversions	

YEAR **2022**

ROLE **Facebook ad management**

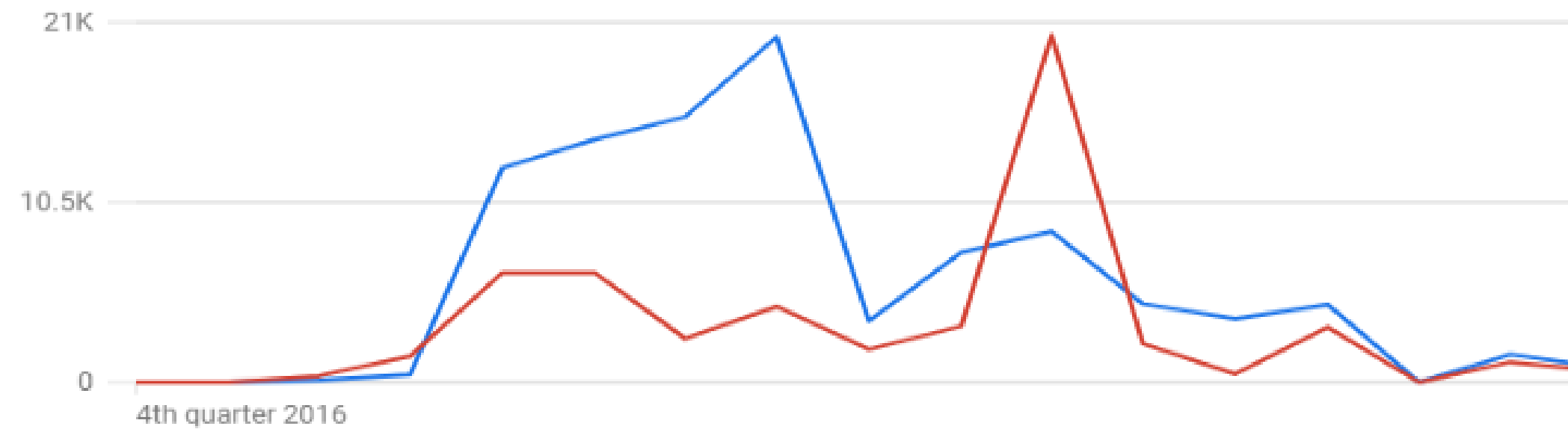
Case Study-5



In google ads, I use multi-purpose ads, like awareness, search ads, and video view ads. All these were for increasing there brand awareness and student base also.

It was very good results with google ads for them. The client was very happy. It was around 12X the return on investment they got.

Clicks ▾ 99.6K	Impressions ▾ 3.51M	Avg. CPC ₹4.35	Cost ₹433K
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YEAR **2022**

ROLE **Facebook ad management**

Testimonials

David C Hall-Founder

"I am extremely pleased with the exceptional results delivered by the performance marketing agency. Their expertise in digital advertising and data-driven strategies helped skyrocket our online presence and significantly boost our sales. Their team is highly skilled, proactive, and always went the extra mile to ensure our campaign's success.

YEAR**2022**

ROLE**Facebook ad management**



Manpreet Singh- Marketing Head

"I am thrilled with the results achieved by the performance marketing agency! Their expertise in digital marketing strategies has greatly improved our online presence and generated substantial growth in our business. Their data-driven approach and constant optimization have led to increased conversions and a significant boost in our ROI. Highly recommended!"

YEAR**2023**

ROLE**SEO & Google Ads**



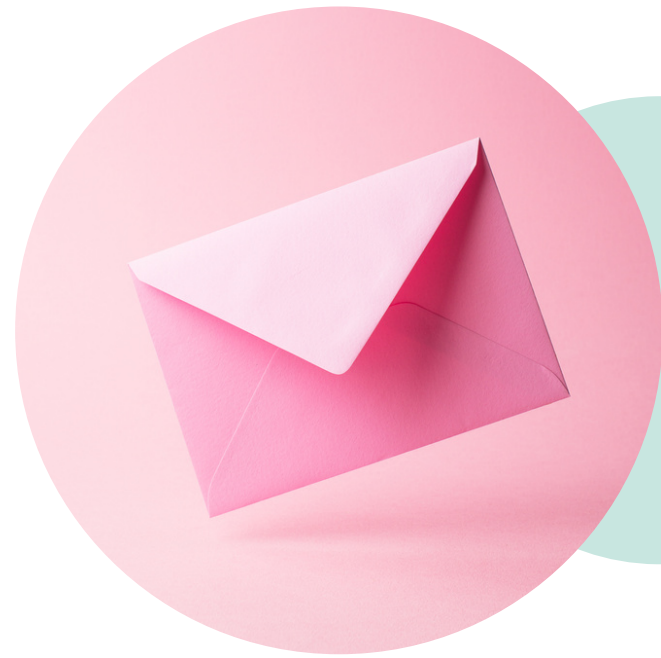
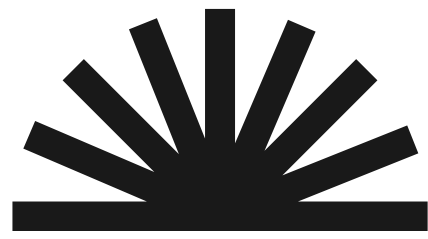
Runa Dutta-Marketing Head

"I am thrilled with the results achieved by the performance marketing agency. Their expertise in driving targeted traffic and optimizing conversions has significantly boosted our online presence and revenue. Their data-driven approach and constant monitoring of campaign performance have provided us with measurable results. Highly recommended!"

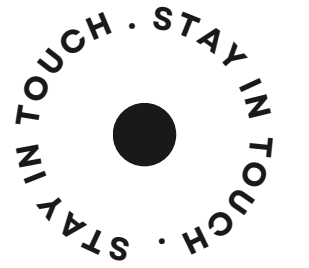
YEAR**2022**

ROLE**Social Media & Instagram Ads**





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